

TRACK ONE: LOCAL METRO PRESIDENT'S ACADEMY

Local Metro Presidents Academy

Are you currently a Local President of a JCI chapter or other leadership organization? Do you plan to be Local President one day? If so, you must attend the Local Metro President's Academy. During this Academy, you will have private training with the JCI World President, the JCI USA National President and other top trainers. There will be small group discussions to share best practices and work through issues facing all leadership organizations. Academy attendees will join the other delegates after lunch for the Creative Young Entrepreneur Award ceremony, which will be followed by a panel discussion of these top Atlanta entrepreneurs who have been chosen for their unique talents in one of several areas: developing creative ideas, obtaining start-up capital, managing multiple companies, grass-roots marketing and more. After the panel, the Local Metro Presidents Academy resumes with small workshops facilitated by the entrepreneurs and other leaders where they can answer your questions and share tips for success. You asked for advanced leadership training in new formats and we listened to you. So, if you want to take your organization to the next level, we will see you at the Academy.

TRACK TWO: ENTREPRENEUR SEMINARS

Selling your Business (Bryan Kujawski and Mike DiLonardo)

Bryan Kujawski of RH Brands will be leading a very interactive discussion of the steps involved in selling a business. Bryan has been involved in the sale of 3 different companies. One transaction was relatively simple, but another one of the sales turned out to be a very complicated M & A deal involving the technology company he created and grew quite successfully. Mike DiLonardo of JCI Atlanta will assist in moderating the discussion. Please come ready to learn, ask plenty of questions and be engaged in this lively forum.

Innovator's Toolbox (Robert Wilson)

How to Think like an Innovator and Get a Competitive Edge in Today's Economy

Our economy is in the throes of a major structural shift – the most disruptive since the Industrial Revolution. The American market place is evolving rapidly, and top analysts have forecast that *only the most innovative businesses will succeed*. To remain competitive through these changes, your organization needs people who can bring new ideas to the table.

The good news is that ingenuity is not a gift; it is a skill that can be cultivated at any time or any age, but *it is a critical skill in today's economy*. The trick is getting those creative juices flowing. In this fun, interactive presentation, Robert Wilson enables you to recognize your own creative abilities. He helps you focus on the specific challenges your company or industry is facing, and how to develop new ideas for tackling them.

Then, Robert gives you *practical techniques you can apply immediately* to your work and your personal life. Discover Robert Wilson's secrets for stimulating creative thought.

Here's what you'll learn in this seminar:

- * How to Stimulate Creative Thinking When You Need it the Most.
- * How to Develop New Ideas for the Challenges that Face Your Company or Industry.
- * How to Think Faster and Better under Pressure.
- * How to Generate More Ideas to Make Your Company Competitive.
- * How to Recognize Opportunities That Others Will Miss.
- * How to Know When You Are Most Likely to Think like an Innovator
- * How to Take on the Characteristics of an Innovator.
- * How to Initiate the Discovery Process Within Yourself.
- * How to Keep the Discovery Process Working 24/7.
- * How to Use Innovation to Increase Sales and Improve Customer Service

Franchise Ownership (Leslie Kuban)

Careers in Franchise Business Ownership: This seminar is perfect for those individuals that wish to own their own businesses, minimize the risk in doing so, and of, course, getting out of the corporate rat race. Leslie Kuban of FranNet of Atlanta will discuss the cost of entry, growth potential, process for selecting and researching a franchise business. Leslie will also discuss the most common mistakes made in franchise ownership and what you can do to avoid them in your business.

Viral Marketing (Jeff Goldblatt)

** information coming soon **

TRACK THREE: INDIVIDUAL DEVELOPMENT SEMINARS

Effective Communication (Glen Gould)

Public Speaking is the number one fear of Americans - even more feared than death! Whether you are an accomplished presenter or among those who avoid speaking in public like the plague, this session is for you. Great leaders are great communicators - this session will give you simple steps to overcome your fear and speak with confidence.

Creating a Powerful Elevator Speech (Glen Gould)

What do you do? Seems like a simple question yet most people cannot articulate in a few short sentences what they do and why it should matter to the listener. This session will give you the tools necessary to develop a powerful message that will get results - guaranteed.

Winning Arguments: Don't Argue to Win, Argue to Win 'em Over (Patrick Knight)

In this interactive seminar, participants will truly learn the art of argument, including steps they can take to avoid an argumentative conflict before it occurs. The course shows techniques needed to win an argument, formulate your points, define the topic and deliver

your words so that even a casual listener will declare you the winner of the debate. At the end of the seminar, participants are split into groups to perform a live debate on the spot using the techniques described in the seminar. The debate topics are light-hearted, but participants have a chance to practice what they learned right on the spot.

Make Money With Real Estate (Brent Sobol)

The Art & Science Of Making Money in Real Estate Wherever You Are!
The presentation will be a presentation for novice as well as experienced real estate investors/owners with ample opportunity for Q & A

Topics covered:

- Little Houses (owner occupied or for investment)
- Apartments
- Commercial
- Fundamental concepts of real estate investing
- Understanding NOI
- Buying vs. renting?
- Tax Implications of real estate investing
- Dealing With Brokers--friend or foe?
- Flipping vs. Holding?
- What's it really like being a landlord?

TRACK FOUR: NON-PROFIT AND BUSINESS SEMINARS

How to Start and Run a Non-Profit Entity (Part one – Garrett Graveson)

Non-Profit Management in Your Free Time (Part two – Jason Price)

Come learn what it takes to start and run a successful non-profit from two inspirational leaders. Garrett Graveson has made his non-profit his life's work; starting from scratch, he and a partner have built H.E.R.O. for Children, a non-profit organization, which has touched the lives of thousands of people.

Jason Price has taken a different approach; keeping his day job, while running a very successful fundraising event and foundation. Take this opportunity to learn from them and find out what it takes to make a difference in the non-profit world.

***What the Truck? Small Business Tools for Any Business
(Matt Hutcheon and Lindsey Fair)***

You can't learn about entrepreneurship from sitting at a table in a meeting room, so this session will have you on your feet and moving about as you "experience" small business management firsthand!

This fun, interactive session will cover two key aspects of managing **any** small business, and participants will come away with usable tools that they can implement immediately in their own businesses. The authors of *Trucker Management – Driving Your Small Business to Success* will share some of their ideas and resources which help busy entrepreneurs like yourself manage the many aspects of your business, from the nitty-gritty daily details through to the “big picture” strategic considerations, in an easy and efficient manner.

The first half of this session will deal with ensuring your business premises always reflect positively on your reputation, as you design a simple resource from scratch which you can then tailor and immediately adopt in your own business. In the second half of this session, you will “live” through a business day in which everything that possibly can go wrong does, and learn about how to plan proper contingencies in your own business that can save costly delays, unhappy customers, and lost sales.

Visit <http://igniteyoursmallbiz.blogspot.com/> to learn more about the presenters and some of their ideas and observations.
