



# BULLS EYE! Right on Target 4th Annual Business Conference

Sponsored by



North Oakland County's Premier Conference for business owners, professionals, governmental organizations and non-profits. This year's line up brings an impressive slate of speakers who will share ideas on how your business or organization can become efficient and productive in management, marketing and operational costs.

**Motivate, Educate and Grow Your Bottom Line!**

**WHERE:** Oakland Schools - 2111 Pontiac Lk Rd **WHEN:** Thursday, Oct 27 **TIME:** 8:15 a.m.- noon

## POWERPACKED PRESENTATIONS



### Investing In Michigan A Balanced Approach

Keynote Speaker, **John G. Russell** is president and chief executive officer of **CMS Energy** and its principal subsidiary, **Consumers Energy**, which serves 1.8 million electric customers and 1.7 million natural gas customers. Energy efficiency and alternatives have become a primary concern for businesses of all sizes. John will share their balanced energy initiative including their plan for Michigan for the next 20 years. He will give an overview of their Renewable Energy and Energy Optimization Programs expanding upon solutions available for consumers including programs in place, the application process, access to tools and practical "walk aways." A subject matter expert from CE's Energy Optimization Program will also be on hand to discuss specific details of the various Energy Optimization Programs.



### Marketing Your Business Develop an Integrated Communications Plan

**Chris Morrisroe** of **CMC** is a Communications Professional who has successfully managed strategies in all aspects of communications for over 25 years including clients such as Plante Moran, Macy's and Brighton Hospital. Whether you represent a start-up company or an established business, Chris Morrisroe Communications has the experience to maximize initiatives and promote your company's growth. Through her expertise, you will learn about the many opportunities available to market your business in addition to advertising and why it is important to calendarize your strategy. An integrated plan is the most effective plan, but it does not have to cost a bundle.



### The Power of Fun at Work

When **Walt Stasinski**, of **Potential Unlimited**, speaks, something special happens. People don't just listen. Or laugh. They learn something. About life. Work. Themselves. According to the business journal, Human Resources Focus, 96% of the executives surveyed said that employees with a sense of humor do a better job than employees with little or no sense of humor. Walt will share practical strategies to enjoy your job more and to manage your stress. Work can be fun if you choose to make it fun. Find out how to enjoy the lighter side of success and even get a standing ovation for all your accomplishments. It is a myth you have to be serious to be successful!

**Registration OPENS at 8:15 a.m.**  
**Cost includes social networking and continental breakfast**  
**Keynote Speaker: 9:00 a.m.**

Hosted by:



## REGISTRATION

- SPONSORSHIPS**
- Presenting Sponsor \$2000**  
16 tickets to the event  
Display table inside the presentation room  
Logo on invitation materials and program  
5 minutes presentation time to the group
  - Corporate Sponsor \$1000**  
8 tickets to the event  
Display table inside the presentation room  
Logo on invitation materials and program  
3 minutes presentation time to the group
  - Exhibitor \$250**  
2 tickets to the event  
Display table inside the presentation room

**Yes, I would like to sponsor the Business Conference as indicated above**

\$40 early bird (before October 20) \$79 at the door  
Early bird "bring a friend discount"—sign up for 2 and pay just \$60  
Student Rate \$20 Table Rate—8 tickets to the event \$225

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
# of Attendees \_\_\_\_\_ Amount \$ \_\_\_\_\_  
Visa/MC/AE: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
V-Code: \_\_\_\_\_ Name on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_

**Register by Fax: 248-625-8041 Phone: 248-625-8055**  
**Register on line at [www.clarkston.org](http://www.clarkston.org) or**  
**Mail to: Clarkston Area Chamber of Commerce**  
**5856 S. Main St., Clarkston, MI 48346**