This year, consultants from around the world will meet in Las Vegas at THE event for management consultants – independent or working within a firm. This conference is perfect for consultants who want to build their business or win more business for their firms, to expand their networks, improve their game, become thought leaders and trusted advisors and hear the latest information about trends. Numerous networking opportunities throughout the day will enrich your experience, along with an exhibit hall filled with business building tools & resources which will enrich your practice, AND an optional FREE ½ Day Pre-Conference Session.

GROW! Every Speaker and Every Session was selected based on their ability to deliver tangible business results for management consultants. There is no other event so singularly focused on your success. This conference for consultants is designed to take you and your practice to a higher level of purpose, passion and success.
Read Below
To see what your colleagues have to say...

“When I attend conferences, I temper my expectations but hope to take away an actionable tidbit or two and meet some interesting folks / make a connection. Suffice to say, I learned some things at GROW! that can really be applied as a catalyst in getting my practice to the next level. The bonus as a new member, I really got a sense of how great the IMC community really is and I look forward to building some lasting relationships.”

“What I love about the conference are those paper napkin moments where another consultant and I take on an idea. Peer to peer feedback is the best!” - Clint Burdett CMC

“It is important to stay on the top of your game to be a successful consultant and two of the best ways to do that is by paying attention to thought leaders in our field and rubbing elbows with other successful consultants. GROW! accomplishes both of those in a fun setting!” - Todd Ordal CMC

“An author wrote this to me inside the cover of his book, ‘To the few who influence the few who influence the many…’ As a member of the consulting profession whose members influence many, many beyond simply their clients, you owe it to yourself and to the profession to be at GROW! and expand your competencies. Come network with the best in the business and be part of this noble profession.” - David Norman CMC

**CLICK HERE TO REGISTER FOR GROW! 2013**
Welcome to Las Vegas!

Start your experience at GROW! 2013 by attending our fantastic pre-conference sessions. These informative sessions will introduce you to the value of membership and certification with IMC, and how your practice will benefit by aligning with the only organization that can grant the Certified Management Consultant® (CMC®) designation. Whether you are a new consultant, or a long-time IMC member who has been considering certification, these sessions are the can’t-miss event… before the event!

International Consulting Superstar, Somers White, kicks things off with an income-inspiring keynote that will show you the way to launch your practice to the next level of financial success.

1:00 – 2:00 PM
How to Start and Build A Super Successful Consulting and Coaching Practice (Business)
Somers White, CPAE, FIMC

Why Consulting is So Terrific!
It Can Provide a Life and Lifestyle You Never Thought Possible
Avoiding the Fatal Flaw
You Already Have What Clients Want The Most
Success is Based on the Fundamentals
The Two Most Important Fundamentals
No Cold Calls

The Mother-in-law Problem
Building an Image and Reputation
Niche or Generalist
Not Looking Hungry or Needy
Difference Between Selling and Marketing
If I Don’t Have Technical Competence
2:00 – 2:30 PM
Value of Certification
Clint Burdett CMC, Chair of National Certification Committee

Anyone can become a management consultant. Unfortunately, this reality has led to far too many negative client experiences, and a poor perception of the integrity and skill of practitioners. Less than 1% of all management consultants carry the Certified Management Consultant® (CMC®) designation. This session outlines the incredible power that certification can have on your business as a foundation for consulting ethics and competence, and as a unique marketing proposition that sets you apart from your competitors.

2:30 – 2:45 PM
Break

2:45 - 3:15 PM
Ethical Consulting Just Got a Lot Harder
Mark Haas, CMC, FIMC

The one most important thing any consultant needs to be successful
A consultant’s ethics are increasingly important to clients – but changing ethics, laws, technology, and popular culture make effective management consulting increasingly difficult.

Consulting with integrity is still possible with five modest changes in how you market, communicate, deliver services and manage your practice.
Takeaways:
• Understand why ethics has become top of mind for clients
• Learn which ethical landmines consultants rarely see
• Develop a strategy to deliver consulting with integrity

3:15 – 3:45 PM
Membership

An overview of what it means to be a member of the Institute of Management Consultants. Our organization is dedicated to the industry like no other, and we go to every length to ensure that our members receive the type of valuable resources, educational support, and professional guidance that is critical to the success of any consultant whether they are independent or members of firms. Come and learn about how IMC can positively impact your company.
3:45 – 4:00 PM  
**Closing Message**  
Loraine Huchler, IMC USA Chair & CEO

7:00 – 9:00 PM  
**GROW! Opening Reception**

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**MONDAY, OCTOBER 21, 2013**

8:45 - 10:00 AM  
**Opening Keynote Address - Growing Your Practice With Little and Big Ideas**  
Somers White, CPAE, FIMC

Somers White, FIMC, CMC, CPAE, will be the Keynote Speaker. He comes with a breadth and depth of over 40 years of experience helping companies and individual Management Consultants to GROW their businesses. Somers pre-conference interviews with your peers will set the stage for his presentation. Some areas covered in his session are:

- Leveraging Your Time
- Leveraging by Follow-up
- Leveraging Your Marketing
- Leveraging with New Ideas
- Leveraging with Understanding Clients

Somers has had numerous CMCs, FIMCs, and CPAEs (members of the Speaker Hall of Fame) as individual clients. He has consulted, coached and spoken professionally in all 50 states and on 6 continents. A graduate of Amherst College and Harvard Business School, he was an Arizona State Senator. Among his clients, he lists IBM, Shell, Eli Lilly, Microsoft, Hilton, Chevron, Washington Post, RE/MAX Intl, John Deere, AT&T, MetLife, VISA, Fidelity, HP, and PNC Bank. He has taken the “Best Practices” and shown individual Management Consultants how to use them.

10:30 – Noon (Concurrent Session - Workshop)  
**Improving At the Table: Negotiation Skills for Consultants**  
Dr. Joshua Weiss

Do you find yourself negotiating with prospective clients and feeling as though they are in complete control with you having to accept whatever terms are put in front of you? Do you often find that there is a big gap between what you want and what the client is willing to pay? Well, you are not alone, but it does not have to be this way!

This session is designed to help consultants who are constantly negotiating with clients and other vendors related to their services. When you attend this session you will come away understanding the challenge
of negotiation differently, thinking of all the things that bring value to you in a negotiation, and learning to highlight the value added that you bring to a negotiation and how that changes the power differential.

**About the speaker: Joshua N. Weiss**

Dr. Joshua N. Weiss is a negotiation expert and the co-founder of the Global Negotiation Initiative at Harvard University. He received his Ph.D. from the Institute for Conflict Analysis and Resolution at George Mason University in 2002. Dr. Weiss has spoken and published on Negotiation, Mediation, and systemic approaches to dealing with conflict. In his current capacity, he conducts research, consults with many different types of organizations, delivers negotiation and mediation trainings and courses, and engages in negotiation and mediation at the organizational, corporate, governmental, and international levels.

Dr. Weiss is the creator of a number of innovative products that use the power of present day technology to convey negotiation skills to a broad audience. In addition to teaching numerous synchronous and asynchronous courses and trainings over the web, he has developed two products of note. The first is the Negotiation Tip of the Week (NTOW) podcast. The second is the Negotiator In You audiobook and eBook series. The NTOW was in the top 100 iTunes Business Podcasts from 2007 to 2010 and was downloaded over 2 million times during that period. The Negotiator In You series was published in January 2012 and was in the iTunes top audiobook category for two months and has been on the top 100 Self Development books since that time.

10:30 - Noon  (Concurrent Session - Workshop)
**Authoritative Branding for Management Consultants**

How management consultants can forge and leverage an online thought leadership role

*Grant Goodwin*

As a management consultant you are constantly guiding and advising your clients, using your knowledge, experience and expertise. Are you doing this online? If not, your online presence is falling short. It’s an insufficient representation of your true value: your ability to teach, support, clarify and guide.

What if you could capture the answer to every client question and publish it online? What if every searcher looking for those answers found your content? In this seminar workshop you will learn that the real opportunity online is not to “market” or “sell” yourself, but simply to teach – and that in your role as a management consultant, this opportunity can be leveraged in many powerful ways.

Tailored specifically for management consultants, this interactive 90 minute session will show you exactly how thought leaders can take what they do every day and use it to develop an effective online presence.

In this session you will then be shown the over-arching strategy that all management consultants should follow in building and growing an online presence. Finally, you will be engaged in a highly interactive
workshop where you will begin to develop the mentality, skills and materials necessary to differentiate yourself online.

In this 90 minute session, you will learn:
• How to leverage your knowledge and experience to differentiate your services online.
• How to control your appearance on search engines and provide a strategic user experience to your target audience.
• How to leverage educational content, and your online presence, across all facets of your business.
• How an Authoritative brand makes it easy for people to refer you to clients.
• How to steer a path toward a professional speaking career and online content sales model.
• Where social media really fits in for management consultants.

Workshop Session:
• How to create and edit researcher-friendly content.
• How to control your appearance on search engines and provide the desired user experience for your targeted audience.
• How to leverage educational content, and your online presence, across all facets of your company.

About the speaker: Grant Goodwin
Grant Goodwin is a serial entrepreneur based in Kingston, Canada. In 2001, he helped launch BrainMass.com, an online education network and content sales business. Still operating today, this online business assists thousands of post-secondary students each year with its interactive tutoring and content businesses.

From BrainMass, a marketing research firm was spun that provided ad agency clients with access to a global network of 2500 experts. This “knowledge brokering” model met the intense needs of advertising agencies and Fortune 500 clients, as they sought clarity and competitive advantages through previously unseen insights.

In 2010, Grant and his partners started All Roads, Inc. as a response to the many requests they were receiving from senior executives and professionals about how to manage their search and social network visibility.

Grant’s goals for himself and his business are aligned: They aim to make the credible, experienced and knowledgeable leaders of the business world more visible online. He is the creator of Dolmatter.com, an online assessment tool and recommendation engine that evaluates the credibility, visibility and readiness of individuals as it relates to personal online branding.
Markets shift, times change, and, if we are to survive as entrepreneurs and consultants we need to be aware of the rising and falling tides, and adjust our practices accordingly. In the immediate future we will be seeing our contacts and clients retire – and a new wave of leaders will be filling the roles of decision makers.

Ken Gronbach, one of the foremost Futurists and Demographers in the world, will fill you in on what to expect, and what you will need to change. His ability to discover and interpret generational trends will change the way you see the business world.

Learn about:
• How the massive shifts in demography will affect the professional services industry
• The demographic trends that will change your clients way of doing business
• How the next generation of decision makers will find you, and who they want to hire
• What you can do not only to survive, but to thrive and capitalize on these shifts

This is a session you can’t afford to miss!

About the speaker: Kenneth W. Gronbach
Kenneth W. Gronbach is a gifted keynote speaker and a nationally recognized expert and futurist in the field of Demography and Generational Marketing. Ken entertains his audiences with his own special brand of wit, humor and clear communication. He makes the science of shifting demography come alive with real life examples that make it relevant to today’s culture, business climate and economy.

In his book Age Curve, How to Profit from the Coming Demographic Storm, published by The American Management Association, Ken takes you through a fascinating common sense understanding of shifting demography and the related opportunities and challenges. The demographic landscape in the United States is made up a series of waves that are about twenty years in duration. It would follow that business will rise and fall according to the critical mass of customers heading toward it. Ken’s latest book Decades of Difference, Making it Work (HRD Press), about the United States workforce, was released in October 2010. Ken also writes for the CNBC Guest Blog.
Massive content marketing on the internet has made information free and plentiful. Slick websites and case studies make anyone look like a competent expert. How can consultants rise above this avalanche of good ideas? By becoming a thought leader -- someone that the market looks to for answers; someone the market perceives to have a valuable point of view. Unfortunately, consultants need more than good case studies before the market recognizes them as a go-to expert.

Market strategist, Vickie Sullivan, demystifies the latest trends to explain why some consultants are seen as visionaries (and why some aren’t). She will also provide her secret recipe for launching thought leaders who get the high-end consulting and speaking opportunities. Fasten your seat belt for this interactive session where you will learn:

• How the marketplace decides who is a thought leader and who isn’t (A hint: your track record is just the beginning.)
• Four ways you can become a thought leader
• Three things every prominent thought leader has
• Three points of view that establish you as a one-of-a-kind expert
• A formula that creates compelling thought-leading content for speeches, media interviews and sales conversations

About the speaker:
Vickie Sullivan is internationally recognized as the top market strategist for experts. Specializing in branding for high-fee markets, she has launched thousands of thought leaders since 1987.

Vickie’s groundbreaking work has earned her an appointment on the Women’s Leadership Board for the Kennedy School of Government at Harvard. In that capacity, she has presented three times to the student body there on personal branding and prominence. Her market intelligence updates are distributed throughout the U.S. as well as 17 other countries.
Becoming a Trusted Advisor fundamentally changes how you approach client relationships. Learning how to build trust is not just a feel-good process. It is part science, part art; in this session you’ll learn, and receive the types of tools needed to focus, listen and interpret client wants, and to develop an understanding of human behavior.

**Benefits:**
- Increase confidence and leadership capabilities
- Significantly improve client relationships
- Instill a long-term, sustainable framework for building trust that translates into bottom line results

**About the speaker:**
Charles H. Green is an author and subject matter expert on trust-based relationships and trust-based selling in business. Founder and CEO of Trusted Advisor Associates, he is author of *Trust-based Selling*, and co-author of *The Trusted Advisor* and *The Trusted Advisor Fieldbook*. The Fieldbook is the Gold Medal winner of the 5th Annual Axiom Business Book Award for Business Ethics.

Charles works with complex organizations to improve trust in sales, internal trust between organizations and trusted advisor relationships with external clients and customers. He has worked with clients in professional services, high tech, oil and gas, financial services and other industries.

Charles spent 20 years in management consulting. He majored in philosophy (Columbia), and has an MBA (Harvard).


3:30 - 4:30 PM (Keynote)
**Overpromise and Overdeliver: How to Design a Brand Competitive Advantage that Separates You from Every Other Consulting or Professional Services Firm**

Rick Barrera

Based on his bestselling book, this program will show you how to radically differentiate your brand – by designing and delivering extraordinary customer experiences that instantly differentiate your company.

**You will learn:**
- How to identify the critical TouchPoints that matter most to clients, and how to ensure that each critical TouchPoint Overdelivers on your Overpromise
What cutting-edge firms in a variety of industries are doing to create breakaway brands with a fraction of the typical investment

How to keep customers passionately involved with your company and brand, and much more

**About the speaker: Rick Barrera**

Rick Barrera is a nationally acclaimed speaker, marketing consultant and author, known throughout the Fortune 500 for his extraordinary speaking events and his unique approach to brand building. His research on the strategies used by breakthrough brands will change your thinking about marketing forever.

He has more than 20 years of in-the-trenches experience helping hundreds of companies re-design their systems and implement a holistic approach to serving customers. His impressive client list includes Intel, IBM, Abbott Labs, AutoZone, Bayer, Caterpillar, Merrill Lynch and Verizon. Rick’s previous books include *Non-Manipulative Selling, Dollars and Sense* of Exceptional Service Delivery and Collaborative Selling.

6:30 - 7:15 PM
Gala Reception

7:15 - 9:30 PM
Gala Dinner, Entertainment and Awards

**TUESDAY, OCTOBER 22, 2013**

9:00 - 9:45 AM (Keynote Address)
The Leverage for Transformation: Mental Models

Dr. Charlotte Roberts

Many of our clients were forced into some form of transformation to survive the recession. In so many ways, they have changed their thinking about their business. And, their competitors also have a different paradigm, together unconsciously transforming the industry. We only need to look at healthcare or news media as stark examples of inside, outside, upside down change which is still in progress.

Consultants are asked to provide a different point of view in the form of expertise or observations. How well do you help your clients surface and test their mental models, especially while they are trying to find their path to survival and sustainability? How well do you challenge your clients’ business models? How skilled are your clients in testing their own thinking in good and bad times?

Having our clients think about their thinking is tricky business. It can be a messy process. They lose patience,
They don’t want to change their current model.

In our time together, we will look at:
• The primary components of mental models
• A consultant’s process for surfacing and testing mental models with clients
• A real case of transformation
• Making the turn to organizational development for leaders at the right time

Be ready to have your models challenged!

About the speaker: Charlotte Roberts
Dr. Charlotte Roberts is an executive consultant, speaker and writer who focuses on executives and executive teams’ ability to continuously challenge their current level of performance and lead their organizations’ sustainability and competitiveness.


10:30 - Noon (Workshop)
The Accountability Advantage
Thomas S. Westbrook, PhD

Saying, *I’ll Own It* to clients means you are now on the line for agreed upon results - or, you are accountable. Having a process that elevates your accountability with clients can mean the difference between offering one-time technical events to engaging clients in on-going strategic solutions. This session will begin by defining consultant credibility, cover ways to eliminate the two anxieties of any consulting/change initiative and introduce a four-part Accountability Advantage process to maximize engagement, performance and results. The end result is for you to say *I’ll Own It* many more times in your future.

About the speaker: Thomas S. Westbrook
Consultant, educator, author, Dr. Westbrook, an active consultant, also serves on the administration and faculty of Drake University where he coordinates the graduate program in Leadership Development and teaches courses in the areas of leadership, integrity and organizational performance. His clients include The Principal Financial Group, Wells Fargo, Wellmark, Nationwide and numerous medical centers, school districts and colleges.
Tom’s company, Learn Associates LLC offers performance-based solutions. His recent work with Wellmark Blue Cross & Blue Shield included the design of a two-day Blue Zones Institute. His work at Nationwide aided in the design and development of the new School of Commercial Underwriting.

His training program Accountability for Results, co-authored with Lee S. Johnson is a specific set of behaviors and techniques applied consistently to achieve results. The process is step-by-step, systematic and easy-to-implement and enables any leader to translate the concept of accountability into measurable results. Dr. Westbrook is published in many leading journals including: The Journal of Leadership Development, The Human Resource Development Quarterly, American Journal of Distance Education and The Journal of Continuing Higher Education.

10:30 - Noon (Workshop)
The Client’s View of You
David Zahn

As professional counselors, advisors and consultants, you work hard to hone your skills and refine the techniques that you apply to client situations. However, do you remember what it feels like to be a client? This session will review: how clients decide when to use a consultant; how they select consultants; their views on fees; what they think about managing consultants; and how they evaluate consultants.

About the speaker: David Zahn
David is an experienced businessman, consultant and sales person. He is also multi-talented with a diverse background in instructional design, an author and media guest.

A frequent contributor to industry publications (INC, Entrepreneur, BusinessWeek, Training Development, BrandWeek among others), web-based magazines (www.morningnewsbeat.com, www.issamar.com, www.toiletpaperentrepreneur.com, etc.), and numerous regional, national and internet business radio interview shows as well as being a three-time book author (The Quintessential Guide To Using Consultants, How to Succeed As An Independent Consultant, 4th Ed. and Train to Gain, Not Remain.), a weekly columnist for four daily newspapers and provider of quotes on industry issues, he provides thought leadership and perspective on issues that appeal to multiple industries.

12:30 - 1:15 PM (Keynote Address)
Achieving Accelerated Growth with Sustained Profitability®
Aldonna Ambler, CMC, CSP

Her Keynote: Chronic problems faced by consulting firms and their clients - Ambler shares examples from her own extraordinary journey and proven concepts that have helped her firm’s clients triple gross revenue while only doubling operating costs. Learn why AAGWSP is the basis of due diligence for THE SERVICE
INDUSTRY FUND, Inc. that has been successfully financing the growth of service firms for 16 years. 
Hear how the AAGWSP has helped drive resilient growth of Ambler’s own service firms across 4 recessions.

**About the speaker: Aldonna Ambler**
Known as The Growth Strategist®, Aldonna R. Ambler, CMC, CSP has won over 2 dozen national and state level Entrepreneur of the Year awards recognizing the growth and resilience of her businesses across 4 recessions. Her journey, which started as a solo practice...grew into a boutique firm...accelerated into a multi-office international company...evolved an ESOP and adding complementary service firms...then establishing a holding company for multiple firms with different partners...to facilitate succession and ease of sale/exit/retirement (when the time comes).

1:30 - 3:00 PM (Concurrent Session - Workshop)
**Find It, Sell It, Deliver It: Successful Business Models for Consultants**
Aldonna Ambler, CMC, CSP

Her workshop: Has your business model evolved with advances in technology, globalization, economic uncertainty, and increased client expectations? Centralized or decentralized? Specialists or Generalists? Marketing led or Sales led? Single or Multiple revenue streams? Multiple businesses? Speeches as marketing or a revenue stream? Partners, subcontractors, licensees? Service/Product mix, In person/on line. Learn and share techniques to determine where your business model is headed...while increasing your capacity to help your clients navigate their journey as well. This session reminds us that we are never stuck with a business model.

1:30 - 3:00 PM  (Workshop)
**Ethics as a Powerful Value Added Consulting Service**
Mark Haas, CMC, FIMC

Even against a backdrop of increasingly numerous and highly publicized ethical breaches by management consultants, we have a great opportunity to not only just do right by our clients, but use our integrity and consulting skills to actually enhance their ethical culture and practices.

Both on the front pages of the newspaper and on TV, management consultants are rightfully tagged with conflict of interest, receiving kickbacks, disclosing client proprietary data and creative bookkeeping. Our value decreases because clients question our independence and objectivity, regardless of our technical skills and experience. Both as individuals and as a profession, we can consult with integrity if we actively pursue a two-part strategy. First is a good defense, in which we more vigorously discuss
the role of professionalism, ethics and integrity in our delivery of services. Second is a good offense. Our clients face many of the same ethical challenges we do but are rarely prepared to respond.

**Takeaways:**
- Appreciate why clients increasingly see consultants as unethical
- Understand what ethical responsibilities are most important to your clients
- Hear where other consultants are finding the most dangerous ethical landmines
- Learn how to leverage the IMC USA Code of Ethics to build client rapport
- Develop a strategy to deliver ethics as a value-added client service

**About the speaker: Mark Haas**
Mark Haas is President of Research and Organization Management, a strategy development and performance management consulting firm based in Bethesda, MD. He advises executives and Boards on how to build capacity and better execute against mission, with an emphasis on science, technology and R&D centric organizations and progressive nonprofits. He also facilitates high-visibility sessions ranging from WWIV military strategy and recovery from nuclear terrorism to STEM education and national health security strategy.

He is a Certified Management Consultant, a Fellow of IMC USA, author of *Daily Tips for Consultants*, an expert witness, speaker, former lead Baldrige quality examiner, and advisor to national technical and professional bodies. He holds degrees in biology from Colgate University and planning from Harvard University.

**3:30 - 4:30 PM (Concurrent Session - Closing Keynote Address)**
**Good to Great to Awesome: Secrets to Successfully Wooing Your Audience**
Patricia Fripp

Great presentation skills are no longer a nice skill to have. They are the difference between business life and death. No matter if your audience is one, one hundred, or one thousand there is no better way to gain a competitive advantage than being a powerfully persuasive presenter. If your goal is to successfully woo your audience, your conversations and presentations must have:

- Strong Structure
- Memorable Stories
- Compelling Openings
- Laser Sharp Specificity
- Emotional Connection

If you are a novice or advanced presenter you are guaranteed you will learn how to improve all your presentations. This will be an action-packed, content-rich, audience-involving presentation.
About the speaker: Patricia Fripp

Our keynote speaker is Patricia Fripp, CSP, CPAE is a CPAE Hall of Fame speaker, business presentation expert, sales presentation skills trainer, and highly sought-after executive speech coach. Named “One of the 10 most electrifying speakers in North America” by Meetings and Conventions magazine, Kiplinger’s Personal Finance wrote, “The sixth best investment in you is to attend a Patricia Fripp speaking school.”

Companies and executives who want powerful, persuasive presentation skills that ensure them a competitive edge call Patricia Fripp! She delights and entertains audiences while delivering practical, personalized content and consistently exceeds client expectations.

Patricia Fripp was the first female President of the National Speakers Association and a partner in World Champions Edge coaching community with four Toastmaster International World Champions. Patricia is the author of Make It, So You Don’t Have to Fake It!, and Get What You Want! and co-author of Speaker’s Edge, Speaking Secrets of the Masters, and Insights into Excellence.

4:15 - 5:15 PM
Magical Moments
Conference Co-Chairs, Dr. Gayle Carson and Mark Snow

The important part of any conference is implementation. This is the time when we will gather and have people share the best pieces of information received from the sessions and the highlights they feel will make a difference in their practice in the coming 12 months. Come and be prepared to share with fellow attendees so that you can take action on key points upon your return.

CLICK HERE TO REGISTER FOR GROW! 2013

CLICK HERE TO MAKE A RESERVATION AT THE MIRAGE!
LAS VEGAS, JUST ONE FLIGHT AWAY!
With hundreds of flights per day, on multiple airlines, McCarran International Airport is convenient and easily accessible!

HOOVER DAM - Breathtaking in its beauty, mind-boggling in its engineering, the Hoover Dam is always worth a visit.

VALLEY OF FIRE - Nevada’s oldest state park, you’ve seen it as a backdrop in countless films and TV commercials and for good reason. In fact, Valley of Fire’s spectacular red rock formations have even doubled for Mars in numerous Sci-Flicks.

GRAND CANYON - Breathtaking and grand this natural wonder is about 300 miles from Las Vegas.

RED ROCK CANYON - Only minutes from Las Vegas is the spectacular Red Rock Canyon. During your tour you will drive by Calico Hills’ huge, radiant sandstones, see limestone Indian roasting pits, Indian “hand prints” and pictographs at Willow Springs.

NIGHTLIFE AND ENTERTAINMENT - No other city can compete with the events, concerts and shows in Las Vegas. We’re truly the Entertainment Capital of the World. And, no matter what you’re looking for, we’ve got just the event. There are Las Vegas shows with dancing, singing, acrobatics and more. There’s comedy or drama and a healthy amount of spectacle.

GOLF - Championship courses, right here: Shadow Creek, The Wynn Golf Club, Bali Hai, Badlands and more, all designed by the world’s best golf-course architects.

SHOPPING - Home to some of the most spectacular shopping in the world; Crystals at CityCenter. The Forum Shops at Caesars. The Grand Canal Shoppes at The Venetian. The Miracle Mile Shops at Planet Hollywood.
Kick back in contemporary elegance and rich amenities. Every detail is oriented for your comfort from the task chair at your built-in desk, to the robes in the closet, the dreamy Mirage Serenity Bed by Sealy, and the 52” LCD TV.

The Mirage offers something for everyone, with 13 restaurants and 2 coffee bars, including Starbucks, 24-hour room service, and 6 bars, 1 lounges, and 1 nightclub. The Beatles “LOVE” by Cirque du Soleil®, America’s Got Talent winner Terry Fator, Ventriloquism in Concert, Aces of Comedy (weekends only) and Siegfried & Roy’s Secret Garden and Dolphin Habitat in the backyard. There are stores and boutiques and, for sanctuary, a Spa and Salon, and, of course, a world class casino is in the lobby.

**Included in each room resort fee are:**
- Daily newspaper at Impulse and Bell Desk
- Cardio Center admission (does not include Spa access)
- Unlimited notary
- Unlimited incoming faxes
- Maximum of 20 outgoing fax services & airline boarding pass printing at The Mirage Business Sales Center
- In-room internet access
- Unlimited local and toll free telephone calls
To guarantee you receive the special IMC USA conference attendee room rate and get promotional notices of discounts available for suite upgrades, show tickets and other items as they become available, be sure to adjust your email setting to accept emails from the Mirage. The IMC rate and room block is limited so be sure to make your reservation early.

Attendees with special requests regarding their room reservations (example: bed type, location, room upgrades, roll-a-way beds, etc.) may contact 1.702.791.7111 and identify themselves as part of IMC USA. They will assist the attendees and note their requests on their reservations. They will make every attempt to honor their requests. Attendees may also list their requests under the Comments section when booking their reservation online.

At the time of booking your reservation, an advance deposit is charged to the credit card provided. The advance deposit consists of one night room and tax. If you need to cancel your reservation, please do so at the latest 5 days prior to arrival in order to have the advance deposit refunded. If your reservation is cancelled within 5 days prior to arrival, the hotel will charge a cancellation fee, which is the advance deposit.

MIRAGE ATTRACTIONS....

CLICK HERE TO MAKE A RESERVATION AT THE MIRAGE!
### GROW! 2013 Conference Schedule

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<td>1:00 - 4:00 PM</td>
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<td>Opening Remarks</td>
<td>Conference Co-Chairs</td>
<td>Dr. Gayle Carson, Mark Snow</td>
<td>St. Croix</td>
</tr>
<tr>
<td>8:45 - 10:00 AM</td>
<td>Opening Keynote</td>
<td>Somers White, CPAE, FIMC</td>
<td>Growing Your Business With Little and Big Ideas</td>
<td>Martinique</td>
</tr>
<tr>
<td>10:30 - Noon</td>
<td>Workshop</td>
<td>Dr. Joshua Weiss</td>
<td>Improving At The Table: Negotiation Skills for Consultants, Authoritative Branding for Management Consultants</td>
<td>Trinidad</td>
</tr>
<tr>
<td>10:30 - Noon</td>
<td>Workshop</td>
<td>Grant Goodwin</td>
<td>How management consultants can forge and leverage an online thought leadership role</td>
<td>Trinidad</td>
</tr>
<tr>
<td>12:00 - 1:15 PM</td>
<td>Lunch/Luncheon Keynote</td>
<td></td>
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<td>Montego</td>
</tr>
<tr>
<td>12:25 - 12:30 PM</td>
<td>Welcome</td>
<td>Loraine Huchler CMC</td>
<td>Chair and CEO IMC USA</td>
<td>Montego</td>
</tr>
<tr>
<td>12:30 - 1:15 PM</td>
<td>Luncheon Keynote</td>
<td>Ken Gronbach</td>
<td>The Age Curve How Demography WILL Change Your Consulting Business</td>
<td>Montego</td>
</tr>
<tr>
<td>1:30 - 3:00 PM</td>
<td>Workshop</td>
<td>Vickie Sullivan</td>
<td>From Good to Guru Part 2: How to Market Yourself as a Thought-Leader</td>
<td>Trinidad</td>
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<tr>
<td>1:30 - 3:00 PM</td>
<td>Workshop</td>
<td>Charles Green MBA</td>
<td>Becoming A Trusted Advisor</td>
<td>Montego</td>
</tr>
<tr>
<td>3:30 - 4:30 PM</td>
<td>Closing Keynote</td>
<td>Rick Barrera</td>
<td>• Overpromise and Overdeliver: How to Design a Branded Consulting Service</td>
<td>St. Croix</td>
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<tr>
<td>6:30 - 7:15 PM</td>
<td>Gala Reception</td>
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<td>Gala Reception</td>
<td>Bermuda</td>
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<tr>
<td>7:15 - 9:30 PM</td>
<td>Gala Dinner and Awards</td>
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<td>Gala Dinner, Entertainment and Awards</td>
<td>Montego</td>
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<tr>
<td><strong>October 22</strong></td>
<td>Time</td>
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<tr>
<td>7:30 - 8:45 AM</td>
<td>Breakfast</td>
<td>Conference Co-Chairs and IMC USA Chair</td>
<td>Breakfast, Speakers and Time with Exhibitors</td>
<td>Montego</td>
</tr>
<tr>
<td>9:00 - 9:45 AM</td>
<td>Keynote</td>
<td>Dr. Charlotte Robert</td>
<td>The Leverage for Transformation: Mental Models</td>
<td>St. Croix</td>
</tr>
<tr>
<td>10:30 - Noon</td>
<td>Workshop</td>
<td>Tom Westbrook PhD</td>
<td>The Accountability Advantage</td>
<td>Trinidad</td>
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<tr>
<td>10:30 - Noon</td>
<td>Workshop</td>
<td>David Zahn</td>
<td>The Client’s View of You</td>
<td>Martinique</td>
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<tr>
<td>12:00 - 1:30 PM</td>
<td>Lunch/Luncheon Keynote</td>
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<td>Montego</td>
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<tr>
<td>12:30 - 1:15 PM</td>
<td>Keynote</td>
<td>Aldonna Ambler CMC, CSP</td>
<td>Achieving Accelerated Growth with Sustained Profitability®</td>
<td>Montego</td>
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<tr>
<td>1:30 - 3:00 PM</td>
<td>Workshop</td>
<td>Aldonna Ambler CMC, CSP</td>
<td>Find It, Sell It, Deliver It: Successful Business Models for Consultants</td>
<td>Trinidad</td>
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<td>1:00 - 3:00 PM</td>
<td>Workshop</td>
<td>Mark Haas CMC, FIMC</td>
<td>Ethics as a Powerful Value Added Consulting Service</td>
<td>Martinique</td>
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<tr>
<td>3:15 - 4:15 PM</td>
<td>Closing Keynote</td>
<td>Patricia Fripp CSP, CPAE</td>
<td>Good to Great to Awesome: Secrets to Successfully Wooing your Audience</td>
<td>St. Croix</td>
</tr>
<tr>
<td>4:15 - 5:15 PM</td>
<td>Magical Moments</td>
<td>Dr. Gayle Carson CMC and Mark Snow</td>
<td>Magical Moments from the Conference</td>
<td>St. Croix</td>
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<tr>
<td><strong>October 23</strong></td>
<td>Time</td>
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<tr>
<td>7:30 - 5:00 PM</td>
<td>Leadership Summit</td>
<td>Chapter Presidents and Officers</td>
<td>Program to be announced</td>
<td>Grand Ballroom D</td>
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</tbody>
</table>
Forget the paper form...register online at:

http://www.imcusa.org

IMC USA is committed to environmental stewardship and implementing sustainable practices as part of our conference. To save valuable resources our photo-directory will be provided using the latest conference technology as an On-Line Photo Directory, though you may still download it from the website.

Register by July 31, 2013 and save! Visit http://www.imcusa.org now to get started!

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<tr>
<th>REGISTRATION FEES</th>
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<tbody>
<tr>
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<tr>
<td><strong>Early-Bird</strong></td>
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<td><strong>Member</strong></td>
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<td><strong>Non-Member</strong></td>
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<td><strong>Student</strong></td>
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<td><strong>Gala Dinner and Reception</strong></td>
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<td><strong>Welcome Reception</strong></td>
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**COMPLETE GROW! REGISTRATION FEE INCLUDES:**

- All education sessions
- Welcome Reception
- Your photo and company information in the OnLine Photo Directory (so you can re-connect after GROW!)
- Breakfast and Lunch (Monday and Tuesday)
- Gala Dinner and Reception
- Refreshment breaks