



How to Survive (and Thrive!) in Our Tough Economy

february 18, 2009

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featured speaker
Gregg Stocker

**don't do
anything
stupid!**

Are you already making
mistakes that could make it
impossible to survive? Or are
you moving toward ultimate
success?

Gregg Stocker — a former
business executive, widely-
respected management
consultant and author of
"Avoiding the Corporate
Death Spiral" — discusses
the essential "dos" and
"don'ts" in an abnormally-
tough economy.

breakout and strategy sessions

making the right people moves

Are you taking the correct steps to pull your team
and yourself through a crisis economy? Learn what
you should be doing to survive and thrive. *David
Siler, president, Distinctive Human Resources*

supplier partnerships in tough times

If you treat suppliers as true partners, they can be
a lifeline. Learn how to build effective relationships
that will help you out of the crisis and into the
future. *Jeff Bickford, senior associate, Solomon EOS*

leading from the front

Leadership is most critical in rough times. Learn
what it means to "lead from the front" and what you
can do now to increase your chances for success.
Bob Jones, managing partner, Solomon EOS

more profit with "rationalization"

Now is your chance to make key changes for the
future, and "product and process rationalization"
can help profits soar. Learn how to separate the
"keepers" from the "sleepers" in your portfolio. *Bob
Snyder, senior associate, Solomon EOS*

practical wisdom for success

Noted area executive officers, who have been
through this all before, share their experience and
advice in video interviews taped for this seminar.