

**PRESENTED BY THESE  
INDUSTRY EXPERTS**



**BRYAN DODGE**

Bryan Dodge's appearances are fueled by his passion for sharing with others what he has gained in over 25 years as a lifelong, avid student of success habits and leadership principles -- knowledge he used first to transform his own life. Author of *The Good Life Rules*, Bryan is now one of America's most sought-after speakers, inspiring audiences within thousands of major corporations, professional associations, and other organizations across the globe.



**BRAD HUISKEN**

After spending a year writing his first book and developing his own sales training and sales management system, Brad Huisken started IAS training in 1996. He is now an internationally known sales and sales management trainer, speaker, consultant and author of *I'm a Salesman, not a Ph.D.*; *Munchies for Salespeople: Selling Tips You Can Sink Your Teeth Into*; and *Munchies for Salespeople: More Selling Tips You Can Sink Your Teeth Into*.



**JOHN THEDFORD**

With over 25 years in the retail industry, John has founded and been CEO for several multi-store operations. The Gallup organization rated one of John's companies as the most profitable ever in that retail sector. Author of the highly acclaimed book *Smart Moves Management*, John is known for his "best in class" business operations and employee/customer engagement. A graduate of Wichita State University and a CPA, he currently serves as a managing partner with The Initiative Consulting Group in Winter Park, FL.



**DAVID JOHNS**

David has extensive background in HR management. He began his career with a multi-billion dollar retailer and has spent the past 20 years developing and managing HR departments for middle tier, multi-store operations. Currently a senior managing partner with The Initiative Consulting Group, the selection and training techniques used by David are recognized as among the most effective in helping businesses find "best fit" employees and to help them maximize their individual potential. With his education in Industrial Psychology, David offers unique insights into the attainment and development of high performing "team members".



**JACK BROWN**

Jack Brown has over 32 years of experience in Sales and Marketing in the Refining Industry and has become one of the most recognized processors of precious metal-bearing materials. From a humble beginning working as a teenager and through college for his father at Simmons Refining Company, Jack has acquired a reputation of unwavering ethics. After college and a short but successful career in the corporate world, Jack returned to work with his family's company, Mid-States Recycling & Refining, which is the model for the many new companies that have recently entered the industry. Jack has served as one of the few Vendor Members ever appointed as Director of the National Pawnbrokers Association, and is currently serving on the Security Council of the International Precious Metal Institute.



**ROBERTO DOERING**

Roberto Doering holds degrees from Florida International University and Fundacion Instituto Tecnologico de Osasco, Brazil. He has 30 years of experience in technology applied to business management and security and has worked with hundreds of pawnbrokers, jewelers, and retailers throughout the Americas. Roberto provides expert advice to companies of all sizes in using security technology to create a culture of safety and performance.

**GROWING YOUR BUSINESS AND INCREASING YOUR PROFITS**

**ATLANTA GEORGIA  
APRIL 28-29, 2015**

**BUSINESS STRATEGIES &  
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**This symposium is unlike any other. Each speaker is renowned in their respective fields.**

Indulge yourself in this fountain of knowledge. You will gain a deeper understanding of what you are really selling, inspiring your sales staff and learn the best practices to hire and maintain productive employees thereby creating a more productive work environment that increases your company's overall profitability. No two-day seminar will teach you as much. You will walk away equipped with new ideas to catapult your business to higher levels of success.

**Seats are limited in order for attendees to have the opportunity to directly interact with each speaker. Bring your questions, concerns, and/or ideas and run them by the experts. Leave with clear answers.**



**TOPICS INCLUDE**

**Bryan Dodge**

- How to Beat Your Best Year Ever
- How to Build a Team That Works Without You

**Brad Huisken**

- The Psychology of Sales
- The Five Silver Bullets to Productivity Improvement

**John Thedford**

- Creating A Winning Culture
- What Leaders Do

**David Johns**

- Interviewing Skills to Hire the Right Team Members
- Protecting Yourself from Employee Litigation and Unemployment Costs

**★ BONUS PRESENTER ★**

**Jack Brown**

- Precious Metal Refining - A Glimpse Through The Smoke

**Roberto Doering**

- Security in the Business Workplace

"I attended the meeting with four of our high level sales managers. We each took something different from the seminar, however we all took a refreshed approach to business in general. This is not a typical lecture on how to run a business. It is a motivating session that covers some of the most important items for identifying and correcting profit and energy drains in your business." If you or your management team feel overworked, or have lost focus this will help rekindle the passion in your business. I highly recommend this seminar for those who want to take their business to the next level and beyond."

- John Jackson III, Smyth Jewelers



**Seminar Fee**  
**\$995.00** per person

**10% OFF**  
3 or more attendees\*

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\*Additional attendees must be from same company/organization. MasterCard, Visa and American Express credit cards accepted. Seminar attendance may be tax-deductible.

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# GROWING YOUR BUSINESS AND INCREASING YOUR PROFITS

## BUSINESS STRATEGIES & SOLUTIONS

### *Testimonials from past attendees*

Goal Setting, Focus, Time Management, Relevance, Inspiration, this seminar was awesome and packed full of life changing stuff. I highly recommend this course.

- **Jery Howland, Jery's Pawn & Jewelry**

Coming into this course I felt that I lacked the skills to efficiently manage employees. After going through the course I feel like I now have the skills and the direction to not only manage employees, but manage my life as well.

- **Mona Prestigiacomio, Community Pawn**

Fantastic. Beyond amazing. I can't wait to come back again. I learned an incredible amount of information and know I couldn't possibly have absorbed it all. Keep up the great work. It was an incredible experience.

- **John Wade, P & J Pawn**

In a few words, I cancelled a very important previous obligation in order to stay for the last day. I couldn't miss any of this action packed seminar.

- **Patrick Vosburg, Southeast Jewelry & Pawn**

WOW, what a great seminar. I will continue to use the tools given to me in all aspects of my professional and personal life.

- **Calvin Arnold, M & M Merchandisers**

Very inspirational and knowledge packed with extremely actionable materials!

- **Lynden Miller, Money & More**

Enjoyed every minute of this conference. I am leaving this seminar reinvigorated and recharged.

- **David Burks, BDP Management**

The speakers were all excellent. I left inspired and with numerous great ideas that I will immediately put into action.

- **J. Ford Sunderland, Sterling & Knight Jewelry & Pawn**

Great seminar! Focused, direct and relevant information that will be used for many years to come.

- **Rob Anderson, North American Financial**

Like drinking from a fire hose. The incredible information was non-stop.

- **Patrick Wade, P & J's Pawn Shop**

I was EXTREMELY surprised at wealth of information from Top Industry Experts. I would highly recommend this course to anyone. You will be blown away.

- **Jorge Carvajal, Five Star Jewelers**

Awesome seminar that did not leave you hanging and needing more. Packed full of information

- **Latisha Cunningham, Scott's Jewelry & Pawn**

WOW!! It was the BEST!

- **Bruce Harris, A-OK Inc.**

Very Insightful & retrospective. Made it clear for me what I need to do to stop creating my own misery and take my life and my company to new levels.

- **Armen Darakjian, Darakjian Jewelers**

Excellent, real and true to life. This is exactly what we need to do to grow our business.

- **Clare Mirabel, Five Star Jewelers**

Excellent. Reminds me why I was chosen to lead. Very Inspiring.

- **Ramona Barraza, Kings Jewelry & Loan**

There aren't enough good things that I can say. I am so excited to spread my new found knowledge to everyone. Not only business wise, but my whole life. I am going to make everyone's life better because of this seminar.

- **Thomas Carpenter, Cash Canada**

Thanks for the incredible seminar. It gave me a real kick in the butt, that I needed, to take my business to the next level.

- **Bill Zacharias, Z's Fine Jewelry**

Fantastic seminar. We walked away knowing an enormous amount of vital information to help us grow our businesses. We deemed the seminar a tremendous success and thank you for the opportunity.

- **Louis Lee, Montgomery Enterprises**



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