



**THE ALTERNATIVE BOARD**  
*Change Perspective. Improve Business. Enjoy Life.*  
**TAB August 2010 Pre Conference Agenda**  
*Real World Advice. Real Results.*

*Pre-Conference Training / Events*  
**Wednesday, August 25**

12:00 pm – 6:00 pm	Registration
2:00 pm – 4:15 pm	Pre Conference Workshop  <b>Utilizing TTI's Behaviors and Motivators to Add Value to Your Business</b> - Overview of both the behaviors and motivators theories - How the use of these assessment tools can add additional value to your boards by improving communication and performance  Favor Larson and Denelle Hebets, TTI Performance Systems ( <b>Imperial Ballroom</b> )
3:45 pm – 4:15 pm	Coffee Break
4:15 pm – 6:00 pm	<i>Session Continued (Imperial Ballroom)</i>
6:30 pm – 7:30 pm	Exhibitor Set Up

**Thursday, August 26**

7:00 am – 6:00 pm	Registration
7:00 am – 8:30 am	Breakfast ( <b>Imperial Foyer</b> )
8:00 am – 12:00 pm	Top Tier Board Meeting ( <b>Maroon Peak</b> )
8:00 am – 10:00 am	Pre Conference Workshop  <b>Best Practices in TAB email Marketing</b> - How to use email stats to improve your campaign results - Trends in TAB email campaigns  Ronen Yaari, OpenMoves ( <b>Imperial Ballroom</b> )
10:00 am – 12:00 pm	Pre Conference Workshop  <b>Utilizing Social Media for Yourself and Your Members</b> - What should you be doing with Social Media & How can your members use it  Laura Love, Ground Floor Media ( <b>Imperial Ballroom</b> )
11:00 am – 12:00 pm	<b>New Franchisee Meeting, FAB Council Representative (Mt. Sopris)</b>
12:00 pm – 1:30 pm	Franchisee Lunch ( <b>Mt. Sopris</b> ) Election Results, Selection of Committee Chairs, Definition of Committee Objectives, Q&A
1:30 pm – 2:00 pm	Break



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*Main Conference Training / Events*  
**Thursday, August 26**

7:00 am – 6:00 pm		Registration
2:00 pm – 3:30 pm	Exhibits Open	Opening Address <b>The State of the TAB Community</b>  Jason Zickerman & Jeff Goergen: TAB Corporate Update TAB Committee Member Updates, presented by each committee chair  <b>(Imperial Ballroom)</b>
3:30 pm - 6:00 pm		<b>Peer Board Meetings</b>  Group A- (Imperial Ballroom) Group B – (Maroon Peak) Group C – (Harvard) Group D – (Princeton) Group E – (Yale) Group F – (Columbia) Group G – (Oxford) Group H – (Wilson) Group I – (Imperial Ballroom)
6:00 pm – 8:00 pm		Cocktail Reception Sponsored by InfoGroup <b>(Capitol Peak)</b>



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Main Conference Training / Events  
**Friday, August 27**

Track A	TAB Fundamentals ( <b>Grand Ballroom</b> )
Track B	Beyond the Fundamentals ( <b>Imperial Ballroom</b> )

7:00 am – 6:00 pm	Registration	
7:00 am – 8:30 am	Continental Breakfast	
8:00 am – 9:30 am	<b>Keynote Presentation: A Culture of Coaching Excellence</b> - Continuously improve your coaching capabilities <b>Mary Verstraete, Center for Coaching Excellence (Imperial Ballroom)</b>	
9:30 am – 10:00 am	Coffee Break (Imperial Foyer)	
10:00 am – 12:30 pm	<b>Using Questioning/Listening Techniques to Develop Your Coaching Contract with Members</b> Debbie Zients, Dick Wallace & Mary Verstraete <b>(Grand Ballroom)</b> <ul style="list-style-type: none"> <li>Boost the value members receive during coaching sessions and board meetings.</li> <li>Set clear objectives, handle lack of accountability and keep meetings on track.</li> <li>Use the clarifying process so that advice/suggestions are directed at the real issue.</li> <li>Summarize the information in a way that everyone gets value.</li> </ul>	<b>Becoming a Trusted Advisor and Indispensable Resource For Your Members</b> Susan LeTerneau, Bill Vrettos & Mary Verstraete <b>(Imperial Ballroom)</b> <ul style="list-style-type: none"> <li>Learn advanced facilitation fundamentals.</li> <li>Continuous coaching improvement.</li> <li>Establish and maintain high performing boards.</li> </ul>
12:30 pm – 2:00 pm	Awards Luncheon (Pyramid Peak)	
2:00 pm – 2:30 pm	Break	
2:30 pm – 4:00 pm	<b>Mastering the Interview and Close Process</b> Cathy Lawler & Bruce Gernaey <b>(Grand Ballroom)</b> <ul style="list-style-type: none"> <li>Gain more confidence in your closing ability and increase your close rate.</li> <li>Manage objections during the close.</li> <li>Overcome your greatest competitor—your prospect’s fear of change.</li> </ul>	<b>TAB Marketing 3.0</b> Martha Cusick Eddy, Tina Corner & Panel Members <b>(Imperial Ballroom)</b> <ul style="list-style-type: none"> <li>Hear from facilitators about their emerging best practices.</li> <li>Q &amp; A with TABs top marketers as part of a panel discussion.</li> <li>Local efforts to utilize for success.</li> <li>Takeaway of a strategic 12-month marketing plan.</li> </ul>
4:00 pm – 4:30 pm	Coffee Break (Imperial Foyer)	
4:30 pm – 6:30 pm	<i>Session Continued</i> <b>(Grand Ballroom)</b>	<i>Session Continued</i> <b>(Imperial Ballroom)</b>
7:00 pm – 9:00 pm	Committee Member Recognition Dinner (TBD) – Committee Members Only	

Exhibits Open



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Track 2	Beyond the Fundamentals ( <b>Imperial Ballroom</b> )

*Main Conference Training / Events*  
**Saturday, August 28**

7:00 a m – 12:00 p m	Registration	
7:00 a m – 8:30 a m	Continental Breakfast	
7:00 a m – 8:00 a m	TAB-FAB Council Member Meeting (Maroon Peak)	
8:00 a m - 9:30 a m	Exhibits Open	<p><b>Optimizing One-on-One Meetings: Best Practices</b>            Carol Crawford &amp; Bob French (<b>Grand Ballroom</b>)            A guided, interactive session with practice and role playing that draws upon the best of the participants in the session</p> <ul style="list-style-type: none"> <li>Overview of the one-on-one dance.</li> <li>How to open with the best TAB Value Proposition(s).</li> <li>Best responses for the most common objections.</li> <li>How to select the best TAB solution(s) for your prospects needs.</li> <li>Identifying buying signals and how to capitalize on them.</li> </ul>
9:30 a m – 9:45 a m	Coffee Break (Imperial Foyer)	
9:45 a m – 11:00 a m	<i>Session Continued</i> <b>(Grand Ballroom)</b>	<i>Session Continued</i> <b>(Imperial Ballroom)</b>
11:00 a m – 11:30 a m	Conference Close & Final Comments (Imperial Ballroom)	