



The  
Lake Zurich Area  
Chamber of  
Commerce  
2007  
LEADERSHIP  
ACADEMY  
begins  
January 30, 2007.

January  
30

February  
20

March  
27

April  
24

May  
29

JUNE  
26

Classes meet  
monthly from  
8:00 am – 10:00 am  
in the Lake Zurich  
Police Station  
Community Room,  
200 Mohawk Trail.

Continental  
breakfast provided.

BUILDING YOUR PLAY BOOK

**Creating a Powerful Marketing Program with Modest Budget**

Marketing is the game plan that defines who you serve and how you communicate with them. It is your strategy to get people to think of you first and it is the engine that brings customers to your door. **Bob Sandidge and Ann Ward**, owners of Creative Core will lead this idea-packed two hour session where you will learn new marketing ideas that you can use in your business and how to get them working for you very quickly.

MANAGING YOUR TEAM RESOURCES

**Financial Management Strategies for Small Business Owners**

Every successful team requires commitment, discipline, structure, and resources especially money. There are many decisions in building that structure, from selecting the right corporate form, to selecting the right benefits, to business continuity planning and managing cash. **Josh Rogers**, Field Vice President of Ameriprise Financial Services will lead this 2 hour interactive session where you will be challenged to think about your business in ways you never have before. You will come away with an appreciation of smart financial management strategies and ideas on applying it to your business.

PRACTICE PERFECT EXECUTION OF EVERY PLAY

**Sell More By Breaking All The Rules**

Winning requires perfect execution when in front of a prospective customer. The growth, profitability, and ultimate success of your small business depend upon how much you sell. **John Maxwell** of Blue Engine will lead a two hour session on how to overcome obstacles in the sales process. These are the obstacles that frustrate business owners when they are trying to acquire new accounts or grow existing ones.

DRAFTING AND DEVELOPING THE BEST PLAYERS

**Building an Organization to Meet Business Goals.**

The strength and character of every great team is defined by the skills, experience, and motivation of it's players. It is your people, not your cash, buildings, or equipment, that are the critical differentiators of your small business. The key to sustaining the profitability of your company is the productivity of your workforce work force, your human capital. In this session led by **Sharon Osterberg** of Human Resource Techniques you will learn strategies and considerations for staffing and developing your organization; from the way you recruit and hire to how you develop and reward your people.

BUILDING YOUR EXTENDED TEAM SO EVERYBODY WINS

**Creating Your Personal Influence Network**

Every winning team has a vast network of people and organizations aligned with its success. No one wins the game by themselves. To ensure your success as a small business owner you can and must create your own powerful extended network of resources and partners. In this exciting 2-hour session **Ann Ward and Bob Sandidge** will introduce some of the strategies and techniques you can use to create a powerful personal influence network that is aligned toward your success.

BECOMING THE CAPTAIN OF YOUR TEAM

**The Leadership Challenge - Leading yourself and your people to the next level**

All great teams have strong team leaders. Strong leaders have certain undeniable and at the same time hard to define qualities about them. Whether their organization is large or small, their teams always seem to have energy, purpose, and commitment. They seem to reach higher goals and they actually seem to be having fun doing it. In this challenging 2-hour session **Tim Stewart**, well-known leadership speaker and instructor will lead a session on what leadership means in your business. You will learn how you can define it, how you can measure it and how you can grow as a leader in your business.

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ACADEMY  
2007

**Register Today!**

**Only \$199 For All six Academy Sessions**

Send registration and payment to the  
Lake Zurich Area Chamber of Commerce,  
1st Bank Plaza, Suite 304, Lake Zurich, IL 60047

Registration and Payment due by January 12, 2007

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_ Email \_\_\_\_\_

Check  Cash  Visa/MasterCard  Discover

Account # \_\_\_\_\_ Exp Date \_\_\_\_\_

Signature \_\_\_\_\_

# Take your business to the next level of success. . .

by attending the Lake Zurich Area Chamber of Commerce 2007 LEADERSHIP ACADEMY.

**Space is limited**

so pre-registration  
is required by  
January 12, 2007.

**SIGN-UP TODAY!**

The 2007 Leadership Academy provides valuable business leadership skills training from professional, experienced trainers in the key areas of business success including **marketing, finances, sales, networking, goal setting and leadership.**

Academy classes will be **hands-on, experiential training held once a month** from 8 am – 10 am from January through June at the Lake Zurich Police Station Community Room at 200 Mohawk Trail, Lake Zurich.

**Promoting business  
for a vibrant  
community.**

**LZACC**

**Lake Zurich Area Chamber of Commerce**

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Can you be  
a better  
business leader  
in 2007?

Lake Zurich Area  
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