

Announcement & Registration Form - Please Post
36th Midwest Facilitators' Conference
Monday, January 24, 2005

Midwest Facilitators' Network- <http://www.midwest-facilitators.net>

Location: **Summit Executive Centre**
205 N Michigan Ave - South Tower - 10th Floor
Chicago, IL 60601
(Downtown Chicago)
<http://www.summitchicago.com>

Conference Agenda

8:00am	Arrival, Registration, Continental Breakfast, Networking
8:15am	Conference Kickoff
SESSION 1 8:30am to 10:00am	"How to Deal With Difficult People and Challenging Situations" Michael Angelo Caruso (Edison House - Royal Oak, MI) Your most frustrating problems at work are exacerbated by ineffective communication. Reduce your stress by learning proven techniques for dealing with different types of people and challenging situations. Discover how to use Personality Style Analysis for immediate results. We will cover special techniques for achieving comfort and confidence. Learn the simple secret about dealing with difficult people that will improve your life instantly. You will also learn how to tame the critters in Michael's famous animal chart. It's a session you will never forget.
10:00am	Break, Networking, etc. (15 minutes)
SESSION 2A 10:15am to 11:30am	"Creating New Trains Of Thought - Techniques to Challenge Your Thinking" Odette Samuelson (Pace Suburban Bus Service - Arlington Heights, IL) If we could learn to think about problems differently, what could we create or change in our lives? Everyone has the ability to think differently and to create new mental tracks to explore. Facilitators can be discouraged to hear comments like, "it'll never work" or "we've done that before", while trying to get groups looking forward into new possibilities. We'll spend part of the session experiencing different ways of looking at situations (even bad ones!) and discovering the energy that can emerge in a group merely by re-focusing conversations. Then, we'll practice different techniques to get our minds unwrapped and into new ways of thinking.
SESSION 2B 10:15am to 11:30am	"The Forté Communications System" Christopher Hunter (CLHunter Consulting - Palatine, IL) (A Forté Provider) Kim Ramsey (The Executive Edge - Carol Stream, IL) (A Forté Provider) The Forté Communication System is a simple, powerful, pragmatic and cost-effective system for cultivating and promoting good communication between individuals and within teams. Unlike other instruments that measure aspects of "personality type", the Forté is designed to assess current, changing and perceived "communication styles" and to help individuals and teams minimize the chances for misunderstandings and conflicts. In this session, you will experience how the Forté System can be used to improve interpersonal and team communication. Participants may take the Forté Communications Survey for this session: http://www.jordan-webb.net/forteinstitute
11:30am	Lunch, Networking, Etc. (60 minutes)
SESSION 3A 12:30pm to 1:45pm	"Creating New Trains Of Thought - Techniques to Challenge Your Thinking" Odette Samuelson (Pace Suburban Bus Service - Arlington Heights, IL) This will be a repeat of Session 2A
SESSION 3B 12:30pm to 1:45pm	"The Forté Communications System" Christopher Hunter (CLHunter Consulting - Palatine, IL) (A Forté Provider) Kim Ramsey (The Executive Edge - Carol Stream, IL) (A Forté Provider) This will be a repeat of Session 2B
1:45pm	Break, Networking, etc. (15 minutes)
SESSION 4 2:00pm to 3:30pm	"The Need for Facilitated Thinking Environments" Dennis Heindl, (Nth Degree Software - Greendale, WI), Paul Collins (Jordan-Webb - Chicago, IL) Traditional ways of thinking are slow and ineffective compared with today's pace of rapid and accelerating change. What is needed is the development of Facilitated Thinking Environments (FTEs) that function by emulating how skilled educators, facilitators and consultants provide intellectual guidance. A first of its kind FTE, called MindSights, will be demonstrated to show how it helps harness the creative talent and improves personal, team and enterprise thinking performance in a systematic way for the betterment of workers, the organization and its customers.
SESSION 5 3:30pm to 5:00pm	"Using the Innovation Process to Drive Word-of-Mouth" Tim Sullivan (ASPIRE - Total Customer Development - Chicago, IL) Internal and external consultants increasingly are struggling with traditional communication and marketing methods becoming <u>decreasingly</u> effective in a message-cluttered environment and tuned-out clients. Word-of-Mouth is widely regarded to be the most powerful and influential way to communicate your message and value to clients to create action, as they make the majority of their contracting decisions based on Word-of-Mouth from trusted experts and peers. Yet, very few organizations actively understand, manage, listen for, capture, and nurture Word-of-Mouth about their value delivery in any organized way. In this presentation you will gain baseline knowledge of the key concepts and components of Best Practice Word-of-Mouth and Innovation to dynamically grow your business.
5:00pm	Wrap Up, Door Prizes (winners must be present), Adjourn

Registration Information

SPONSOR For This Conference	This Facilities for the 36th Midwest Facilitators' Conference are provided by the Summit Executive Centre , 205 N Michigan Ave, South Tower - 10th Floor, Chicago, IL 60601, http://www.summitchicago.com		
SPONSOR Nightingale-Conant	Since 1993, Nightingale-Conant (Niles, Illinois) has been a sponsor to MFN, providing the vast majority of door prizes. Nightingale-Conant is the largest producer and distributor of instructional and motivational audio and video tapes and CDs for Personal and Business Development, Wealth Building, Sales, Mind Technology, Health & Wellness and Spiritual Growth. N-C also provides Coaching Services and has a full-service Speakers' Bureau. Visit their website at: http://www.nightingale.com		
SPONSOR University Associates	Since 1993, University Associates, has been a sponsor and supporter of MFN activities, providing products and a number of high-value door prizes, such as complimentary seats in their workshops. Visit their website at: http://www.universityassociates.com		
SPONSOR MG Rush Systems	As of 2005, the MFN welcomes MG Rush Systems as a new sponsor. The firm has donated one complimentary seat in a 2005 FAST Facilitator Training Workshop - a \$2,500 value. This door prize will be awarded at the end of the Conference and the <u>winner must be present</u> to claim the prize. http://www.mgrush.com		
Conference Fee	<p>Conference Fee: Accepting major credit cards: (Visa, MasterCard, American Express, Discover/Novus, Diner's Club)</p> <ul style="list-style-type: none"> • \$110.00 per participant on or before January 18th (Early Registration Discount) • \$125.00 per participant after January 18th • \$135.00 per participant at the door (no guarantee without pre-registration) • Fee includes Conference, Materials (5 Cool Ideas Book, Facilitated Thinking CD), Breakfast & Lunch • Fee Does NOT include lodging (see suggestions below) • Cancellations after January 18th or no shows may be assessed a cancellation fee 		
How to Register	<p>Register early to save \$ and to secure a place in this conference.</p> <p>Online: Link to secure server from: http://www.midwest-facilitators.net/registeronline</p> <p>Phone: (773)-463-2288 - During the recording press the "2" key. Please announce "MFN Conference Registration", your company name, and the name, phone # and payment information for each registrant.</p> <p>Fax: (773)-463-1830 - Fax completed registration form with payment information for each registrant.</p> <p>E-Mail: register@midwest-facilitators.net – E-mail completed registration form with payment information and subject: announce "MFN Conference Registration".</p> <p>Snail-mail: Mail completed registration form with payment information to MFN c/o Jordan-Webb, 2656 W Montrose Ave, - Suite 110, Chicago, IL 60618-1559.</p> <p>On-Site: Registration and payment on-site is subject to availability. No guarantee without pre-registration.</p>		
<p>Lodging Participants are responsible for arranging their own lodging.</p> <p>NOTE: Reservations for Friday are cheaper than Thursday midweek rates. Ask about special "Winter Delight" rates w/tickets to events.</p>	<p>Cass Hotel (bargain rates) 640 N Wabash (312)-787-4030 or (800) 799-4030 http://www.casshotel.com</p>	<p>W Chicago City Center 172 W Adams (312)-332-1200 or (800)-621-2360 http://www.starwood.com/whotels</p>	<p>Hotel Allegro Chicago 171 W Randolph St (312)-236-0123 or (800)-643-1500 http://www.allegrochicago.com</p>
	<p>Best Western Inn of Chicago 162 E Ohio Street (312)-787-3100, http://book.bestwestern.com/</p>	<p>Best Western River North 125 W Ohio St (312)-467-0800, http://book.bestwestern.com/</p>	<p>Hotel Burnham 1 W Washington St (312)-782-1111 or (877)-294-9712 http://www.burnhamhotel.com</p>
	<p>Comfort Inn & Suites 15 E Ohio St (888)-775-9223 http://www.chicagocomfortinn.com</p>	<p>House of Blues Hotel - Chicago 333 N Dearborn (312)-245-0333 or (800)-235-6397 http://www.loewshotels.com/hotels/chicago</p>	<p>Rodeway Inn Mid-City Plaza 1 S Halsted (312)-829-5000 http://www.qualityinn.com</p>
	<p>Renaissance Hotel (Marriott) 1 W Wacker Drive (312)-372-7200 or (800)-468-3571 http://marriott.com/property/propertypage/CHISR</p>	<p>Swissotel Chicago 323 E Wacker Drive (312)-565-0565 or (800)-654-7263 http://chicago.swissotel.com</p>	<p>Palmer House Hilton 17 E Monroe (at Wabash) (312)-726-7500, (800)-445-8667 http://www.hilton.com/en/hi/hotels/index.jhtml?ctyhocn=CHIPHHH</p>
	<p>Hyatt Regency Chicago 151 E Wacker Drive (312)-565-1234 or (800)-233-1234 http://chicagoregency.hyatt.com/property/index.jhtml</p>	<p>Holiday Inn City Centre 300 E Ohio Street (312)-787-6100 or (800)-465-4329 http://www.ichotelsgroup.com/h/d/h/i/1/en/hd/chicc?irs=null</p>	<p>Fairmont Hotel 200 N Columbus Drive (312)-565-6684 or (800)-526-2008 http://www.fairmont.com/</p>
Meals	Continental breakfast and lunch is included in the Conference fee. Participants with special dietary needs contact: david.dewitt@dsc-logistics.com		
Dress Code	Business casual		

Travel Suggestions

<p>Travel Suggestions</p>	<p>The Summit Executive Centre is located at the north end of Downtown Chicago, Illinois. For directions and an area map: http://www.summitchicago.com/loc.map.cfm</p> <p>There are many public transportation options available. Car pool! Use your own network! Call if you need help. We will help people who can offer or who need a ride establish contact.</p>
<p>(1) From Chicago Via I-90/94/57/294 (Kennedy or Dan Ryan Expressways)</p>	<p>From the North – a) Take I-90/94 (Kennedy Expressway) southbound to Madison St Exit; b) continue eastbound on Madison to Michigan Av, c) turn left (north) on Michigan to South Water St, d) turn right (east) on South Water to parking; e) see parking (7) below. From the South – f) Take I-90/94 (Dan Ryan Expressway) northbound to downtown Chicago; g) continue northbound to Madison Street Exit; h) proceed as in (1-b) above.</p>
<p>(2) From Chicago Via US 41 (Lake Shore Drive)</p>	<p>From the North – a) Take Lake Shore Drive (US 41) southbound to Randolph St Exit; b) turn right (west) on Randolph to Michigan Av; c) turn north on Michigan to South Water St; d) proceed as (1-d) above. From the South – f) Take Lake Shore Drive, (US 41) northbound to Randolph St exit (left turn lane); g) turn left (west) on Randolph to Michigan Av; h) proceed as in (2-c) above.</p>
<p>(3) From Chicagoland (north/northwest), O'Hare Airport, Wisconsin, points north via I-90/94/294</p>	<p>a) Take I-90 Kennedy Expressway or I-94 Edens Expressway southbound to I-90/94 Junction; b) proceed as (1-a) above.</p>
<p>(4) From Midway Airport, Chicagoland (south/southwest), points south via I-55 (Stevenson Expressway)</p>	<p>a) Take Cicero Ave (Illinois Route 50) northbound to I-55 (Stevenson Expressway); b) take I-55 northbound to junction with US 41 (Lake Shore Drive); c) take US 41 northbound and then proceed as in (2-f) above.</p>
<p>(5) From Iowa and points west via I-290 and I-88</p>	<p>a) Take I-88 (East-West Tollway) eastbound to junction with I-290 (Eisenhower Expressway); b) take I-290 eastbound to junction with I-90/94 in downtown Chicago; c) continue eastbound as Expressway ends and merges into Congress St; d) east on Congress past Michigan Av to Congress Plaza Dr; e) turn left and follow Congress Plaza back to Michigan Av; f) proceed as in (2-c) above.</p>
<p>(6) From Iowa and points west via I-80</p>	<p>a) Take I-80 eastbound to I-55; b) take I-55 northbound towards Chicago, c) then proceed as in (4-b) above.</p>
<p>(7) Parking NOTE: Ask garage about "early bird" rates</p>	<p>Closest: System Parking-205/225 N Michigan, (312)-819-5064; from Michigan Av turn east On South Water St (one block North of Lake St); garage is immediately on the left; regular rate: \$18.00; early bird rate: \$13.00 Grant Park North Parking Garage, accessible from the lower level of Columbus Drive; rates \$10.00-\$19.00 Prudential Plaza Parking, (312)-565-6722, accessible from the lower level of Columbus Drive; regular rate: \$19.00; early bird rate: \$13.00. AON Center Parking (former Amoco Bldg), (312)-861-0967, accessible from the lower level of Columbus Drive; regular rate: \$22.00; early bird rate: \$12.00</p>
<p>(8) Commuting by Rail or Bus</p>	<p>CTA Trains & Buses / Metra Commuter Trains / Amtrak Trains:</p> <ul style="list-style-type: none"> a) Commuting: Take CTA, Metra or Amtrak trains. The 205/225 North Michigan Building is a short taxi ride and 15-20 minute walk from the following commuter Stations: LaSalle Street Station, Union Station, Northwestern Station. It's right next to the Metra Electric/South Shore Station. It is also a short walk from the following CTA Rapid Transit Stations: Randolph/Wabash Elevated Station on the Brown (Ravenswood), Orange (Midway), Green (Lake-Jackson-Park-Englewood) Or Purple (Evanston Express) Lines; Randolph/Dearborn Subway Station on the Blue (O Hare/Congress/Douglas) Line; Randolph/State Subway Station on the Red (Howard/Dan Ryan) Line. b) From O Hare or Midway Airports, take CTA's Rapid Transit (Orange or Blue Lines to Randolph Street Stations as above) or the Airport Limos downtown to the Palmer House Hotel). Short walk to the 205/225 North Michigan Building. Many CTA Bus routes on Michigan Ave & State Street, Randolph St, etc... Amtrak Trains: Amtrak to Chicago Union Station; proceed as (9) or (8-a) above From O'Hare or Midway Airports: see (9) below <p>Public Transportation Information:</p> <p>RTA: (312)-836-7000 - http://www.rtachicago.com METRA: (312)-322-6777 - http://www.metrarail.com Pace: (847)-364-7223 - http://www.pacebus.com CTA: (888)-968-7282 - http://www.transitchicago.com AMTRAK: (800)-472-7245 - http://www.amtrak.com Greyhound: (800)-229-9424 - http://www.greyhound.com Airport Info: (800)-832-6352 - http://www.flychicago.com</p>
<p>(9) By Air</p>	<p>Take commercial flights into Chicago's O'Hare or Midway Airports. Rent a car and proceed as in (3) or (4) above, or take CTA Blue or Orange Line Trains downtown and proceed as (8-b) above.</p>

About the Presentations and the Presenters I

"How to Deal With Difficult People and Challenging Situations"

Michael Angelo Caruso
(Edison House, LLC - Royal Oak, MI)

Your most frustrating problems at work are exacerbated by ineffective communication. Reduce your stress by learning these proven techniques for dealing with different types of people and challenging situations. Discover how to use Personality Style Analysis for immediate results. We will cover special techniques for achieving comfort and confidence. Learn the simple secret about dealing with difficult people that will improve your life instantly.

Also included is a powerful segment on how to tame the critters in Michael's famous animal chart: the Bull (bully, intimidator), the Fox (sniper, gossip), the Pig (time waster) and the most challenging animal of all, the Rat (negative, pessimist). This program will convince you that confrontation is actually healthy. It's a session you will never forget.

Michael Angelo Caruso delivers over 200 presentations each year on the subject of personal power. Michael has educated and entertained audiences all over the world, drawing on over ten years of experience in the telecommunications industry and another decade as a professional musician. He is the founder and director of the Edison House, a Detroit-based consulting firm specializing in corporate and personal improvement. Edison House clients include Nortel Networks, Citigo, Bank One, National Institutes of Health, Rayovac, Hallmark and the United States Navy. Michael is a member of Optimist International, Rotary International and a Faculty Member at Rockhurst University. For more information visit: <http://www.edisonhouse.com>

" Brainstorming – Expanding How We Think"

Odette Samuelson
(Pace Suburban Bus Service, Arlington Heights, IL)

If we could learn to think about problems differently, what would we be able to create or change in our life? Most of us think along the same mental tracks we always have used and come up with almost the same ideas we always thought. Everyone has the ability to think differently and thus create new mental tracks to explore.

Sometimes our inability to think new thoughts is grounded in how we feel at the moment. We hear comments like, "it'll never work", "we've done that before", "things are getting really bad around here", and "nothing ever changes." It can get discouraging, as a facilitator, to hear comments like this and then try to get the group looking forward into possibilities. We'll spend the first part of the session experiencing a different way of looking at a situation (even if it's a bad one!) and discover the energy that can emerge in the group merely by changing the focus of the conversations.

Next, we'll practice several different techniques to get our minds unwrapped and into new ways of thinking. Remember, everyone can do this! Sometimes all it takes is to follow the basic rules of brainstorming, which we will review. Then we'll play with different ways of recording and generating ideas. In the last part of the session, we'll try out remote, collaborative idea generation and discover the nuances of online facilitation.

About the Presentations and the Presenters II

Come to this session and discover ways to help you and your team break out of their limitations and expand their thinking process. This is a hands-on and brain-turned-on session where you'll have a chance to try out different ways of thinking. You'll come away with tangible techniques that you can try out at your next meeting. Best of all, you'll discover that regardless of what one's thinking style is or how apparently uncreative someone may appear, we all have the ability to think differently than we normally do. Everyone in the group has a unique contribution to make to the process, and it can be fun and exciting.

Odette Samuelson has over fifteen years of experience in organization development, adult education, facilitation and quality assurance. She holds a M.Ed. in Human Resource Development and is the Manager of Organization Development at Pace Suburban Bus Service. She is also certified as an Achieve Global facilitator. Odette manages training at Pace for non-bargained-for employees as well as the challenging role of initiating planned corporate change. Corporate change is interesting to manage but the opportunity to help employees reach their personal goals is truly fulfilling. With Odette's counseling and guidance, some 30 Pace employees recently completed their fast track Associate's Degree and are now considering options for additional education.

"The Forté Communications System"

Christopher Hunter

(CLHunter Consulting - Palatine, IL) (A Forté Provider)

Kim Ramsey

(The Executive Edge - Carol Stream, IL) (A Forté Provider)

The Forté Communication System is a simple, powerful, pragmatic and cost-effective system for cultivating and promoting good communication between individuals and within teams. Unlike other instruments that measure aspects of "personality type", the Forté is designed to assess current, changing and perceived "communication styles" and to help individuals and teams minimize the chances for misunderstandings and conflicts. In this session, you will experience how the Forté System can be used to improve interpersonal and team communication. This session will provide additional insight to those who have taken the Forté Communications Survey for this session. The Forté System was developed by C. D. "Hoop" Morgan in 1979. Since then, it has been refined and re-normed several times and was one of the first such diagnostics to be completely available on-line. The Forté is easy to administer, taking no more than 10 minutes. The Forté may be used to develop top-performer profiles and to screen potential candidates for job positions. It can also be used to build model profiles and in coaching for improved performance. While people are generally aware that they have communication strengths that govern their everyday behavior or communication style, they are not aware that these traits are well defined and produce specific and unique profile patterns. In most profiles, a primary communication style will be evident and depending upon the intensity of its strength and will control that individual's attitude, action and responses 50% to 70% of the time. Communication style characteristics reflect how one thinks, understands, relates and comes across to others; thus, there is tremendous value in knowing one's communication style characteristics and the characteristics of others. The Forté brings together a respondent's communication strengths (traits) and provides a highly accurate understanding of personal and interpersonal preferences. An adapting profile identifies how the respondent has been adjusting to an unlimited number of others/environments for the past 30 days and further captures the respondent's current decision-making style, current stamina and current goals index. A perceiver profile tells the respondent how they are "most likely" coming across to others. Unique to Forté System is: the ability to show interactions between individuals that give them specific action plans for improving communications and help pinpoint areas of potential conflict, and the ability to create comparative profiles for teams.

You may take the Forté Communications Surveys 1 & 2 prior to this session by visiting: www.jordan-webb.net/forteinstitute. You will receive a free 2-page Forté Communication Style report (via email) of your lifetime communication style strengths and an extremely accurate reading of your personal and interpersonal preferences, and your level of self-motivation. You will have the opportunity to purchase your entire report if you so choose.

About the Presentations and the Presenters III

Learning Points

- Understanding your Forté profile
- Building teams and teamwork with Forté
- Using the Forté in Teams
- Using the Forté for conflict management
- Understanding the characteristics of the four primary categories
- Dominance/Non-Dominance - The Control Category
- Extroversion/Introversion - The People Category
- Patience/Impatience - The Pace Category
- Conformity/Non-Conformity - The Systems Category

Christopher Hunter is currently president of CLHunter Consulting, Inc. He has demonstrated the ability to drive business results by balancing innovative strategy with practical execution over his 15 years of human resources experience across manufacturing, service and government sectors. His passion is driving change by facilitating personal insight. His proven track record in organizations such as Sverdrup Corporation, Mobil Oil Corporation, Ameritech and RR Donnelley has earned him awards including Sverdrup's Sustained Superior Performance Award, Mobil's Pegasus Spot Award and Ameritech's Presidents Award. At RR Donnelley, Chris was responsible for creating company-wide leadership strategies and designing leadership development frameworks. He worked directly with the CEO and senior leaders to forge leadership strategies to source, align, develop and reward leaders. His pragmatic approach translated into concrete classroom and non-classroom development opportunities for 2,500 leaders. Chris was awarded the President's Award at RR Donnelley for his work. Chris has a Masters of Business Administration with an emphasis on Organizational Development from the University of West Florida. For more information visit: <http://www.clhunter.com>

Kim Ramsey is the founder of The Executive Edge®, Inc. Kim has more than 19 years of directly relevant experience within Human Resources/Organizational Development. The Executive Edge®, Inc. has partnered extensively with Fortune 500 companies in driving large-scale organizational change and developing their talent to propel the business forward. The firm has engaged proven, business leaders who fully understand the importance of tying individual and team performance to impactful business results. They stand ready to partner with you to deliver against your performance objectives. Kim and her team have been recognized for best practices especially in the area of development and retention of high potential talent by numerous professional organizations. For more information visit: <http://www.theexecutiveedge.net>

"The Need for Facilitated Thinking Environments"

Dennis Heindl

(Nth Degree Software - Greendale, WI)

Paul Collins

(Jordan-Webb - Chicago, IL)

Traditional ways of thinking are slow and ineffective compared with today's pace of rapid and accelerating change. What is needed is the development of Facilitated Thinking Environments (FTEs). As pretentious as it may sound, FTEs are likely to evolve to improve knowledge-worker thinking productivity in much the same way that the invention of the assembly line improved manual-worker labor productivity.

FTE's function by emulating how skilled educators, facilitators and consultants provide intellectual guidance. A first of its kind FTE, called MindSights, will be demonstrated to show how it helps harness the creative talent and improves personal, team and enterprise thinking performance in a systematic way for the betterment of workers, the organization and its customers.

About the Presentations and the Presenters IV

Dennis Heindl is a systems designer specializing in development of problem-solving and cognitive software. In 2001, he founded Nth Degree Software, Inc. on the vision that technology is central to enhancing human thinking potential. Supported by a rare grant from the US Department of Education, his company's revolutionary 'facilitated-thinking environment' software is now starting to get recognition. The company's recently completed flagship product, called MindSights, is also being well received in the marketplace. Prior to founding Nth Degree, Mr. Heindl had 30 years of multi-disciplined business work experiences with AT&T and Ameritech. Mr. Heindl received an MBA degree from the University Wisconsin - Milwaukee, and an undergraduate degree from Marquette University. For more information visit: <http://www.nthdegreesoft.com>

Paul Collins has been an independent consultant since 1981 and since 1989, he has focused on facilitating collaborative work groups and helping in helping organizations adopt and sustain competencies using group decision support applications in the meeting room and on the internet. Paul's facilitation style would be described as empowering and leading without directing, helping participants quickly overcome technophobia, and making work sessions highly productive and fun. Some of Paul's client experience includes the National Aeronautic and Space Administration, GATX Corporation, Mc Donald's Corporation, Motorola, BP Amoco Corporation, U.S. Cellular Corporation, the Wisconsin Department of Natural Resources, and the U.S. EPA. Paul is active in a number of professional organizations, including the Midwest Facilitators' Network, where he is a co-founder, director and webmaster. Paul is also a member of the Midwest Society of Professional Consultants (Program Committee Chair), the National Black MBA Association (Lifetime Member), the International Association of Public Practitioners and the International Association of Facilitators. Paul is a member of the Board of Advisors for Loyola University's Center for Information Management and Technology. He has also lectured for Graduate Programs at the University of Chicago, Loyola University, De Paul University and for the University of Wisconsin's Executive Education Program. Paul is also a teacher of ethnic folk dance, a caller of traditional American square and contra dance, a dance/music festival producer, designs websites as a hobby, and does public speaking. For more information visit: <http://www.jordan-webb.net>, <http://www.ethnicdance.net>, <http://www.dcff.net>

"Using the Innovation Process to Drive Word-of-Mouth"

Tim Sullivan

(ASPIRE - Total Customer Development - Chicago, IL)

Internal and external consultants increasingly are struggling with traditional communication and marketing methods becoming decreasingly effective in a message-cluttered environment and tuned-out clients. Word-of-Mouth is widely-regarded to be the most powerful and influential way to communicate your message and value to clients to create action. Yet, very few organizations actively understand, manage, listen for, capture, and nurture Word-of-Mouth. They simply don't know, hear and act on what clients think and tell others about their value delivery in any organized way - even though this may be the main reason for their success.

Word-of-Mouth is the foundation for all Person-to-Person Marketing including: Word-of-Mouth Marketing, Viral Marketing, Guerrilla Marketing and Buzz Marketing and plays in huge role in creating customer activism. Person-to-Person Marketing is what stands directly between what you say and what your clients actually do, as they make the majority of their contracting decisions based on Word-of-Mouth from trusted experts and peers. And the best way to nurture Word-of-Mouth is through a Best-Practice Innovation Framework that integrates Customer Insight, Innovation and Activism.

By directly understanding and nurturing Word-of-Mouth, client engagements and sales can routinely be increased by a factor of 2-10 times as Word-of-Mouth dramatically speeds up client decision processes while decreasing cycle time, creating powerful Customer Activists who recruit new clients for you. 2005 may be the Year of Word-of-Mouth and organizations who ignore, or simply believe that they cannot manage Word-of-Mouth may never recover from competition that uses this secret weapon to lock up the market.

About the Presentations and the Presenters V

This enlightening presentation will show you what Word-of-Mouth really is and how you can leverage its' powerful potential through Innovation by better understanding and influencing what people tell other people about your "brand". You will gain baseline knowledge of the key concepts and components of Best Practice Word-of-Mouth and Innovation to dynamically grow your business: Personal Examples, Definitions, Characteristics, Motivations, Kinds, Needs, Advantages, Principles, Case Studies, Decision Process and Speed, Process, Techniques, Adopter Types, Messages, Levels, Classes, Sources, Situations, Methods, Campaigns and Success Pillars. You will also learn how organizations have successfully leveraged Word-of-Mouth to amplify their Buzz and results.

Tim Sullivan is the Principal Customer Value Creator with ASPIRE - Total Customer Development™, a Leader in Customer Understanding, Value and Results Strategy & Delivery. Career Highlights include: 16 Years of Customer Development Management Experience - Responsible for Research, Marketing, Consulting, Sales, Business Development, Customer Service, Product Development and Training. Researcher, Facilitator and Consultant focused on Customer Insight, Innovation and Activism: Person-to-Person Marketing, Word-of-Mouth Marketing, Viral Marketing, Guerrilla Marketing and Buzz Marketing. Facilitator and Knowledge Leader for companies including Marsh, Sears, Chicago Tribune, Motorola, GN ReSound, R.J. Reynolds, Brown & Williamson, Pactiv, Discover Financial, Levy Home Entertainment, Fellowes, PPM America. Creator of the world's first and leading Total Customer Development™ and Customer InnovActivism™ Methodologies. Creator and Facilitator of the world's first Marketing Innovation Workshop™, Word-of-Mouth Marketing Workshop™, (Customer Relationship Management) CRM Innovation Workshop™ and Power Marketing Workshop™. Co-Founder of one of the world's first exclusive Sales & Marketing Automation and Customer Relationship Management Total Solution Firms. Applied Member of the Viral+Buzz Marketing Association, Founding Advisor to the Word-of-Mouth Marketing Association and its Measurement Council. For more information visit: <http://www.aspireto.com>

Special Notices for January 24, 2005 Conference

Conference participants will receive the following complimentary items:

- 1) A copy of Michael Angelo Caruso's book: "*5 Cool Ideas for a New You in 2005*"
- 2) An evaluation copy CD of the "*Mindsights - Facilitated Thinking Environment*"
- 3) A 2-page Forté Communication Style report. Before the coming to the Conference, visit www.jordan-webb.net/forteinstitute to take Forté Surveys 1 & 2. You will receive (via e-mail) a summary report of your lifetime communication style strengths and an extremely accurate reading of your personal and interpersonal preferences, and your level of self-motivation. You will have the opportunity to purchase your entire report if you so choose.

Nightingale-Conant is donating a number of their instructional and motivational audio and video tapes and CDs to MFN to be given away as door prizes at the end of the conference. We request that all prize winners take an N-C catalog and to write a letter to N-C, expressing their thanks for N-C's support of the Midwest Facilitators' Network.

Visit Nightingale-Conant's website at: <http://www.nightingale.com>

MG Rush Systems has donated to MFN, a complimentary seat in one of its 2005 FAST Facilitator Training Workshops - a \$2,500 value! This door prize will be awarded to one participant at the end of the Conference, and the winner must be present to claim the prize.

Visit MG Rush Systems website at: <http://www.mgrush.com>

You may now register for the Conference online using our secure server connection to Acteva.com