

# CHALLENGE THE ECONOMY...CHALLENGE YOURSELF

## PRESENTED BY THESE INDUSTRY EXPERTS



### 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.



### 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*.



### 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.



### 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.



### 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.



### DWAIN DEVILLE

Dwain enjoyed a successful career in the financial industry prior to founding his firm, WaterMark International where he serves as trusted advisor to companies from entrepreneurial to the Fortune 100. After a bout with cancer, Dwain set out on his motorcycle resulting in his book - *The Biker's Guide to Business, When Business and Life Meet at the Crossroads*. He's also a columnist for Inc.Com and co-founder of The Inc. Riders' Summit.

# Business Strategies & Solutions Conference

This symposium is unlike any other. Each speaker is renowned in their respective fields.

You'll learn 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.

MARCH 4-6, 2014 • ORLANDO, FLORIDA

Day 1

8:00 AM to 5:00PM

**BRAD HUISKEN**

*The Psychology of Sales*

**JOHN THEDFORD**

*Creating a Winning Culture*

1-HOUR LUNCH (PROVIDED)

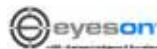
**DAVID JOHNS**

*Interviewing Skills to Hire the Right Team Member*

**PHILIP NULMAN**

*Innovative Advertising Techniques and Branding Yourself*

THANK YOU TO OUR SPONSORS:



Day 2

8:00 AM to 5:30PM

★ **BONUS PRESENTER** ★

**ROBERT HALEY**

*Games & Incentives to Increase Productivity*

**BRAD HUISKEN**

*The Five Silver Bullets to Productivity Improvement*

**MARK KISZLA**

*There is No Plan B - Never Take a Knee*

1-HOUR LUNCH (PROVIDED)

**DWAIN DEVILLE**

*Navigating The Road to Success*

**DAVID JOHNS**

*Protecting Yourself from Employee Litigation and Unemployment Costs*

**BRYAN DODGE**

*How to Beat Your Best Year Ever*

Day 3

8:00 AM to 12:30PM

★ **BONUS PRESENTER** ★

**ROBERTO DOERING**

*of Eyeson Security in the Business Workplace*

**JOHN THEDFORD**

*What Leaders Do*

**BRYAN DODGE**

*How to Build a Team That Works Without You*

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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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For hotel accommodations, mention code **IAS** when making reservations and receive the **special IAS Training room rate of \$129** plus state and local taxes.



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