

"The Breakthrough Conference"



A Business, Professional, and Personal Development Symposium

This event is designed for all who are striving for the "next" breakthrough opportunity – personally or professionally
Workshops • Networking • Meet and Greet



Sponsored by The South County Management Society &
The Santa Margarita and Mission Viejo LDS Stakes

In association with:

BYU

MANAGEMENT
SOCIETY

Thursday, November 3, 2011, 6:30 to 10 p.m.
(Check-in and on-site registration begin at 6:00 p.m.)

Site: The Church of Jesus Christ of Latter-day Saints
30522 Via Con Dios, Rancho Santa Margarita 92688
(see map on back)

This event is being presented at no charge to participants

Please pre-register Online at: <http://ms.byu.edu/sc> ▪ Click Calendar, go to 11-03-11

**Workshops will be conducted by an outstanding cadre of
business and professional leaders.**

See below for further details

For More Information, please contact:
Ted Thacker (946-350-0188 or ted@tedthacker.net) or Ken Gibson (949-265-5703 or kgibson@vladvisors.com)

THE BREAKTHROUGH CONFERENCE

“The Breakthrough Conference” is a business, professional and personal development symposium that has been planned to meet a wide range of needs. Anyone striving for the “next” opportunity—either personally or professionally—will gain value from attending this power-packed event. Please take a moment to look over the topics and presenters then go online and register today!

AGENDA

In response to many requests, this year’s conference will allow all participants to attend two workshops instead of just one. The agenda for the evening will be as follows:



6:00 to 6:30 p.m. Conference Check-In

6:30 to 6:55 p.m. General Session and Conference Overview

6:55 to 7:00 p.m. Transition to Workshop Session 1

7:00 to 8:10 p.m. Workshops: Session 1

8:10 to 8:15 p.m. Transition to Workshop Session 2

8:15 to 9:25 p.m. Workshops: Session 2

9:30 to 10:00 p.m. Meet and Greet



Please see the description of the workshops and a profile of the presenters below.

Each workshop will be full of valuable information! Presenters are seasoned professionals who will offer high impact sessions. We encourage attendees to take advantage of this unique experience by attending two workshops during the evening and arriving on time to each so you can get the full benefit of what the presenters have to share.

TO REGISTER

Online pre-registration for this event is strongly encouraged, although walk-in registration for this event will also be permitted. Registration can be accessed at: <http://ms.byu.edu/sc>. Click Calendar then go to 11-03-11.

WHO SHOULD ATTEND

This conference is intended for anyone that is trying to address performance issues related to their work or personal life experience. As a result, you will find value in this event if you meet any of the following criteria:

- You are looking for an opportunity to network and tell others about yourself or your business
- You would like to learn how to use the “new media” to better market your business, firm or personal brand
- You would like to learn how to get your creative and innovative ideas out of your head and into action
- You are ready for a career upgrade and want to know how to take the next step
- You want to learn how to effectively create and execute a personal or professional strategic plan for success
- You are interested in learning about franchises and how to secure the right opportunity in that arena
- You would like to learn how to make an effective, high impact presentation in front of an audience



“Achieving Marketing Success in a ‘New Media’ World”

Employing 21st century media channels is essential to any marketing strategy that is going to succeed in today’s message-saturated environment. And if you run your own business or professional service firm—or are otherwise trying to promote a product or service—you want your efforts to pay dividends and reap a robust harvest. If this is your current challenge or goal, you won’t want to miss this session.



Presenter: Marla McCutcheon, President, Synergy Media & Consulting, Inc.

Marla is the president of Synergy Media & Consulting, a results-oriented, marketing and public relations consulting firm. An innovator in public relations and marketing since the late 1980s, her client list has included names synonymous with business like Donald Trump, as well as government entities, law firms, professional advisory firms, creative artists and corporations with consumer products to sell. Continually progressive, she utilizes new media and the web to increase clients’ visibility.

“Creativity & Innovation: How to Make Your Ideas Happen”

Many people are creative but struggle to get their great ideas out of their heads and into action. Others wonder whether innovation is a skill that can be learned or if you have to be “born with it.” This session will address both of those issues and more. Attendees will learn about the principles and practices that guide some of the 21st century’s greatest innovators—and how “ordinary” individuals and business leaders can apply them in making their own ideas happen. Just a sneak peek—Yes! Innovation can be learned and even accelerated if you have the right tools and process!

Presenter: Ken Gibson, Principal, The VisionLink Advisory Group

Ken is a principal and founding member of The VisionLink Advisory Group, a business consulting firm in Irvine, CA. He has worked with middle-market private and small public companies on business growth issues for over 29 years (as well as in his present capacity with VisionLink) and considers himself an ongoing “student” of innovation. In addition to his work at VisionLink, Ken will soon launch another enterprise entitled “The ‘Aha’ Institute” - an online community for small business owners striving to achieve innovative breakthrough growth



“Upgrading Your Career: Where to Look and How to Prepare”

If you are currently seeking to either upgrade your current career position or simply gain employment, you will find much value in this session. Although the economy seems to have improved for some, many individuals continue to experience difficulty landing a suitable position in the present business environment. As a result, they need meaningful, informed direction about how to effectively separate themselves from the pack in a highly competitive marketplace of talent. This workshop will teach you how to accomplish that.



Presenter: Bill Rowe, Founder and Principal, CTR Executive Search

Bill is the founder and principal of CTR Executive Search a local Executive Recruiting Firm that specializes in placing both sales and operations professionals in the capital equipment leasing industry nationwide. As such Bill oversees all of the recruiting activity within CTR including developing new client relationships as well as sourcing qualified candidates. Prior to founding CTR, Bill worked as the National Sales Manager of First American Equipment Finance, the seventh largest independent equipment leasing company in the United States.

“Strategies To Results™ – Personal Strategic Planning made Simple”

The key to personal and professional success can be summed up in three words; focus, focus, focus! Problem is, most of us lack the ability to focus on what we want because we don’t know how to create and execute a plan for success. In a simple, no-nonsense way, this session will show you how to create and execute a long-term vision with short-term goals and 90-day action plans, and overcome a continuous loop of disappointing results.

Presenter: Joel Deceuster, Relationship Marketing Coach, Relationship Factor

Joel is the founder of the Relationship Factor, a training and coaching practice dedicated to helping professional service providers attract and develop new client relationships. He trains professionals in a simple and down to earth system for client acquisition. In addition, Joel has also developed a proprietary program to help service businesses focus and align their employees around their most important objectives. Prior to starting the Relationship Factor, Joel built and subsequently sold a successful .com company.



WORKSHOPS AND PRESENTERS (cont.)

“Franchises: Scope, Investment and Opportunities”

Have you ever thought about acquiring a franchise business? Are you looking for a new business opportunity? Are you wondering how you go about it and where you find the information you need to get started? If so, this workshop will help you take control of the process and learn how to find the best business for you and your unique abilities.



Presenter: Blair Nicol, Principal and Advisor, FranNet of San Diego and Orange County

Blair launched his business career in 1987 as an Area Franchisee for Mail Boxes Etc. (MBE). He and his family built the San Diego area to over 60 MBE franchises. In 1996, the Area Franchise was then sold back to MBE Global Headquarters, after becoming one of the largest and most successful area franchises in Mail Boxes Etc's history. He is now associate and owner for the San Diego and Orange County offices of FranNet, an organization dedicated to helping individuals access the right franchise opportunities.

“How to Make a High Impact Presentation”

Making effective presentations in front of a group is a requirement for most people in business or the professions these days. Doing it well can often mean the difference between securing agreement or experiencing rejection, persuading an audience or distancing them, making the sale or coming up empty. If you want to learn how to have the most impact when you speak or present, this is a workshop you will want to attend.

Presenter: Dan Rex, Executive Director, Toastmasters International

Daniel Rex has been the Executive Director of Toastmasters International since August 2008. Toastmasters International is a non-profit educational organization that teaches communication and leadership skills through its worldwide network of more than 12,500 chapters, with 283,000 members in more than 113 countries. As Executive Director, he leads the team of 100+ members as carrying out all aspects of Toastmasters International's business operations.



NETWORKING OPPORTUNITIES

This symposium will place a heavy emphasis on networking. Included in the agenda for the evening will be the following:

- Opportunity to introduce yourself and/or your business to others
- Meet and greet as the final segment of the evening (including refreshments)

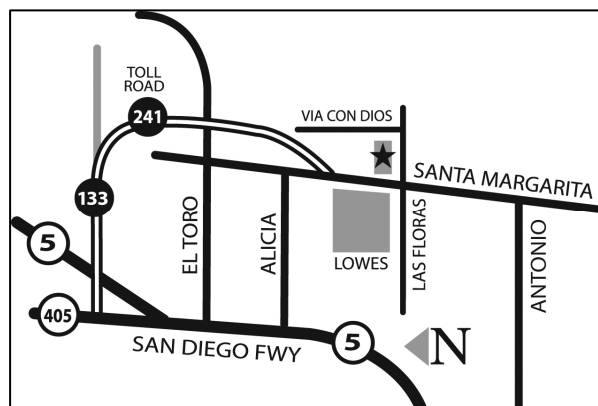
For More Information:

To obtain more information about The Breakthrough Conference or other programs offered by the BYU Management Society, please contact any of the following:

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