

## ***Using E-Mail Professional and Effectively***

At this workshop, you will learn to use e-mail in ways that enhance our professional image, that allows you to communicate quickly and courteously, and that supports our employer's need for appropriate e-mail use that will not embarrass them, make them defendants in a lawsuit, or put them through the pain of terminating our employment.

### **Mark Butala**

Head of Internal Security—MN DEED



### **Richard Brandt**

Advanced Toastmaster—Improv student, and amateur stand-up comic



## **Featured Speakers**

### **David Goldman** The Laughing Stockbroker

David is the creator, producer and voice of the The Laughing Stockbroker Show at ABCNews.com. His background as a headline stand-up comedian places him head and shoulders above his peers in entertaining his audience as he educates them. He has appeared on a variety of television programs including the



[www.laughingstockbroker.com](http://www.laughingstockbroker.com)

### **Paul Esch—President** Breakthrough Business Success, nc.

Paul is a lively and humorous speaker who delivers inspiring and informative programs regularly on Sales Leadership, Manager Development, Customer Service, Successful Marketing and Communications. He is a creative sales and marketing pro with over 15 years experience in business to business. He has appeared on Kare 11, KSTP radio and in area newspapers.



[www.breakthroughbusiness.net](http://www.breakthroughbusiness.net)



**International Association of Workforce Professionals**

**[www.iawponline.org](http://www.iawponline.org)**

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**MN Workforce  
Association**

*MN Chapter of*



## ***Spring Conference***



**Date: April 28—29,  
2005**

**Willmar Holiday Inn  
2100 East Highway 12  
Willmar, MN 56201**

## Session Highlights

### Mastering the Art of Time Management

Do you feel like there's never enough time? Does the clock seem to jump ahead while your productivity lags behind? This session will show you how to organize your life and take control of the hours in your day, all while keeping the right perspective about the things that are important.



- Create a master list to prioritize your work
- Manage meetings and conversations

### Overcoming Sales Call Reluctance

This is upbeat and interactive program for people who want to overcome call reluctance. You will learn:

- Dealing with your own call reluctance
- Improving opening statements
- Rejecting Rejections

#### Thursday April 28, 2005

- |                  |   |
|------------------|---|
| 10:30-11:00 a.m. | <b>Executive Board Meeting</b>  |
| 11:00-11:30 a.m. | <b>Registration/ Networking</b>   |
| 11:30 a.m.       | <b>Welcome/Opening Remarks</b>  |
| 12:00 Noon       | <b>Luncheon</b>   |
| 12:30-12:50 p.m. | <b>Federal Legislative Update<br/>Bonnie Elsey</b>                                      |
| 1:00-2:00 p.m.   | <b>Using E-Mail Effectively and Professionally<br/>Mark Butala &amp; Richard Brandt</b> |
| 2:30-3:45 p.m.   | <b>Tour Jennie-O</b>  |
| 5:30 p.m.        | <b>Networking Event</b>   |

#### Friday April 29, 2005

- |                  |   |
|------------------|---|
| 7:30-8:00 a.m.   | <b>Networking/<br/>Continental Breakfast</b>                            |
| 8:00-9:00 a.m.   | <b>“Mastering the Art of Time Management”<br/>David Goldman</b>         |
| 9:15-11:30 a.m.  | <b>Breakout Room A<br/>“Overcoming Sales Call Reluctance” Paul Esch</b> |
| 11:45-12:45 p.m. | <b>Luncheon<br/>“Humor and The Bottom Line”<br/>David Goldman</b>       |
| 1:15-2:15 p.m.   | <b>General Membership Meeting</b>                                       |

## Registration

Sign up for: Price

- |  |          |
|--|----------|
| <input type="checkbox"/> Two Day Conference—Member                 | \$ 99.00 |
| <input type="checkbox"/> Two Day Conference-Nonmember              | \$155.00 |
| <input type="checkbox"/> Two Day Conference-Member Retiree         | \$ 50.00 |
| <input type="checkbox"/> Friday Sales Call Reluctance/<br>Luncheon | \$ 99.00 |
| <input type="checkbox"/> Meal only - indicate which meals          | _____    |
| April 28th luncheon _____  | \$10.00  |
| April 29th luncheon _____  | \$15.00  |
| Networking Event _____   | \$ 6.00  |

Total: \_\_\_\_\_

\_\_\_\_\_  
Name/Title

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone/Fax

Method of Payment

- Check—Make check out to MN Workforce Association
- P/O - MN Workforce Association

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**Hotel—Holiday Inn—Individuals will be responsible for own rooms, room tax and incidentals.  
Http://hiwillmar.com  
Conference Rate \$64.99  
Toll Free Reservations 1-877-405-4466**

Questions: Kathy Simmons—President  
651-779-5422  
Jim Warnest-Vice President  
651-296-1194  
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