

# ★ EDUCATION SCHEDULE ★

**Saturday, Jan. 8**

**2 - 3 p.m.**

## **101: MANAGING WITHOUT INTERFERENCE AND THE EMPLOYEE FREE CHOICE ACT (EFCA)**

Speaker: Michael S. Pepperman and Thomas T. Hearn  
Obermayer, Rebmann, Maxwell & Hippel, LLP  
Room: 204B  
Sponsor: Mississippi Division of Tourism

This seminar provides operators with the necessary tools to identify when a union is attempting to organize their workforce and strategies to stop it. A portion of the program is devoted to developing effective communication skills so that attendees can educate their supervisors and employees to understand that union representation is unnecessary. Another part of the program discusses the pending EFCA legislation and how the current National Labor Relations Board may use its rulemaking authority to push many of the changes contained in the proposed EFCA legislation.

**3:15 - 4:15 p.m.**

## **102: HARRASMENT RECOGNITION AND PREVENTION IN THE WORKPLACE**

Speaker: Todd J. Glassman and Thomas T. Hearn  
Obermayer, Rebmann, Maxwell & Hippel, LLP  
Room: 204B  
Sponsor: Mississippi Division of Tourism

This interactive workshop is particularly critical in light of the zero tolerance perspectives taken by the courts and the Guidelines issued by the EEOC. Employers are held “strictly liable” for certain claims of sexual harassment committed by supervisory personnel, whether or not the operator knew of the harassment, or even took measures to prevent or remedy it. This program addresses “subtle harassment” issues and their impact on the workplace. It focuses on teaching attendees the practical aspects of harassment and addresses the concept of “welcomeness” through hands-on analysis of real-life scenarios. The program covers all types of harassment including harassment based on race, color, religion, gender, national origin, age, and disability.

**4:30 - 5:30 p.m.**

## **103: 2011: THE YEAR OF SALVATION?**

Speaker: Alf Nucifora  
Room: 204B  
Sponsor: Pigeon Forge Department of Tourism

In 2009, perennial ABA favorite Alf Nucifora introduced the first of his popular “How to Survive and “Thrive” Series. An updated 2010 version applied marketplace reality to confused and unsupported expectations and laid out a continuing plan by which ABA marketers could weather the storm. In 2011, Alf assesses the likelihood of a hoped-for improved economic climate, and taking a more optimistic, bullish and aggressive approach, presents marketing strategies tailored to a time when psychologically-ravaged consumers and vacation-deprived travelers are yearning to climb back on the bus but need just the right degree of marketing push.

# ★ EDUCATION SCHEDULE ★

**Sunday, Jan. 9**

**11:30 a.m. - 12:30 p.m.**

## **201: PRODUCTIVITY BOOSTERS: KEY PC SHORTCUTS AND TIMESAVERS**

Speaker: Randall Dean  
Room: 204A  
Sponsor: Entertainment Cruises

You know there are ways to do things faster on your PC, but it's hard to remember them. You've picked up a few over the years, but you could sure use more. In this session, Amazon bestseller Randy Dean, MBA, the "Totally Obsessed" Time Management/Technology Guy, shares his favorite time-saving shortcuts on a PC environment. From keystroke combos, to auto-rules, to web browser tricks, learn strategies for "amping up" your personal PC performance!

## **202: THE GREAT GAME OF BUSINESS: HOW TO MEASURE SUCCESS ONE GAME AT TIME**

Speaker: John Kennedy  
Room: 201B  
Sponsor: Crescent Hotels & Resorts

The key to any successful organization that strives for constant improvement is one word—engagement! Join international speaker, author and strategist John Kennedy as he presents this dynamic program based on the best selling book of the same name. John blends measurement and goal-setting with teamwork and fun to create a culture that is driving success, sales, and service better than anyone else out there. The audience members will learn the five steps to successful employee engagement, a wealth of ideas to integrate into daily work activity and the invaluable tool for communication and creativity—the huddle!

## **203: DMO REPRESENTATIVE MEETING**

Moderator: Alf Nucifora  
Room: 203AB  
Sponsor: ABA

Join your DMO colleagues for an engaging dialogue on the state of your industry segment. Alf will help you pinpoint the most pressing issues, challenge you to be open and honest in your discussion, and collectively produce relevant strategies that you can take back to the office.

## **204: SAFETY 101 FOR TOUR OPERATORS**

Speaker: Joe Osterman  
Room: 204B  
Sponsor: Alaska Travel Industry Association

The Bus Industry Safety Council is working hard to help you, the tour operator, provide a safe trip for your clients. You will understand the keys to facilitating an effective interaction between bus companies and tour operators; learn to recognize the roles and rules governing the bus companies; and realize how those rules impact itineraries, driver schedules, and customer service. This is vital information to ensure your customers have the most enjoyable and safest trip possible.

# ★ EDUCATION SCHEDULE ★

**Sunday, Jan. 9**

**1 - 2 p.m.**

## **205: TOUR OPERATOR REPRESENTATIVE MEETING**

Moderator: Alf Nucifora  
Room: 203AB  
Sponsor: ABA

Join your Tour Operator colleagues for an engaging dialogue on the state of your industry segment. Alf will help you pinpoint the most pressing issues, challenge you to be open and honest in your discussion, and collectively produce relevant strategies that you can take back to the office.

## **206: MANAGING WITHOUT INTERFERENCE AND THE EMPLOYEE FREE CHOICE ACT (EFCA)**

Speaker: Michael S. Pepperman and Thomas T. Hearn  
Obermayer, Rebmann, Maxwell & Hippel, LLP  
Room: 201B  
Sponsor: Mississippi Division of Tourism

This seminar provides operators with the necessary tools to identify when a union is attempting to organize their workforce and strategies to stop it. A portion of the program is devoted to developing effective communication skills so that attendees can educate their supervisors and employees to understand that union representation is unnecessary. Another part of the program discusses the pending EFCA legislation and how the current National Labor Relations Board may use its rulemaking authority to push many of the changes contained in the proposed EFCA legislation.

## **207: DESKSIDE ASSISTANCE: GOVERNMENT AFFAIRS UPDATE**

Panelist: Clyde Hart  
Room: 204B  
Sponsor: ABA

ABA Senior VP for Government Affairs and Policy, Clyde Hart, will brief operators on the latest official news from Washington. Included in his talk are the latest in federal regulations on the Americans with Disabilities Act; the NHTSA seat belt proposal; future industry issues under discussion; and the new Committee Chairmen in the 112th Congress.

## **208: RELATING, NOT TRANSLATING: HOW TO MARKET TO U.S LATINOS**

Speaker: Kelly McDonald  
Room: 204A  
Sponsor: The Museum of Science & Industry

The U.S. Census reveals that there are more than 47 million Latinos residing in the U.S., and that Latinos are the largest minority group in the country. Virtually every major brand, product and service is scrambling to tap into this large, lucrative and growing consumer base. Kelly teaches specific strategies and tactics for cultivating and retaining Hispanic customers and developing an effective, culturally relevant marketing plan. Best practices will be shared from other companies that are successfully marketing to Hispanics and attendees will leave with specific strategies and tactics for developing effective marketing messages targeted specifically to the Latino market.

# ★ EDUCATION SCHEDULE ★

**Sunday, Jan. 9**

**2:30 - 3:30 p.m.**

## **209: CAPTURING THE STUDENT AND YOUTH MARKET**

Moderator: Carl Prince, Theatre Direct/Broadway.com  
Room: 204B  
Sponsor: SYTA

Whether or not you are already working with this segment of the motorcoach group market, you should attend this seminar. The panelists will discuss niches within this market and the opportunities and challenges of each. They will also discuss the rolls and responsibilities of tour operators, motorcoach companies and school groups to ensure successful school group trips. The discussion will include what roles each group plays, safety factors that must be considered, and other components involved in a creating a successful student trip.

## **210: 2011: THE YEAR OF SALVATION?**

Speaker: Alf Nucifora  
Room: 201B  
Sponsor: Pigeon Forge Department of Tourism

In 2009, perennial ABA favorite Alf Nucifora introduced the first of his popular “How to Survive and “Thrive” Series. An updated 2010 version applied marketplace reality to confused and unsupported expectations and laid out a continuing plan by which ABA marketers could weather the storm. In 2011, Alf assesses the likelihood of a hoped-for improved economic climate, and taking a more optimistic, bullish and aggressive approach, presents marketing strategies tailored to a time when psychologically-ravaged consumers and vacation-deprived travelers are yearning to climb back on the bus but need just the right degree of marketing push.

## **211: PROACTIVELY MANAGING E-MAIL IN PERSONAL AND PROFESSIONAL SETTINGS**

Speaker: Randall Dean  
Room: 204A  
Sponsor: Entertainment Cruises

Every day, managers and professionals are getting buried under a continuing stream of both useful and useless e-mail. Without a system for getting “control of the beast,” professionals spend much of their work (and personal) time spinning wheels and feeling highly unsatisfied. If you would like to get control of your e-mail “beast,” you should attend this program led by Randy Dean, MBA, author of the Amazon bestseller, Taming the E-mail Beast. Randy shares strategies for effective e-mail management, organization, and prioritization that have helped literally thousands of business professionals regain control and sanity with their e-mail activities.

# ★ EDUCATION SCHEDULE ★

**Sunday, Jan. 9**

**4 - 5 p.m.**

## **212: RECEPTIVE OPERATOR REPRESENTATIVE MEETING**

Moderator: John Kennedy  
Room: 203AB  
Sponsor: ABA

Join your Receptive Operator colleagues for an engaging dialogue on the state of your industry segment. John will help you pinpoint the most pressing issues, challenge you to be open and honest in your discussion, and collectively produce relevant strategies that you can take back to the office.

## **213: HARRASMENT RECOGNITION AND PREVENTION IN THE WORKPLACE**

Speaker: Todd J. Glassman and Thomas T. Hearn  
Obermayer, Rebmann, Maxwell & Hippel, LLP  
Room: 204B  
Sponsor: Mississippi Division of Tourism

This interactive workshop is particularly critical in light of the zero tolerance perspectives taken by the courts and the Guidelines issued by the EEOC. Employers are held “strictly liable” for certain claims of sexual harassment committed by supervisory personnel, whether or not the operator knew of the harassment, or even took measures to prevent or remedy it. This program addresses “subtle harassment” issues and their impact on the workplace. It focuses on teaching attendees the practical aspects of harassment and addresses the concept of “welcomeness” through hands-on analysis of real-life scenarios. The program covers all types of harassment including harassment based on race, color, religion, gender, national origin, age, and disability.

## **214: SOCIAL MEDIA & SOCIAL MARKETING - HOW TO USE IT TO GROW BUSINESS IN A LOW COST, NO COST MANNER**

Speaker: Kelly McDonald  
Room: 201B  
Sponsor: The Museum of Science & Industry

Although everyone has heard of social media and social marketing, there is tremendous confusion about how to use these tools for business marketing. This session will teach you the ropes of how to do it effectively and correctly, to truly reach new and existing customers with relevance. Participants will learn the key differences between the core social media avenues: Facebook, MySpace, LinkedIn and Twitter and the etiquette for each. Best practices and specific strategies will be shared to illustrate how companies and organizations are using these powerful tools to grow business and deepen relationships.

## **215: DRIVE MORE BUS TICKET SALES WITH BUSLINESCONNECT**

Speaker: Jim Palmeri  
Room: 204A  
Sponsor: ABA

BusLinesConnect.com provides consumers access to the largest network of line run bus operators in North America. This OMCA/ABA venture is going to be the Travelocity, Expedia, Orbitz and Priceline for bus tickets on motorcoaches all in one place on the web. This will redefine the way people purchase bus tickets by providing more information for consumers and giving bus operators an additional sales channel to expand their line run business. If you run a line run operation, you should not miss this session.

# ★ EDUCATION SCHEDULE ★

**Monday, Jan. 10**

**9:30 a.m. - 10:30 a.m.**

## **301: LODGING REPRESENTATIVE MEETING**

Speaker: John Kennedy  
Room: 203AB  
Sponsor: ABA

Join your Lodging colleagues for an engaging dialogue on the state of your industry segment. John will help you pinpoint the most pressing issues, challenge you to be open and honest in your discussion, and collectively produce relevant strategies that you can take back to the office.

## **302: OPTIMIZING YOUR OUTLOOK: TIME MANAGEMENT/ENHANCED PRODUCTIVITY STRATEGIES FOR MS OUTLOOK USERS**

Speaker: Randall Dean  
Room: 204A  
Sponsor: Entertainment Cruises

In this popular program on “getting more from your Outlook,” Randy Dean, MBA, shows how to use “the other four functions beyond e-mail:” Calendar, Tasks, Contacts, & Notes. He also goes into many common areas of productivity loss afflicting busy professionals today: managing projects, maintaining “traction” when dealing with tasks and interruptions, clearing clutter in your mind for increased focus, tracking “who owes you what,” and better managing your calendar and contacts for better time and relationship management. His goal is to help stressed out performers learn several new and immediately useful Outlook strategies for finding a few minutes on tasks, activities, and actions you are already doing.

## **303: PROJECTING POWER THROUGH BUSINESS ETIQUETTE AND ATTIRE**

Speaker: Jodie Beach  
Room: 201B

Think quick: Do you know the six steps to a professional handshake? Should your business socks match your pants or your shoes? Does your name badge go on the left side or the right? Join Jodie Beach for a fast paced, entertaining program designed to help you project more power, confidence and credibility!

# ★ EDUCATION SCHEDULE ★

## Monday, Jan. 10

### 11 a.m. - Noon

#### **304: DRIVE MORE CHARTER BUSINESS TO YOUR INBOX WITH CHARTERBUSCONNECT**

Speakers: Jim Palmeri and Tony Funderburg  
Room: 204A  
Sponsor: ABA

Operators, join the GroupConnect Pit Crew and take part in a tour of the new CharterBusConnect website. CharterBusConnect, developed by ABA and OMCA, is an online quoting portal which lists only motorcoach companies who own their buses. This unique tool provides users with the ability to connect directly with up to ten motorcoach companies at once to request quotes for chartering their company. If you own buses, you need to come learn how CharterBusConnect will drive more charter business to your inbox.

#### **305: TRAVELING WITH PASSION: INSTILLING YOUR GUESTS WITH A SENSE OF WONDER**

Speaker: Gary McKechnie  
Room: 201B  
Sponsor: Hyatt Hotels & Resorts, Hyatt Place and Hyatt Summerfield Suites

Travel can mean much more than taking a break from a cubicle. It's a unique opportunity to become fully immersed in life. By promoting the essence of a destination instead of merely the destination itself, group leaders, associations, and attractions can improve the potential to make a vital connection with customers - and reap the rewards of increased business.

#### **306: LEARNING FROM THE COMPETITION**

Speaker: Alf Nucifora  
Room: 204B  
Sponsor: Pigeon Forge Department of Tourism

If imitation is the sincerest form of flattery, then copying success is the smartest form of marketing. What can we learn from our competitors (the successful ones)? In this challenging presentation, Alf surveys the travel and tourism landscape from cruise lines to destinations to identify the sectors and providers who are winning the battle for tourism's share-of-wallet. He identifies the specific trends and strategies that are driving competitor success, applies his own unique interpretation of those trends and strategies to the motorcoach industry, and challenges motorcoach marketers to pay attention and co-opt (a more polite term for poaching and copying) those practices that have proven to work successfully in a brutally-competitive marketplace.



# EDUCATION SCHEDULE



**Monday, Jan. 10**

**2:30 - 3:30 p.m.**

## **307: ATTRACTIONS REPRESENTATIVE MEETING**

Moderator: Alf Nucifora  
Room: 203AB  
Sponsor: ABA

Join your Attractions colleagues for an engaging dialogue on the state of your industry segment. Alf will help you pinpoint the most pressing issues, challenge you to be open and honest in your discussion, and collectively produce relevant strategies that you can take back to the office.

## **308: "SALARIED" DOESN'T ALWAYS MEAN "EXEMPT": WAGE AND HOUR WOES**

Speaker: Jason E. Reisman and Thomas T. Hearn  
Obermayer, Rebmann, Maxwell & Hippel, LLP  
Room: 204B  
Sponsor: Mississippi Division of Tourism

The U.S. Department of Labor ("DOL") has slated for its 2011 agenda an increase in audit and enforcement proceedings for employees who have been misclassified as exempt under the Fair Labor Standards Act ("FLSA"). This workshop focuses on providing attendees with an understanding of which employees are "exempt" and "non-exempt" from the overtime provisions of the FLSA. The program also discusses activities such as travel time, bonuses, meetings, and breaks and whether such tasks are considered time "worked" under the FLSA. In light of the DOL's increased efforts, attendees may want to conduct an internal audit to ensure that their employees are properly classified.

## **309: NETWORKING: QUALITY NOT QUANTITY**

Speaker: Jodie Beach  
Room: 201B

Are you ready to really network at your next networking event? Jodie Beach will help you break out of the habit of spending your networking time with people you already know and help you become a great conversationalist. Tips on how to find approachable folks, how to balance food, drinks and the handshake, and how to gracefully exit a conversation will also be covered.

## **310: COMMUNICATING WITH CONFIDENCE AND COURAGE**

Speaker: John Kennedy  
Room: 204A  
Sponsor: Crescent Hotels & Resorts

The best ideas are often never heard because the ability to communicate them with clarity, commitment and compassion is lacking. Join John Kennedy as he presents all new topics to the Marketplace audience, including the art of communication. The word is "influence"...if we are not able to use our communication skills to influence change or direction; we are simply wasting our breath. So how do you develop those skills? Delegates will walk away with top techniques to deliver your message, a working knowledge of how the human mind understands you and the most common mistakes that lessen your level of respect.

# ★ EDUCATION SCHEDULE ★

**Monday, Jan. 10**

4 - 5 p.m.

## **311: AMERICA. WELL, WHAT DO YOU KNOW? USING HISTORY TO DRIVE BUSINESS**

Speaker: Gary McKechnie

Room: 201B

Sponsor: Hyatt Hotels & Resorts, Hyatt Place and Hyatt Summerfield Suites

Just as every person has a story, so does every place. Whether it's an American icon, festival, amusement park or event, revealing historical anecdotes can spark the interest of promoters, enhance marketing materials, and add new life to advertising. Capitalize on your heritage and you may improve your chances of capturing the imagination of passengers and customers while generating pride among employees.

## **312: 7 STEPS TO SUCCESS IN BEATING YOUR COMPETITION**

Speaker: Thomas Hudgin

Room: 204B

Sponsor: Turning Stone Resort & Casino

This entertaining and informative talk deals with ways to gain the transportation competitive edge and stay there. In today's difficult and challenging economy, examining and implementing the correct strategies to beat the bus competition is critical to your success. Topics include common excuses for not feeling creative, the keys to success, helping your customers be more successful, thinking like your customer, being an influential leader, learning how to be more profitable, having the right attitude to succeed, having a strong vision where you are going and how to stay ahead of the competition.

## **313: PROACTIVELY MANAGING E-MAIL IN PERSONAL AND PROFESSIONAL SETTINGS**

Speaker: Randall Dean

Room: 204A

Sponsor: Entertainment Cruises

Every day, managers and professionals are getting buried under a continuing stream of both useful and useless e-mail. Without a system for getting "control of the beast," professionals spend much of their work (and personal) time spinning wheels and feeling highly unsatisfied. If you would like to get control of your e-mail "beast," you should attend this program led by Randy Dean, MBA, author of the Amazon bestseller, Taming the E-mail Beast. Randy shares strategies for effective e-mail management, organization, and prioritization that have helped literally thousands of business professionals regain control and sanity with their e-mail activities.

# ★ EDUCATION SCHEDULE ★

**Tuesday, Jan. 11**

**9:30 - 10:30 a.m.**

## **401: DRIVE MORE GROUP BUSINESS TO YOUR DOORSTEP WITH GROUPCONNECT**

**SPEAKERS:** Jim Palmeri and Tony Funderburg  
**Room:** 204 A  
**Sponsor:** ABA

Connection specialists and travel industry veterans Jim Palmeri and Tony Funderburg will show you how GroupConnect, an exclusive benefit for ABA and OMCA members, bridges buyers and suppliers, providing one source for member searches and group travel planning. From the paper trail to the computer, GroupConnect has created a tool that will replace labor intensive, time-consuming tasks with the click and hum of internet technology in as little as 7 minutes!

## **402: DISCOVERING THE ART OF SELF-MOTIVATION: HOW TO BECOME YOUR OWN BUTT-KICKER!**

**Speaker:** Dave Sherman  
**Room:** 204B  
**Sponsor:** Marriott International

It's 6:00 a.m. and you know you have to get up but you just can't! That sales presentation is due tomorrow morning but you just can't seem to get started. You own the best gym membership available but you still haven't walked through the front door yet! Do any of these examples sound familiar? If so, you are dealing with a serious lack of self motivation. Dave Sherman, professional speaker, trainer, and PBK (Professional Butt Kicker), will share with you why your lack of self motivation is affecting every single area of your life and how, with a few simple changes, you can take back control of your life and enjoy the success you desire.

## **403: WHERE DID YOUR CUSTOMERS GO?**

**Speaker:** Thomas Hudgin  
**Room:** 201B  
**Sponsor:** Turning Stone Resort & Casino

Your success, even survival, depends on repeat business, that is, customer retention. This presentation tells you how to stay on top and keep your customers delighted. Topics include dealing with first impressions, defining your purpose, getting the right people on the bus and in the right seat, best measurements for success, selling relationships, creating WOW situations for your touring customers, coloring outside of the box, giving employees empowerment, zero tolerance for employee indifference, convincing your team that they are "on stage" in front of your customers, and finding ways to draw travelers from your competition.

# ★ EDUCATION SCHEDULE ★

## Tuesday, Jan. 11

### 11 a.m. - Noon

#### **404: THE GREAT GAME OF BUSINESS: HOW TO MEASURE SUCCESS ONE GAME AT TIME**

Speaker: John Kennedy  
Room: 204B  
Sponsor: Crescent Hotels & Resorts

The key to any successful organization that strives for constant improvement is one word—engagement! Join international speaker, author and strategist John Kennedy as he presents this dynamic program based on the best selling book of the same name. John blends measurement and goal-setting with teamwork and fun to create a culture that is driving success, sales, and service better than anyone else out there. The audience members will learn the five steps to successful employee engagement, a wealth of ideas to integrate into daily work activity and the invaluable tool for communication and creativity—the huddle!

#### **405: THE 21 TIME MANAGEMENT TIPS TALK**

Speaker: Joshua Seth  
Room: 201B  
Sponsor: Louisville CVB

This presentation will be a fast paced, quick-tip type talk that will increase your productivity even if you only pick and choose a few of these ideas to follow. These are the techniques that enable Joshua to run a successful speaking and entertainment business while traveling more than 200 days a year. We'll touch on speed reading, prioritizing your time, chunking your tasks, organizing your workflow, defining your desired outcomes, eliminating "time vampires", and more. Each tip is quickly offered in 2-3 minutes as a simple and effective way to get more done in less time.

#### **406: STRATEGIC SOCIAL NETWORKING ON THE HUMANIZED WEB**

Speaker: Jeff Korhan  
Room: 204A  
Sponsor: Red Roof Inns Nationwide

Social networking is humanizing our business environment to make it more about people than brands. This is why it is becoming an essential tool for collaborating with customers, influencers, and friends to build a more personal and sustainable business. Learn how to use Facebook, LinkedIn, and Twitter to build your reputation, learn what your customers really want, and to generate more referrals.

# ★ EDUCATION SCHEDULE ★

**Tuesday, Jan. 11**

**2:30 - 3:30 p.m.**

## **407: DEVELOPING THE PERFECT BRANDING STATEMENT**

Speaker: Dave Sherman  
Room: 204B  
Sponsor: Marriott International

When somebody asks you what you do for a living, how do you answer? Do you babble out the first answer that comes to your mind or do you have a clever, catchy, and engaging response that will have people literally begging for more information? If you don't have this great answer, you need a branding statement. Dave Sherman, professional speaker, trainer, and Elevator Speech Expert, will help you create a powerful 10 second statement that will grab the attention of the listener, engage them in conversation about your product or service and encourage them to want to do more business with you.

## **408: ETHICAL HYPNOTIC PERSUASION IN SALES**

Speaker: Joshua Seth  
Room: 201B  
Sponsor: Louisville CVB

Joshua influences people to take action on even the most outrageous suggestions in his stage hypnosis and mind reading shows. These same techniques can be applied to the sales process to improve your closing ratios, enhance your ROI, and help your customers say YES. Discover the secrets to hypnotic persuasion and influence and learn how you can get inside the mind of your prospect and move them toward a buying decision using hypnosis, NLP, and rapid rapport building. Joshua will show you how to deliver your sales presentations in accordance with effective hypnotic suggestions, how to create a yes ladder, how to overcome objections without creating buying resistance, and how to use hypnotic conditioning on yourself to increase your confidence before making a sales call.

**4 - 5 p.m.**

## **409: RELATIONSHIP SELLING IN THE LOCAL ECONOMY**

Speaker: Jeff Korhan  
Room: 204B  
Sponsor: Red Roof Inns Nationwide

Fortune 500 corporations are actively using social media to penetrate those local markets where small businesses are the strongest. You can use it to enhance and extend your relationships to make them even stronger. This fast-paced program will show you how to use social media to differentiate your business in crowded markets, engage customers with your sales process, and work more effectively as a team.

## **410: HOW TO JUMP EMPLOYEE PRODUCTIVITY BY 80%!**

Speaker: Rick Wemmers  
Room: 201B  
Sponsor: Dover Downs Hotel & Casino

Most organizations are overwhelmed with 'legal concerns' of managing today's work force. There's little encouragement for proactive efforts to improve productivity and loyalty. This presentation reviews several proven tools and techniques for any organization to identify and better utilize employee strengths. Employees will share personal insights they rarely ever share, all in a positive, win-win atmosphere. GEN Y employees will become more loyal and eagerly consider long term careers with the organization.



# EDUCATION SCHEDULE



Wednesday, Jan. 12

9:30 - 10:30 a.m.

## 501: THE NEW RULES FOR MARKETING SUCCESS IN TODAY'S WORLD

Speaker: Rick Wemmers  
Room: 204B  
Sponsor: Dover Downs Hotel & Casino

Marketing is not advertising! Marketing is knowing and filling the needs prospects feel aren't being met. Advertising is telling prospects you have what they want and can't find. This presentation shows how you can beat your competition by offering what prospects want in an irresistible sales pitch that will give you more sales than you've ever had. Also included is an expert's viewpoint of the major changes in traditional selling tools and his success tips for those who want a better ROI for future selling efforts.

## 502: MANAGING TIME IN A SOCIAL MEDIA WORLD

Speaker: Beth Terry, CSP  
Room: 204A  
Sponsor: Virginia Tourism and Partners

Inboxes are packed with urgent notes from clients, vendors, friends, and strangers. It's a chore deciding which to read, which to toss, and which to save for later. Many of us spend 2-3 hours a day sorting our inboxes. And we are expected to Tweet, chat on Facebook, and have a presence on LinkedIn... How do we deal with the deluge and get any work done? Join Beth Terry, CSP, for an hour of practical advice, time cutting ideas, and a pass back to sanity.

11 a.m. - Noon

## 503: STRENGTHENING LEADERSHIP INDIVIDUALLY AND ORGANIZATIONALLY

Speaker: John Chappellear  
Room: 204A

Who doesn't want to start each day with clarity of focus that will increase energy and reduce stress and anxiety? Jeff teaches you how to develop and use an outward focus to connect with individuals, teams and departments and build more powerful, positive and productive organizations. Learn at least five new ways to build powerful leadership skills by using the paradox of power: finding success in others to ensure your own success.

## 504: 3 WAYS TO JUMP SALES REVENUES - QUICKLY!

Speaker: Rick Wemmers  
Room: 204B  
Sponsor: Dover Downs Hotel & Casino

This presentation will show proven short cuts to significantly increasing your sales revenues quickly. The speaker brings more than 28 years of selling experience with clients in more than 50 different industries and will focus that unique knowledge on your challenges. He jumped one client's sales from \$3 - \$17 million in 12 months. If you 'really' want more selling success and are willing to make some bold changes don't miss this session.

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# ✦ EDUCATION SCHEDULE ✦

**Wednesday, Jan. 12**

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**2:30 - 3:30 p.m.**

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**505: EFFECTIVE CONFLICT RESOLUTION AS A COMPETITIVE ADVANTAGE**

Speaker: John Chappellear  
Room: 204B

Jeff will help you create “Chemistry not Conflict” and help you build instant rapport and learn how to better understand the behavior of others. You will develop a more open communication style, set clearer expectations and execute quick resolutions - leaving with a clear competitive advantage. All attendees will receive a series of short ideas- “John’s Nuggets”- that can be quickly implemented to create immediate success in reducing conflict.

**506: RESILIENCE: FINDING YOUR BOUNCE-BACK-ABILITY**

Speaker: Beth Terry, CSP  
Room: 204A  
Sponsor: Virginia Tourism and Partners

Resilience is “bounce-back-ability.” The ability to continue to be motivated and to motivate others no matter what is going on in the world. In order to succeed and produce, we must take responsibility for developing our own resilience. We need to believe our efforts are worthy and worthwhile. We need to see progress. And we need to believe in our own mission and purpose. Attendees will learn the seven vital factors that create resilience and how to find “wins” every day.

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**Delegates do not need to sign up in advance for education seminars.**