

Updated
1/29/2010



2010 Annual Sales & Service Seminar

Sunday River Ski Resort, Bethel ME
April 13 & 14, 2010

Agenda-At-A-Glance

Tuesday, April 13

Peak Performance

Energize Your Individual & Business Performance in a Weak Economy

Bob LaBrie, Maximum Potential

8:30 a.m. to 4:30 p.m.

Vendor Sponsored Welcome Reception

5:00 to 7:00 p.m.

Dinner

7:00 p.m.

Wednesday, April 14

Key Note Address: Zap the Gap – Working with Multiple Generations

Meagan Johnson, CSP, Johnson Training Group

8:30 to 9:50 a.m.

Break

9:50 to 10:05 a.m.

Telephony 101 - A Low Tech Overview in a High-Tech World

John Dougherty, Manager, Sales Engineering / Project Coordination

Oxford Networks

10:05 to 11:30 a.m.

Lunch & Vendor Showcase

11:30 a.m. to 1:00 p.m.

Strategies for Marketing to the New Millennial Generation

Meagan Johnson, CSP, Johnson Training Group

1:30 to 2:30 p.m.

Break

2:30 to 2:45 p.m.

Employee Retention Strategies

Gregg Klatsky, CPC, CTS, Senior Account Executive, MOUNTAIN LTD.

2:45 to 4:00 p.m.

Sales & Service Roundtable

TANE Sales & Service Committee

4:00 to 5:00 p.m.

Session Descriptions

Tuesday, April 13



Peak Performance

Energize Your Individual & Business Performance in a Weak Economy

Bob LaBrie, Maximum Potential

8:30 a.m. to 4:30 p.m. – Ketchum/Riley

A company's most valuable resource is its people - **that is if** ...they are **passionate** about their job and fully **engaged** in their company's mission and success. This seminar is about developing *individual and business Peak Performance*.

Attendees will discover how to develop a powerful, articulate **purpose** that will enhance their performance. Using personality types, leadership, self-leadership, and performance coaching techniques, they will learn how to **communicate** that purpose - with passion and enthusiasm - to themselves and their direct reports. When you (and your people) are fully **engaged**, you will deliver *peak performance* and "superior" customer service.

Wednesday, April 14



Key Note Address: Zap the Gap – Working with Multiple Generations

Meagan Johnson, CSP, Johnson Training Group

8:30 to 9:50 a.m. – Ballroom North & South

Never before have four different generations been in the workforce – at the same time: "Traditionals" - born before 1945; "Baby Boomers" - born 1945–1964; "Gen Exers" - born 1965 to 1980; "New Millennials" – born after 1980.

- Have you noticed that the ethics and work habits of these four generations differ greatly?
- Do you know how to use these differences to make your organization more productive?
- Would you like to retain and develop your young star performers, while getting the best

from your veterans?

- Would you like new insights into managing and motivating different generations without impeaching your own credibility with them?
- Can you avoid the three major blunders commonly made by "upstart whipper-snappers" when they work with senior employees?
- Could your teams function more effectively across generational lines than they do now?

Developed and presented by well-known speaker and author, Meagan Johnson, this is the most important new development on the people side of business since diversity training. You simply cannot ignore the rising costs of low productivity and high employee turnover that results from misunderstandings between generations in the workplace.

You'll learn how to:

- Identify and understand the differences between generations – it's more than tattoos, body piercings and hair dye;
- Overcome Generational Myopia® in yourself and others;
- Vary your approach to multi-generational employees and clients so you can achieve the best results possible with them;
- Learn how a person's "generational signposts" affects what he or she says and does.

Telephony 101 – A Low Tech Overview in a High-Tech World

John Dougherty, Manager, Sales Engineering / Project Coordination

Oxford Networks

10:05 a.m. to 11:30 a.m. – Ketchum/Riley

In today's world telecommunications technology can seem overwhelming. Instead of one voice service over a copper line, we now have multiple services over multiple types of conduits. Many of the same principles still apply, however, and it is good to know the basics. Telephony 101 will give you just that.

Continued on next page

Presenter John Dougherty is Oxford Networks Sales Engineer and Project Manager. He has over 25 years of experience in the telecommunications industry, 9 of those with Oxford Networks. From 2007-2009 John coordinated Oxford Networks North and South Fiber Optic Network builds.

John holds an Associate's degree in Electrical Engineering Technology from the University of Maine, as well as many vendor certifications acquired during his career. John serves as Oxford's Networks Product Trainer and Sales Education Seminar presenter.

Strategies for Marketing to the New Millennial Generation

Meagan Johnson, CSP, Johnson Training Group

1:30 to 2:30 p.m. – Ketchum/Riley

Fact: Millennials (the generation born after 1980) are spenders:

They spend over 170 billion dollars a year; They spend 1/3 of their lives on the Internet.; The money they spend usually comes from their parents; They do most of their spending on-line; They will change their spending habits at the drop of a twitter.

Millennials are the new alpha dog in the consumer market. This baggy-panted, multi-pierced, rainbow haired cohort of young upstarts is now eclipsing Baby Boomers, once considered the premiere customer group. Though similar in number to the gargantuan Baby Boomer generation, Millennials have rejected many of their parents' institutionalized brands. They really do not want their father's Oldsmobile. To further complicate matters, Millennials will intentionally reject marketing campaigns that appear too forced, clichéd, or worst of all, dull. To ignore this new tidal wave of consumers is certain death - but how do you reach them? Once you do, how do you connect with them and keep them coming back for more?

In this session, generation expert and humorist Meagan Johnson will answer these questions and more.

You will learn:

- How Millennials are different from past consumers and why;
- What Millennials respond to in marketing and customer service;
- How to tap into Millennials social network and create a buzz that money cannot buy;
- How to turn Millennials off so they never darken your door again;
- How to turn Millennials on so they become loyal, raving customers;

Employee Retention Strategies

Gregg Klatsky, CPC, CTS, Senior Account Executive, MOUNTAIN LTD.

2:45 to 4:00 p.m. – Ketchum/Riley

Learn about the key drivers of employee retention as well as the long term impact of high retention on productivity, morale, and overall organizational profitability. This knowledge will allow you to confidentially assess your current retention issues, and give you additional insight into why The Society of Human Resource Management reports that 6 of the top 10 workplace trends are directly related to talent acquisition, selection and retention. The number one trend among these is retention.

The seminars focus is based off of research first published in "Impending Crisis," and expanded upon in "Employer of Choice," "The War for Talent," "Top grading" and "The Truth about Managing People."

Sales & Service Roundtable

TANE Sales & Service Committee

4:00 to 5:00 p.m. – Ketchum/Riley

The TANE S&S Committee will lead this one-hour open discussion. This session is for YOU - to talk with your peers about products, processes, procedures, sales & marketing ideas and learn from others. This is a great opportunity to see what other companies are doing.