



Profit is NOT a Dirty Word Leadership Conference July 24th & 25th, 2008

Target Audience:

CEOs, Owners, Vice Presidents, CFOs, COOs, *Sales Managers*, HR Directors and other executive level managers.

Conference Highlights:

- **Releasing the Power of Profitability in Your Employees**
- **Leadership – The Reality of Effective Performance Considering Human Complexity**
- **Coaching & Mentoring the Key to Maximizing Leadership Effectiveness**
- **Discretionary Energy and its Impact on Profitability**
- **Employee Development – (Recruitment – Retention) Tony Di Rico**
- **Employee Performance – Evaluation and Behavior Modification**
- **The C's of Leadership and Refining Your Model**

Learn the five most critical things you need to know to maximize your effectiveness as a leader. Don't miss the greatest opportunity to learn how to leverage the talent in your company; the opportunity to create and/or maintain competitive advantage. Leadership success goes beyond the power principle of title. True effective leadership is ignorant of title and builds a model that teaches how to lead so others will follow willingly.

This conference will help you not only improve your personal leadership model but winning organizations build leaders at every level in their organization. To maximize your success you must determine how to inspire active involvement, innovation and creativity from your employees. This conference will help you do that by shaping your personal destiny; helping you create a roadmap to what you want to become.

This is the core of learning how to be a winner instead of a survivor.

Conference starts Thursday July 24th 1pm – 6pm and concludes Friday July 25th 8am - 4:30pm.

CEO Strategist..... 1-352-750-0868

Fax 1-352-753-2440



Dr. Rick Johnson has built a career on success—one success after another. Working his way up from the bottom, Rick spent the first 10 years of his career employed by the largest steel distributor in the world. Then challenging himself to take what he had learned and forge a venture of his own, Rick built a \$25 million wholesale distribution business in less than 10 years and before he ever got a college education.

After selling his business, Rick decided to share his secrets of success by taking the helm of troubled businesses as a “turnaround” expert. He helped mold new direction for companies with revenue from \$50 to \$400 million and led them from loss to profit. More recently, Rick has focused his expertise in the business arena as a consultant utilizing his unique formulas for making a business profitable.

And now, with significant real world experience under his belt and academic credentials to boot, Rick Johnson travels the United States speaking to CEOs, business leaders and employees about how to increase their bottom line.



Tony Di Rico
Founder & CEO of Profit Hunters

Profit Hunters International is a company that assists both organizations and individuals improve their performance. Success all begins with people. They are truly the company's most precious resource. Tony has formed a partnership with the Winslow Research Institute. Their system has been successfully used by all 30 NHL Teams, 13 NFL Teams, 5 NBA Teams, 16 Olympic National Teams including the 1980 Hockey Team that won the Gold Medal, 500+ Colleges and all of Major League Baseball for the last 38 years.

We work with such notable companies as Franklin Covey, Rich Dad Coaching, Denis Waitley, Jack Canfield – author of the Soup for the Soul series, Oreck, Westmont Hospitality, Oracle Corporation, Bay Area Rapid Transit (BART) and thousands of other small and large US, Canadian and International companies throughout the world.

This event will take place in “The Villages” Florida. If you have watched any golf on T.V. you have seen our advertisements. This is a



great place to visit and spend time!

Discover the Lifestyle of your Dreams in The Villages!

The Villages with its old fashioned hometown charm offers a world of fun and play each and every day. Florida's Friendliest Hometown is where you'll discover a world of golf, country club luxury and nightly entertainment all in the warmth of the Florida sun.

Our town squares and their quaint downtowns are always bustling with friends and neighbors who gather for a great time on the town - dining, dancing, seeing a movie, strolling through all the unique shops and boutiques. And its always a ball at the special celebrations and parades like Mardi Gras, St Patrick's and Oktoberfest.

In The Villages, you can do as much or as little as you want. You can simply relax by one of the neighborhood pools or you can be a cheerleader jumping up and down cheering on a Villages team!

It's amazing how many new friendships are formed every day in The Villages... friends who share the same dream as yours ...the dream of the "best of your life" retirement lifestyle.



THE WATERFRONT INN



The Waterfront Inn Lake Sumter Landing, The Villages – providing elegance, charm, and the ultimate guest experience.

As night falls, the Village comes alive with nightly music in the Town Square. Just a short stroll from the hotel and you will be enjoying, music, food, and your beverage of choice.

After you have enjoyed some of the local entertainment, just stroll back to The Waterfront Inn and you are in for the best night's sleep as you tuck in to one of our pillow top beds, and 300 thread sheets. If you want a nightcap, or cup of tea the lobby lounge awaits your return.

The Waterfront Inn – you will discover the perfect place to enjoy life as you have always dreamed.





The Waterfront Inn provides sophistication and relaxation by blending southern hospitality with modern amenities. The beautifully decorated guestrooms feature flat-screen televisions with cable, cozy pillow top beds with 300 thread count sheets, spacious work desks and internet access. The gold and soft green décor make The Waterfront Inn a tranquil place to relax and the perfect place to get work done. When the stars come out, The Villages come alive with nightly entertainment. The Waterfront Inn is a short stroll away from the Town Square where friends gather to enjoy music, dancing, shopping and dining. Our attentive staff provides the finest traveler experience so you can enjoy lakeside luxury in Florida's friendliest hometown.

Spacious lobby/bar & lounge
Library/fitness center
Internet access
Versatile meeting space
Flat-screen television with cable
Pillow top beds with 300 thread count sheets
Microwave and mini refrigerators

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Lake Sumter Landing
The Villages, Fl. 32162
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Leadership Seminar

Thursday July 24 & Friday July 25th 2008

*Waterfront Inn Hotel
1105 Lake Shore Drive
The Villages, FL 32162*

www.waterfrontinnvillages.com

Room Rate: A block of guest rooms have been reserved under CEO Strategist at a rate of \$103.20 per night for single or double occupancy. Please call the hotel directly at 352-753-7535 to book your reservations. Fly into the Orlando Airport (MCO) 1 hr 18min/70.03 miles or Tampa Airport (TPA) 1 hr 34 min/87.35 miles. Rental car will be needed.

Please complete or attach business card:

Name: _____
Company Name: _____
Title: _____
Address: _____
City: _____ State/Province: _____ Zip Code: _____
Telephone: _____ Fax: _____
Email: _____

Workshop Registration Fee: \$595.00. Howl subscribers will receive a \$100 discount making it \$495 per person (Includes: Refreshment breaks, luncheon on 2nd day and program materials.)

Payment Options: Visa Mastercard Check

Card No: _____ Exp: _____

Print Name: _____ Signature: _____

Billing Address/phone # Credit Card is Registered to: Phone: _____

Address: _____

City: _____ State: _____ Zip _____

(Get a 10% discount for second and third party registrations from same company)

Three Convenient ways to register!

- 1) Visit <http://www.ceo-strategist.com/profit-event.html> to register online
- 2) Fax this completed form to 352-753-2440
- 3) Mail this completed form with a check to:
CEO Strategist: 17219 S.E. 85th Willowick Circle Lady Lake, FL 32162

For Additional info. Contact: Tracy Johnson at (352) 750-0868 or rick@ceostrategist.com