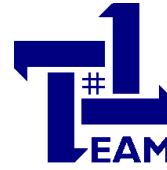


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## Challenging Times Call for Creative Minds

*Moving Outside Your Comfort Zone to Grow Your Business*

Tuesday, April 20, 2010

Millennium Knickerbocker Hotel

163 East Walton Place

Chicago, IL

### Seminar Topics:

- Marketing strategies in a down economy
- The value of a GSA Schedule
- How electronic media saves dollars yet promotes your business
- The trend of unionization in the U.S. & abroad
- Effective online marketing with your business web site
- Methods for raising working capital
- Selling your company – do you meet today's buyers' stringent criteria?
- Becoming more value added through technology

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## SPEAKERS

### **Gary H. Kutty, CEO Kutty Associates, LLC.**

Gary is a nationally recognized management, marketing and sales consultant providing growth strategies, support and training for the contract security profession. A 30-year veteran of the contract security industry, he is also an accomplished lecturer and published writer for various industry publications.

### **Dennis Hamilton, President, Hamilton Innovative**

Dennis specializes in online marketing through the Internet, web sites, and e-newsletters for the contract security and private investigative professions. With keen insight that stems from 25 years in field support, sales and marketing, corporate education/training, management and ever changing web technologies, Dennis will provide simplified keys you need to make the Internet work for you.

### **Robert Perry, Robert H. Perry & Associates, Inc.**

In 1977, Bob started Robert H. Perry & Associates, Inc., a firm that specializes in managing the sale of privately-held security guard companies. Since that time, RHPA has represented over 150 sellers of security guard companies located in the United States, Canada, Western Europe, South America, the Caribbean and the Middle East. Bob manages the day to day activities of the firm and is a frequent guest speaker at the Wake Forest Babcock School of Business and security association groups.

### **Vince Ruffolo, Chairman of Blue Island, Illinois-based A&R Security**

Vince is a leading authority and advocate regarding legislation that affects the contract security profession. As Legislative Chair for the National Council of Investigation & Security Services (NCISS) and President of the industry's lobbying arm, Security Companies Organized for Legislative Action (SCOLA), Vince brings a unique perspective to legislation and unionization trends in the industry.

### **Jack R. Coley, President/CEO Coley & Associates, Inc.**

Jack founded Coley & Associates in 2001 with the goal of helping companies succeed in the federal market using the GSA Schedule program. With more than 30 years experience, Jack used his insight and understanding of the federal market to develop his comprehensive Win | Manage | Market™ approach for delivering results throughout the life of a GSA Schedule.

## AGENDA

8:00 – 8:30	Registration
8:30 – 9:30	Working On Your Business - Not In it! It's not your father's guard business anymore....
9:30 – 9:45	Break
9:45 – 10:45	New to the Federal Market--is a GSA Schedule Right for You?
10:45 11:00	Break
11:00 – 12:00	Effective online marketing with your business web site: trends, techniques and caveats
12:00– 1:00	Lunch
1:00– 1:45	The Effects of Legislation & Unionization. Will your future be impacted?
1:45 - 2:00	Break
2:00 – 3:00	Hire Slow – Fire Fast – Everything you wanted to know about hiring a sales person but were afraid to ask!
3:00 – 3:15	Break
3:15 – 4:30	Challenges and Opportunities When Selling a Security Guard Company in Today's Economy
4:30 – 5:00	Q & A

## To Register

A value at \$149.00: To reserve a spot at this seminar, please call TEAM Software at 1-800-500-4499 or visit [www.teamfinancial.com](http://www.teamfinancial.com), click on News & Events, then click on "Challenging Times Call for Creative Minds." Please complete the online form. You will receive a reply via e-mail to confirm your registration.

Extend your stay in Chicago! The National Council of Investigation & Security Services (NCISS) is holding its annual Conference at the Millennium Knickerbocker hotel April 21-25. For more information about this conference, please visit [www.nciss.org](http://www.nciss.org).

The Millennium Knickerbocker hotel is offering a special room rate of \$149/night for people attending this seminar as well as the NCISS conference attendees. To reserve your room, please call 1-800-621-8140 and ask for the NCISS group rate. Please reserve your room by March 19 to secure this rate.