

# WINNING STRATEGIES TO SUCCEED IN A TURBULENT ECONOMY

100%  
TAX  
DEDUCTIBLE

## 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 20 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.



### BRAD HUISKEN

After spending a year writing his first book and developing his own sales training and sales management systems, 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 II: More Selling Tips You Can Sink Your Teeth Into*.



### JOHN THEDFORD

With over 25 years in the pawn industry, John has founded several retail chains: Rent-Rite, Value Pawn & Jewelry, La Familia Pawn & Jewelry, and most recently, Premier Pawn & Jewelry. Author of *Smart Moves Management*, John is known for his "best in class" business operations and employee engagement. A graduate of Wichita State University and a CPA, he currently serves as President & CEO of Premier Pawn & Jewelry Stores.



### DAVID JOHNS

David has an extensive background in retail and HR management at the national level as well as over 20 years in the pawn industry. Currently VP of Administration for Premier Pawn & Jewelry stores, the selection and training techniques used by David are recognized among the most effective in the retail and pawn industries.



### PHILIP NULMAN

Phil began his career at a major NYC ad agency where he evolved to Creative Director. He has won numerous awards in print, broadcast and direct mail. Nulman is the author of four books, two top selling books for entrepreneurial marketing - targeting smaller retail venues. Nulman is a frequent commentator on Fox News and MSNBC. Today, The Nulman Group represents food retailers, automotive, jewelry, financial institutions, professional practices.



### MARK KISZLA

Mark is an award-winning journalist for The Denver Post and author of *No Plan B*, the critically-acclaimed book about quarterback Peyton Manning and the Denver Broncos. Through sports, Mark tells stories of leadership, teamwork and perseverance that resonate with anyone in a competitive business. The Society of Professional Journalists has twice named Mark the No. 1 sports columnist in the US.

CINCINNATI, OH  
AUGUST 5-6, 2014

## BUSINESS STRATEGIES & SOLUTIONS CONFERENCE

This symposium is unlike any other. Each speaker is renowned in their respective fields... and NO EXCUSES are made, not for the economy or anything else.

You'll learn the inspiration, dedication, education to be ready to change your business in ways that will astound you...from all the disciplines necessary to take charge, understand what you're really selling, the best methods of marketing, training and inspiring your sales staff and running your human resources and your profitability. No fluff, only answers to all your questions, *guaranteed*.

You'll never use the economy as an excuse again...Not after you've heard what we have to say!!!! Bring your questions, problems and don't leave until you've gotten the solutions.



### TOPICS INCLUDE

#### Brad Huisken

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

#### Bryan Dodge

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

#### Philip Nulman

- ▶ Innovative Advertising Techniques and Branding Yourself

#### David Johns

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

#### Mark Kiszla

- ▶ There is No Plan - B Never Take a knee Yourself

#### John Thedford

- ▶ Creating A Winning Culture
- ▶ What Leaders Do

"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

### OHIO PAWN BROKERS CE CREDIT APPROVED

Seminar Fee  
**\$995.00** per person

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

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OR ONLINE AT: [www.iastraining.com](http://www.iastraining.com)



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

### Cincinnati Airport Hilton Hotel

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For hotel accommodations, mention code **IAS** when making reservations and receive the special **IAS Training room rate of \$119** plus state and local taxes.



### IAS TRAINING

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