

CONFAB 2003 AGENDA

Saturday, October 25, 2003

8:00 AM - 3:00 PM

Confab Golf Outing (Sa1)

Positioned on 500 acres of lush meadowlands at the base of majestic Mount Rose, Wolf Run Golf Club is a par 71 course, minutes from the Silver Legacy. Our package includes green fees, cart, box lunch, range balls, jacket, a "goodie bag," and transportation.

Transportation leaves the Silver Legacy garage promptly at the noted time. Weather can be unpredictable, with temperatures from 40s to 70s, so dress accordingly.

The Confab Golf Outing is open to everyone - IMC members, nonmembers, exhibitors and guests of anyone registering for Confab. Tee times are limited, so sign up before October 1.

1:00 PM - 5:00 PM

How to Get Known as a True Professional (bonus pre-Confab session) (Sa2)

Janice Scanlan, CMC; Jane Blume, CMC; William T. Mooney, Jr.; Jack Snader, CMC; Byron Streitz, CMC

Host: Laura Raynak, CMC

Apply the techniques of getting your name known as a true professional. You'll identify, target and segment the market, develop a contact program, and come away with appropriate and effective tools to stay in touch with the right audiences. Using materials developed for speaking and writing from the "How to Hire a Management Consultant" reference manual, you will walk away with a full package of materials to augment or begin your personal marketing campaign. If you're an experienced consultant, this workshop provides you with a new avenue to reach your audiences. If you're newer to consulting, you'll apply sound marketing principles to master a relevant, "top-of-mind" awareness campaign with materials you can use immediately.

Highlights: Learn to develop a Marketing Advice Call that helps you become known in the marketplace * Gain new skills in marketing and presenting powerful materials executives want and need * Gain hands on experience presenting and gaining feedback from peers * Better understand how to use IMC USA membership and networks to increase your practice visibility and stature * Learn how to build a powerful IMC USA network within your niche

Janice Scanlan helps consultants tell stories that clients remember. Jane Blume gets the right messages to the right audiences. Byron Streitz helps organizations build capabilities buyers value. Bill Mooney helps consultants attract clients and build profitable businesses. Jack Snader is a master at helping organizations increase sales.

Sunday, October 26, 2003

7:00 AM - 5:00 PM

Check-in and on-site registration open

8:15 AM - 12:00 PM

Pre-Confab Workshop--Web Marketing: Getting The Biggest Bang for Your Buck (Su1)
Dr. Ira S. Wolfe

Hosts: Tom Ingram, PMP, and Harvey A. Meier, PhD, CMC

Whether you have built a website with the intention of making it an active profit center for your practice (but are dissatisfied with the results) or you know that you need to build a web presence but don't have the time, Ira Wolfe's successful web strategy now contributes over 75 percent of his practice to Internet leads and more than half his revenues to Internet originated sales. Ira has created what he calls a "web sales force" and during this session he will share how he contacts over 20,000 clients and prospects every month for less than \$50 with only a part-time assistant - and his website!

This workshop includes the following

I. Building a Web Site -

- a. On-line brochure
- b. On-line Sales Force
- c. Profit Center

II. Building Traffic - How do you build a list?

- a. Generating Leads
- b. Attracting Visitors
- c. Other sources

III. Drip. Drip. Drip.

- a. Building Credibility - Prospects
- b. Building Loyalty - Customers
- c. Using your web site for marketing and sales.

Highlights: * How to use your practice website for marketing and sales * Different Web marketing programs that work and those that don't * Affordable automated web marketing services

1:00 PM - 2:15 PM

Welcome and General Session: Beyond Tomorrow: The Future Isn't What It Used to Be! (Su2)
Terry J. van der Werff, DPhil, CMC

Host: Harvey A. Meier, PhD, CMC

As consultants and business advisors, we offer solutions to our clients' issues, yet we are not immune from the same forces affecting them. Dr. Terry van der Werff, is an internationally recognized futurist, author, and business strategist to Fortune 500 companies, professional associations and governments. He surveys the current megatrends affecting companies and organizations and significant changes in these trends in the

past two years. This keynote session addresses the implications to consultants today, and offers recommendations to help us serve our clients better.

Highlights: * Understand how key megatrends affect your clients and your practice * Trend Analysis...what is it and how can it help you better serve your clients. * Identify new ways to see into the future and apply it to grow your practice * Learn ways to track and project trends * Distinguish between the short- and long-term impact on trends * Recognize the importance of the human factor and its impact in trend application

The Futurist magazine chose Dr. Terry van der Werff, CMC, as the featured futurist in their millennial issue. He confidentially advises CEOs worldwide on strategy and executive leadership and professionally speaks on global trends. Terry will update his Confab 2001 views of the future and highlight their impact on consultants.

2:45 PM - 4:00 PM

Building Blocks of a Successful Consulting Practice (Part I) (Su3A)

Janice Scanlan, CMC; Elliott Black, CMC, Linda Hanson, CMC, Byron Streitz, CMC, Rosemary Walter, and Patricia Wiklund, PhD

Host: Margery Mayer, CMC

This two-session program provides a panel of experts to help you jumpstart your consulting business. You'll learn how to market to expand your business and how to build lasting client relationships for repeat business. These sound building blocks will provide a foundation to grow your business successfully and profitably. Attending both sessions will provide the fundamentals for a successful consulting business.

Highlights: Learn how to market on a shoestring * Gain skills in how to attract buyers to you * Learn customer focus and how to sell YOUR sizzle for more business * Gain skills to ensure your client buys and executes your advice * Gain practice & feedback

Apply proven skills of reaching buyers. Elliott Black helps you market on a shoestring. Rosemary Walter helps you create a "Sizzle Statement" that clearly communicates the value you bring to current - and potential -clients. Byron Streitz helps you focus on the buyer, having bought \$14 million+ of consulting services.

2:45 PM - 4:00 PM

Creating Incredible Collaborations in a Free Agent Ecosystem (tm) (Su3B)

Karen Dietz and Joe Sterling

Host: Barbara Chan, CPCC, CMC

Could you achieve more if you had a pool of collaborators you trusted? Could you land more business if you had more to offer? Want to do more of what you do best and hand off the rest?

Some consultants are great schmoozers! Some like to make deals. Some create knowledge, and others like to deliver it. Some are great at finding out how it all went. Let us show you a proven method for collaborating with other consultants so your clients recognize you as an even greater asset. and you'll

be more attractive to prospects.

This presentation walks participants through the Free Agent Ecosystem (model for creating a sustainable commercial 'ecosystem' among collaborating free agents.) Users are able to avoid common collaboration breakdowns, go after bigger clients, increased revenues, and enjoy synergies not available to them before. As a result, the sum is greater than the parts.

Highlights: * Understanding the Value Chain of professional services transactions * Cultivating relationships in an ecosystem of participants via 'a few simple rules' * Exploring the cutting edge of new work arrangements that make life easier and more financially rewarding for all * Learning how to set a foundation for collaborating safely with other free agents to serve more and larger clients * Resolving problems that consultants typically face in working with each other (money, poaching clients, communication, service delivery, agreements, etc.) * Gaining models, processes, and structures you can use immediately.

Coming directly from the front lines of both rotten and successful collaborations, Karen Dietz and Joe Sterling have spent the last three years working together on articulating the essential components of winning alliances. Joe has over ten years' experience facilitating groups to accelerate reaching their goals. His approach emerges from systems theory, accelerated learning, continuous improvement, and collaborative strategic modeling. Karen has over seventeen years of experience working with companies in successful change initiatives, and coaching leaders in skills bridging the gap between executives and employees. Using their system, Karen, Joe, and others have collaborated on a variety of client projects.

2:45 PM - 4:00 PM

Fifty Ways to Fill Your Marketing Pipeline (Su3C)
C. J. Hayden, MCC

Host: John J. Tracy, CMC

The secret to having all the clients a consultant needs is keeping the marketing pipeline constantly full. This fast-paced interactive presentation will cover 50 ways to fill the marketing pipeline; which strategies work, which don't, and how to tell the difference; how to locate leads and prospects using publicly available information; how to approach prospects by phone and mail; tips for effective networking and referral-building; how to attract clients instead of seeking them out; and how to turn a list of ideas into a marketing action plan

Highlights: * What really works to get clients & what doesn't * Where to look for prospects who need you now * How to get networking to pay off * Choosing the right marketing strategies for your audience & personality * What you can do to make clients call YOU

C.J. Hayden is the author of Get Clients NOW! and a Master Certified Coach. Since 1992, she has helped thousands of self-employed professionals make more money with less effort. C.J. has taught marketing internationally for dozens of colleges and resource centers. She writes on sales and marketing for SalesVault, Sharper Training, and Business Know-How.

2:45 PM - 4:00 PM

The Coaching Component of All Management Consulting Relationships (Su3D)

Darrell Beck, PhD, CMC

Host: Duncan MacVicar, CMC

All consultants can improve their effectiveness by learning to look at their clients through the lens of a coach. A key driver of your success as a consultant depends on the quality of your connection to your client. But another part depends also on the quality of your client's leadership and his or her connection to the rest of the organization. What are your client's key strengths as a leader, and does the client use those strengths effectively in the organization? What are your client's non-strengths, development areas, and weaknesses as a leader, and does your client know what they are and how to cope effectively with them? What are areas where your client should use the talents of others, and how insightful and skilled is he or she at doing that? What is the level of your client's emotional intelligence-self-knowledge and self-mastery, and versatile influence skills?

This session will cover how to assess each of the questions above, and how to adapt as a consultant to the answers you get, to heighten the success of your consulting relationship.

Highlights: * Identify key client characteristics necessary to your project's success * Map out key roles in the consulting project * Deepen the quality of your relationship with your client by helping your client be successful * Better positioning for future engagements

Darrell Beck has twenty-five years' experience coaching executives and managers. He has designed and implemented succession planning systems for Fortune 500, mid-sized and family firms. His PhD is in Communication Studies (interpersonal, team dynamics, and psychological assessment) and he has spoken at over fifteen national conferences of personnel-management and organizational-development professionals.

4:30 PM - 5:45 PM

Building Blocks of a Successful Consulting Practice (Part II) (Su4A)

Janice Scanlan, CMC; Elliott Black, CMC; Linda Hanson, CMC; Byron Streitz, CMC; Rosemary Walter; and Patricia Wiklund, PhD

Host: Margery Mayer, CMC

This two-session program provides a panel of experts to help you jumpstart your consulting business. You'll learn how to market to expand your business and how to build lasting client relationships for repeat business. These sound building blocks will provide a foundation to grow your business successfully and profitably. Attending both sessions will provide the fundamentals for a successful consulting business

Highlights: Further refine marketing fundamentals from session 1 * Build on refining your client skills * Learn the secrets of repeat business * Learn how to put it all together without killing yourself * Gain practice & feedback

Successfully leverage and tie your business together: Linda Hanson will teach you how to build repeat business to obtain additional revenues. Pat Wiklund will help you accelerate your profitability by working ON your business not just at your business. Janice Scanlan, moderator, chairs IMC USA Professional Development.

4:30 PM - 5:45 PM

Building Your Thinking Potential: The Power of Ideas (Su4B)
Bob Fonarow, CMC

Host: Jennifer Beever, CMC

Divergent thinking is a fundamental aspect of the creative process. This session will explore the three basic principles of creative thinking - divergent thinking, suspended judgment and acceptance. We will explore the specific techniques that can make you a more effective idea producer. Learn mental calisthenics and skill builders to develop your imagination.

Highlights: * Use divergent thinking principles to explore a problem and consider options for solving it * Develop the skill of Option Thinking * Learn Opportunity Thinking - the skill of looking at a problem and seeing an opportunity for effective action * Practice the skill of the "educated guess" * Learn Creative Guesswork by using creative thinking through hypothesizing

4:30 PM - 5:45 PM

Discover Your Hidden Speaking Skills (Su4C)
John C. Harrison

Host: Joel Strom, CMC

This session will look at public speaking from the inside, focusing on the experience of presenting to others. How do you make yourself comfortable before you speak? How do you become credible to your listeners? How do you create a personal connection with those you're talking to? You'll look at myths about public speaking that you have likely held since childhood. And you'll learn a few key techniques and approaches to speaking that will have immediate impact on your next presentation.

Highlights: * Learn to build comfort and credibility - everything that makes you a more believable presenter and spokesperson * Discover practical tools and techniques for making the room yours * Learn what goes into building personal charisma * Revisit, and perhaps revise, your ideas on what constitutes an effective speaker

4:30 PM - 5:45 PM

Ethical Consulting in Today's Tangled Times (Su4D)
James D. Warren, Jr., CMC

Host: Mark Haas, CMC

A recent Fast Company magazine interview led with the provocative question: "Are All Consultants Corrupt?" This case study session will explore an in-depth understanding of major federal legislation regarding independence and practice requirements for U.S. consultancies. IMC practitioners will be able to communicate more authoritatively about these issues to prospective clients and learn how to seize new market opportunities.

Highlights: * Delve into the Case Study * Become familiar with the current regulatory framework * See how you can market your practice differently * Understand the new market opportunities

Results-oriented executive with 25 years' experience as consulting partner/managing director in a Big-5 consulting environment. for clients ranging from start-ups to Fortune

1000. James has a proven reputation for defining entrepreneurial vision, developing and leading major diverse business groups, implementing successful innovative technology solutions, and delivering exceptional results in complex and changing conditions.

- 5:00 PM Check-in and on-site registration close for the day
Deadline for your photo to appear in the directory.
- 5:45 PM - 6:15 PM Networking/Open Time
- 6:30 PM - 8:30 PM Nevada Museum of Art: A Special Treat from Sierra Pacific Power Company! (Su5)
In place of our regular Sunday evening cocktail party, this year we are going off-site, for a special gathering at the newly constructed Nevada Museum of Art located in downtown Reno. Our sponsor, Sierra Pacific Power Company, has arranged for chartered buses to take our entire contingency of consultants and their guests to the museum for a private tour, wine tasting and extraordinary hors d'oeuvres. This is a new addition to the Confab schedule and one you won't want to miss. Preview at www.nevadaart.com.

Monday, October 27, 2003

- 7:00 AM - 8:15 AM Continental Breakfast and Presentation by Sierra Pacific Power Co. and EDawn (M1)
Host: Anna Bifano
- 8:00 AM - 12:00 PM Check-in and on-site registration open
- 8:30 AM Directories become available
Registrants' photos in the directory will help you network.
- 8:30 AM - 9:45 AM Mega-Positioning: Establish Yourself As An Industry Guru (M2)
Roberta Guise, MBA, Moderator; Nan Andrews Amish, MBA;
Tom Gorman, MBA

Host: Jane Blume, CMC

Why are Stephen Covey, Faith Popcorn and Daniel Goleman recognized as business gurus? Join our panel of experts as we explore how you can create your own "thought leadership" idea and become an acknowledged expert or industry guru. Discover how precision branding can put you on the path to an entirely new level of success. Take a preliminary look at the marketing tools every guru uses to get visibility for their "thought concept", and what you can do to achieve the same brand recognition.

Highlights: * Discover how to identify a unique perspective in your knowledge that you can turn into a branded idea * Learn the principles of precision branding * Review the marketing tools for getting maximum visibility * Identify the strategies and action steps to successfully promote your new idea and position yourself as a thought leader in your field
- 10:15 AM - 11:30 AM How to Facilitate with Your Hands Behind Your Back (M3A)
E. Michael Shavs. CMC. FIMC

Host: Kenton Hill, EdD, CMC

Come sample OST, Open Space Technology, and see how it can help your clients to resolve complicated issues. Learn how to create time and space in high-pressure environments. Discover the village marketplace, breaking news, the one law, four principles, bumblebees and butterflies. Come prepared to be surprised.

Highlights: * Overview of Open Space Technology as a facilitator's tool * Explore ways to manage conflicts effortlessly * Learn to uncover "the real issues" and quickly resolve your client's problems * Gain tools to manage clients so they don't manage you

Michael Shays helps his clients resolve conflict, transitions, and management dilemmas. He is a member of the Center for Breakthrough Thinking, a mediator, and a facilitator. He also obtains significant results by being a non-facilitating facilitator through the use of Open Space Technology.

10:15 AM - 11:30 AM

Pricing Options: Maximize Your Income and Client Retention (M3B)

Donald A. Kerper

Host: Larry Mandelberg

Explore a variety of contractual fee alternatives to maximize both income and client satisfaction. Participants will learn about different pricing/fee options, ranging from fixed to value pricing. In addition, you will be exposed to the different consultancy situations that exist and which fee alternatives are available and appropriate for each. Through a thorough understanding of these options and their respective utilities, participants will learn how to maximize income and facilitate client retention and repeat business. Participants will also learn how to migrate from one fee alternative to another as the consultancy situation changes without being constrained by past precedent.

Highlights: * Pricing option alternatives are revealed * Understand the utility for each option (feasibility, cost, benefit, etc.) given the consultancy situation studied * Identify tactics to prevent creation of pricing precedents * Strategies for migrating from one fee alternative to another * Examine creating and solidifying Value Pricing arrangements with clients

10:15 AM - 11:30 AM

Professional Speaking as Mega-Marketing Tool: Positioning Your Expertise (M3C)

Nan Andrews Amish, MBA

Host: Charles T. Wilson, CRM

Many consultants are considered technical experts or business gurus. How many are skilled at taking advantage of the powerful leverage of the professional speaking platform, as a marketing tool? This presentation will explore the benefits of speaking as a marketing strategy; explore how to make it pay off using great content, and how to get yourself invited back.

Highlights: * Position your expertise via speaking engagements * Integrate speaking into strategic marketing mix and current business or technical issues * Identify criteria for selecting content * Speech construction that highlights your expertise:

platform techniques, and showcase past client experiences, without bragging * Use of PowerPoint and other visuals as tools to enhance your expertise * Techniques to get you invited to consult and to speak again

10:15 AM - 11:30 AM

The Business Book: How to Use a Consultant's Ultimate Branding Tool (M3D)
Tom Gorman, MBA, President of Content Publishing and author of Writing the Breakthrough Business Book

Host: Kathy Maixner

Ever wonder what a book can do to launch, re-launch or market your practice? Find out from this expert! This session will give you superior knowledge of the business book market, and of what agents and editors look for in a book proposal. You will also get expert tips on how to develop an idea and material, how to write a business book, and how to promote your book and your practice.

Highlights: * Overview of the Business Book Market * Business Books that Worked for Consultants * Understanding the Book as a Positioning Tool * How to Create a Compelling Concept * Writing the Book Proposal-and the Book * Using the Book to Promote Your Practice *

12:00 PM - 2:00 PM

Lunch, Drawing, and Exhibitor Presentation (M4)

2:30 PM - 3:45 PM

Employee Assessments: Valuable to Clients, Profitable to You (M5A)
Jennifer Leake

Host: Catherine Robinson-Walker

Employee assessments provide valuable information for executive search, hiring and promotion, coaching, and staff and leadership development. This session provides consultants with an overview of what's out there, how to use assessments to "cement" client relationships and create potential residual income.

Highlights: * Gain a basic overview and understanding of business assessments * Learn what's out there and how to talk about them * Recognize the value they provide to clients * Evaluate for potential revenue for your consulting practice

2:30 PM - 3:45 PM

Get That Article Published! Reaching Prospective Clients Through Business Magazines (M5B)
Carl Friesen, CMC

Host: Joanne Gainen, PhD

Business articles are a low-cost, high -return marketing tool you can use to position you and your practice. Listen to an editor's point of view on how to get your article published. This session promises to be lively and highly interactive. You will be given a proven reliable guide to getting published and gain maximum exposure for your time invested. Walk away from this session with a plan to start an article-writing program on your first day back of the office.

Highlights: * Learn how to choose article topics that will get you published * Discern which publications will give you

maximum exposure to your target audience * Develop a query letter that gets the editor's attention * Article structure for easy writing * Leverage your article through multiple submissions, reprints, internet and other promotional materials

With a journalism degree and three years of full-time experience as a reporter and editor, Carl Friesen, CMC, is your "inside guide" to magazines. For five years, he managed the media relations function for KPMG in Canada. He now has his own consulting firm that helps business professionals get published.

2: 30 PM - 3:45 PM

How to Create Marketing Materials That Get You Noticed Every Time (M5C)
Roberta Guise, MBA

Host: Linda Popky

Effective marketing materials show your value, illuminate your business purpose, and give prospects a keen sense of why they would want to do business with you. Through images, design and words, you show prospects how working with you will solve their problem. In this session we'll examine what works, what doesn't and why by studying a broad spectrum of examples. We'll also discuss ways to create "keep-in-touch" marketing pieces, both print and electronic, to get you top-of-mind awareness.

Highlights: * Identify the 7 fail-safe steps for creating effective marketing materials * Learn how to create value-driven marketing messages * Review the principles of good design * The 3 "musts" of every marketing piece

"Be visible!" is Roberta Guise's rallying cry to experts, consultants and small business owners. Through coaching and consulting, Roberta helps you develop your marketing vision, strategy, and action plan; create promotion materials; get exposure from publicity in the media; and shake loose your inner rainmaker.

4: 15 PM - 5:30 PM

Making the Most of Your IMC Membership: Your Pathway to Success as a Consultant (M6)
Norman R. Eckstein, CMC, National Chairman, Institute of Management Consultants, USA, Inc.

Host: Katrina Ling

This session will highlight how IMC USA membership increases your value as a consultant and how to get the maximum benefit from IMC USA membership. Presentations by several people will highlight some of the current activities of IMC USA that increase the value of membership. This will include an update on the College of Certified Management Consultants and their initiatives that provide added visibility for CMCs and for IMC USA.

5: 30 PM - 6:30 PM

Networking/Open Time

6: 30 PM - 8:30 PM

Cocktail Party and Dinner (M7)
Two Dead Philosophers and a Rich Guy: The Tight Relationship between Technology, Power, and Point of View

Randy Harrington. PhD. Founder and CEO of Extreme Arts &

Sciences

This presentation gets at the organizational dynamics that separate marginal players from great players. More and more, the products and the tools are the same. We differentiate based on quality and efficiency in performance. Dr. Harrington uses a series of humorous and real world stories to show why we rarely unfold the potential in our companies, our systems, and ourselves.

With a PhD from the University of Oregon in communication and Master's from the University of North Carolina in interpersonal communication, Dr. Harrington served as head of information technology for an Oregon financial institution and was a news anchor for a CBS television affiliate.

Tuesday, October 28, 2003

7:00 AM - 8:15 AM

Buffet Breakfast (T1)

8:30 AM - 9:45 AM

The Path of Least Resistance: Getting to the C Level (T2)
William Wagner, ACCORD Management Systems

Host: Harry L. Nolan, Jr., CMC

Eight years ago, Bill Wagner was faced with a dilemma; he had six months to get a new consulting practice off the ground and be profitable. He looked for specific markets that offered direct access to decisions makers with a definite need. These markets and access would also dramatically shorten the sales cycle. Finding this "path of least resistance" accelerated his company's growth and successfully expanded his client base nationwide. He'll share specifics including what he focused on and successful techniques used to maximize exposure and to get the engagement.

Highlights: * Identify the best paths to decision makers specific to your practice * Understand behavior traits of those decision makers and how best to align your marketing strategy to win the engagement * Learn how to apply this successful format to apply to your practice * Bottom Line...you will leave with an action plan to get to the "C" level.

10:15 AM - 11:30 AM

An Introduction to Market Research (T3A)
Michael E. Egan, PhD, CMC

Host: Peter Jay Sorenson, CMC

Market research is an important management tool to help companies and organizations make better decisions about their businesses so they can sell more, sell them at a higher price and make more money. This session demystifies market research and attendees will learn the basic techniques for conducting primary market research. Factors such as costs, timing, and return on investment will be discussed. The session will address both qualitative and quantitative techniques and will also provide an overview of emerging techniques and new technologies. Learn how and when to use research, how to create a "virtual" research firm and how to locate and evaluate key vendors. This session is a must attend for those who want to add constituent-based metrics as a management consulting tool.

Highlights: * Understand the types of market research, their scope, limitations and traps * Recognize when to use market research most effectively * Learn Project Management guidelines for market research * Gain understanding of most appropriate market research methodology for the situation * Learn to effectively evaluate vendors of market research

10:15 AM - 11:30 AM

If I Could Juggle That Much, I'd Join a Circus! (T3B)
Ric Giardina, The Spirit Employed Company

Host: Sarah Layton, PhD, CMC

Based on his best selling book, Become a Life Balance Master, this workshop goes beyond telling us why balance is so essential in today's world. It teaches participants a process to identify their current "Life Balance Equation," define a better Life Balance equation, and how to successfully bridge the gap. In this interactive session, Ric will introduce a simple, yet highly effective technique that will allow you to first create and then maintain balance among the various elements of your life. A business executive, poet, author, and professional speaker, Ric has been successfully juggling the competing elements in his life and generously shares his wisdom in this entertaining and educational session.

Highlights: * Understand why a balanced life is vital to both our personal and professional success * Identify the cultural barriers in life that prevent balance * Learn to deal with the Four Key Myths surrounding Life Balance * Develop a personal step-by-step plan to immediately experience positive and reinforced changes * Learn specific techniques to create ways, at home or at work, to support Life Balance * Accelerate yourself on the path to a life of balance, harmony, and success

With his history of being a NASA scientist, designing the Intel Inside® program, naming the Pentium processor, practicing law, 600-mile AIDS bicycle rides, hi-tech start-ups, sitting as a judge, authoring books, piano, marathons, Spirit Employed, the Presidency of NSA/NC, a family, and speaking engagements, Ric knows about Life Balance! Find out what he knows and become a Master yourself!

10:15 AM - 11:30 AM

Is Your Business Financially Fit, Strategically Sound, and Legally Layered for a Future Sale? (T3C)
D. R. Whitson, CFP, Whitson Management Group, Ltd.

Host: James Bullard, PhD

If you ever think you may want to sell your business, this is THE session for business-owner exit strategies. A highly regarded expert in business valuation, D. R. Whitson will provide practical insights and ideas for creating value. Learn how to build value in your business, how a business is marketed, and what are the key steps in keeping the value at sale time.

Highlights: * Determine the sale possibilities that exist for your type of business * Identify needed advisors, and learn what they can offer you * Recognize pitfalls when selling your business * Understand the value proposition from the buyer's viewpoint.

12:00 PM - 2:00 PM

Lunch and General Session: The Talk Show (T4)
Richard J. Pinsker. CMC. FIMC. and Kim Silvers. SPHR

The capstone of Confab, this traditional session brings the spirit and cooperative information exchange together for one last event. Join us for this informative, fun lunchtime session. This is your final opportunity to ask a room of experts any burning question about consulting, clients, and challenges. You'll receive valuable insights, answers and opinions. So plan to stay for lunch and enjoy this ending event . . . you'll be glad you did. Question forms and drop boxes are available throughout Confab to submit questions. (Due to the volume, we are limited to pre-submitted questions only.)

Highlights: * Get specific answers to your challenging consulting issues you feel you're facing alone * Tap into the wealth of wisdom and experience gathered in this open forum * A last chance opportunity for you to share your practical expertise and lessons learned with the group * Gain a fresh perspective to an old problem