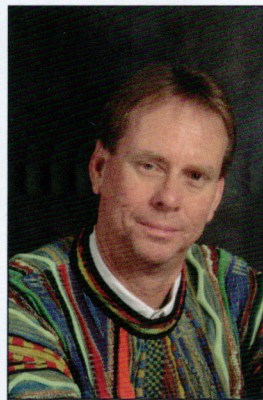


*Santa is headed to Nashville....  
and so are we!*



## Ron Sturgeon



Ron Sturgeon will join us to discuss, "Strategic Planning Using The Big and Easy Analysis," which will help evaluate the initiatives you're planning to undertake for the coming year. With a group of other business owners and managers, you can share proposed initiatives. Ron will teach us how to objectively analyze the initiatives using this tool he learned while working at Ford Motor Co. after he sold his salvage businesses to them in 1999.

Using the Big and Easy Analysis, strategic business plans will be evaluated, prioritized, and refined. It's amazing how often someone has done what you are considering. Their insights often save you time and money and improve the probability of success. Business owners leave these groups with their initiatives vetted and prioritized, and the training to use the tool on an ongoing basis. Even in the toughest economy, some businesses prosper; make sure yours is one of them.

*January 13-17, 2010*

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