

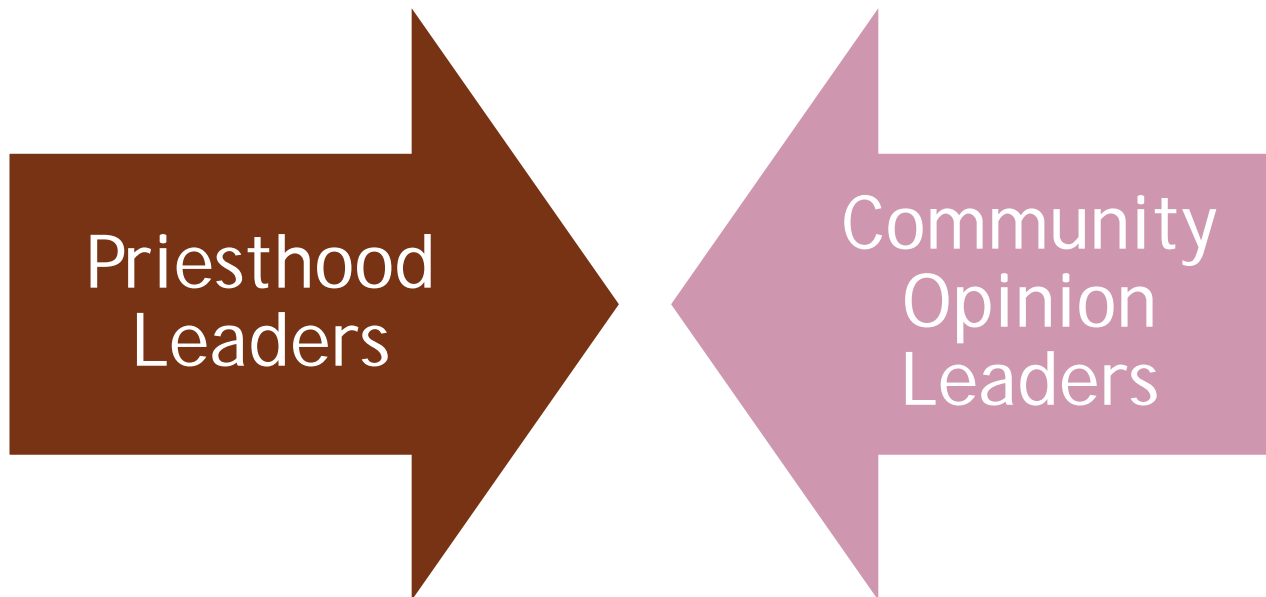
BYU

MANAGEMENT
SOCIETY

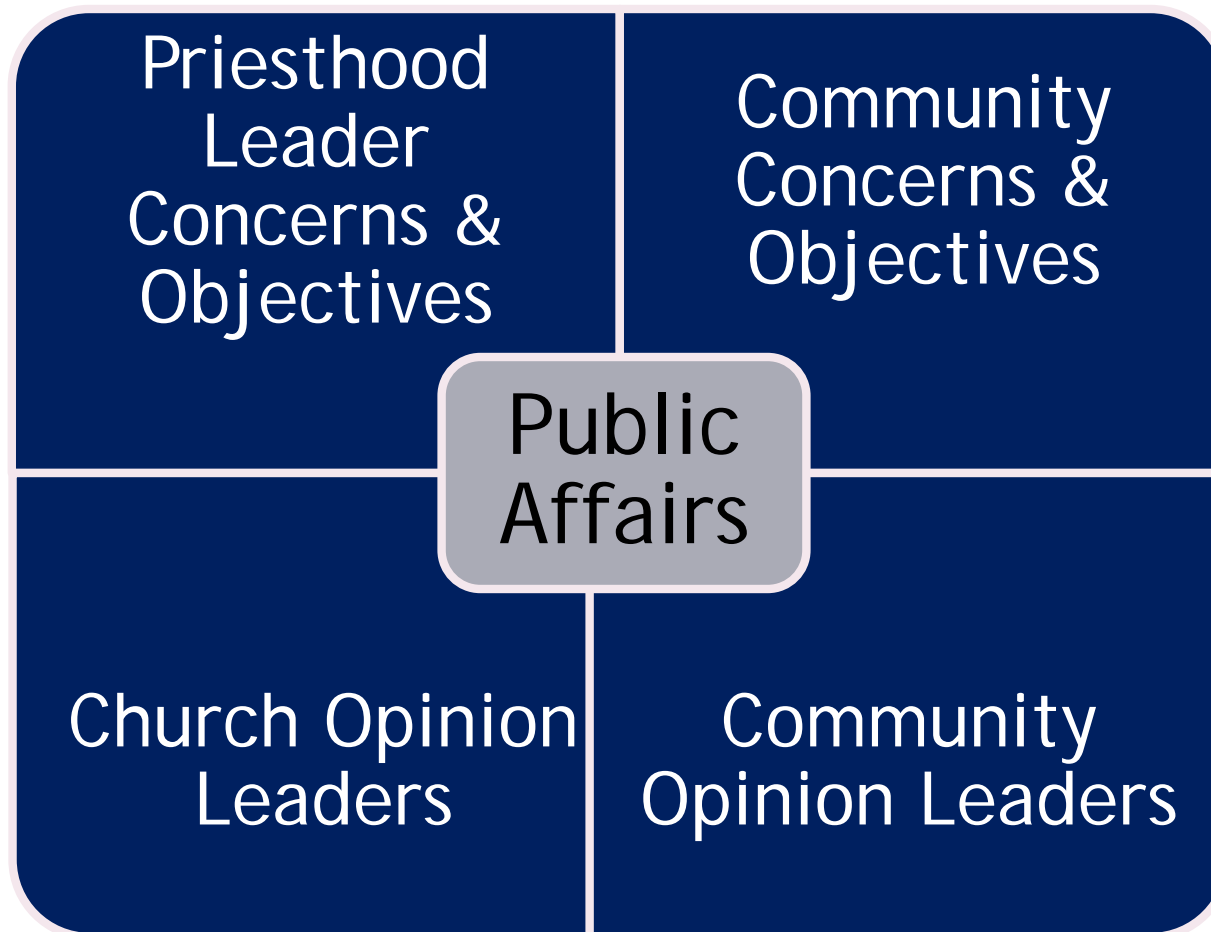
**BYUMS & LDS PUBLIC
AFFAIRS**

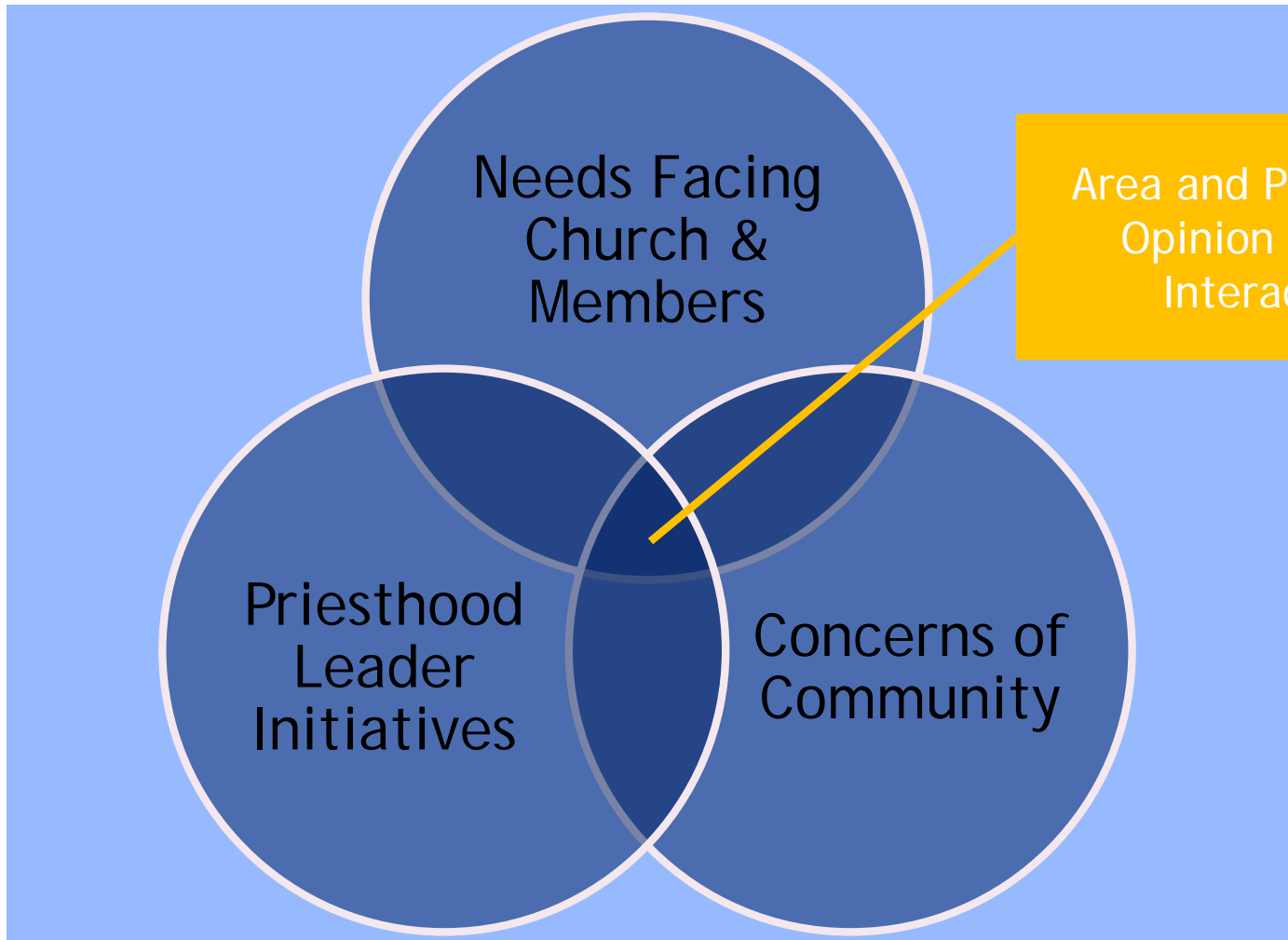
CONNECTING OPINION LEADERS • CONNECTING GOALS

October 2, 2015



Bridge Building





Needs Facing
Church &
Members

Priesthood
Leader
Initiatives

Concerns of
Community

Area and Purpose of
Opinion Leader
Interaction

SOUTHERN CALIFORNIA EVENTS

- ⦿ The Breakthrough Conference
 - South County Chapter
- ⦿ The Connections Conference
 - Southern California Region



INSPIRE



PERFORMANCE BREAKTHROUGH CONFERENCE

"The 2nd Annual Performance Breakthrough Conference"



A Business, Professional, and Personal Development Symposium
This event is designed for all who are striving for the "next" breakthrough opportunity—personally or professionally
Keynote Address • Workshops • Networking • Meet and Greet



Sponsored by The RSM Management Society &
The Santa Margarita and Mission Viejo LDS Stakes

KEYNOTE SPEAKER:

Kevin Hall
Author of Aspire
"Transforming Your Life through the Power of Words"



Thursday, September 16, 2010, 6:30 to 10 p.m.
(Check-in and on-site registration begin at 6:00 p.m.)

Site: LDS Stake Center
30522 Via Con Dios, Rancho Santa Margarita 92688
(see map on back)

This event is being presented at no charge to participants

Please pre-register Online at: <http://ms.byu.edu/rsm> • Click Calendar, go to 9-16-10

Workshops will be conducted by an outstanding cadre of business and professional leaders.

See below for further details

For More Information, please contact:
Ken Gibson (949-265-5703 or kgibson@vpladvisors.com) or Ted Thacker (946-350-0188 or eed770@cox.net)

THE PERFORMANCE BREAKTHROUGH CONFERENCE

Co-Sponsorship

...al and personal development symposium that has
...r the "next" opportunity—either personally or
... Please take a moment to look over the topics and

"Transforming Your Life Through the Power of Words" Kevin Hall, Author of Aspire

Kevin Hall is a highly sought after business consultant, speaker and coach. He was a partner in Franklin Quest, makers of the Franklin Day Planner. As Vice President of Sales and Training, he helped fuel Franklin's worldwide growth.

Kevin has been recognized for his groundbreaking approach to uncovering the hidden, and often secret, meaning of words. He is also credited with wordsmithing and trademarking the original slogan for the 2002 Olympic Winter Games, "Ignite the Fire Within." He has been featured in *Forbes* magazine, *Worth* magazine, *Nation's Restaurant News*, *Restaurant Business*, and on the Food Network. His recently published work, Aspire, is the highest rated book on Amazon.com.



Kevin and his wife, Sherry, are the proud parents of six children. He enjoys cycling, running, fly-fishing, cooking and reading. As you will learn, Kevin is also an ardent journal writer.

TO REGISTER

Online pre-registration for this event is strongly encouraged, although walk-in registration for this event will also be permitted. Registration can be accessed at: <http://ms.byu.edu/rsm>. Click Calendar then go to 9-16-10.

WHO SHOULD ATTEND

This conference is intended for anyone that is trying to address performance issues related to their work or personal life experience. As a result, you will find value in this event if you meet any of the following criteria:

- You are looking for an opportunity to network and sell others about yourself or your business
- You are thinking
- You would like
- You want to learn
- You are ready fo
- You want to learn
- You are seeking
- You are over age

Use of Church Building

PERFORMANCE BREAKTHROUGH CONFERENCE

WORKSHOPS AND PRESENTERS

"Results-Oriented Networking: What, When, Where & How?"

Most of us recognize the value of networking and want to make it an effective part of our professional development. However, knowing what to do, where to go and how to get results in the process is a mystery to many. In this workshop you will learn strategies, tips and "rule-breaking" techniques to help you overcome that barrier and make the most of your networking – and turn new acquaintances into real relationships for real results.



Presenter: Molly Wendell, President, Executive Network and Author
Molly is one of the nation's premier networking experts. She is President of Executives Network, the only national peer-networking resource exclusively for executives (director, VP and C-level). She is a respected expert with experience in developing networks of thousands of top quality professionals. The networks Molly has created have realized incredible results through new contacts, deeper relationships, employment opportunities and business referrals. She is also author of the book, *"The New Job Search: Break All The Rules."*

"Website Maximization and Online Social Networking as Strategic Marketing Tools"

Most people are aware of the explosion of Google and online social networks in the technology landscape. However, few over the age of 30 know how to effectively leverage these tools to advance their business or professional pursuits. In this high impact workshop, attendees will learn how to turn Google, Facebook, Twitter, LinkedIn and other internet platforms into strategic marketing tools.

Presenter: Jason Levin, CEO & President, Golden Communications

Jason is uniquely qualified to lead a discussion on this topic. He is President, CEO and Founder of Golden Communications, Inc. (based in Costa Mesa, CA) a strategic website design firm specializing in small to medium-sized businesses. Jason's expertise are known nationwide through his seminar series entitled *Good Your Business.com*, which teaches companies how to leverage internet technology and turn their website into a business partner with remarkable results.



"Preparing for the Next Career Opportunity: What to do and Where to Look"

If you are currently either seeking to find an improved career position or hoping just to land a job, you will find much value in this session. Many individuals are experiencing difficulty in our present economy finding a suitable position. As a result, they need meaningful, informed direction about how to most effectively position themselves in a highly competitive marketplace of talent. Here you will learn from an expert how to do just that and where the opportunities will be found.



Presenter: Rod McDermott, Co-Founder and Managing Director, McDermott & Bull Executive Search
Rod is serves as Managing Director of McDermott & Bull Executive Search overseeing the firm's Operations, Recruiting function, and some of the firm's remote Search Consultants. Prior to his current position, Rod was Executive Vice President of the Technology and Emerging Growth practice at DHR International, Inc. the nation's sixth largest and fastest growing executive search firm. Rod also currently serves on the Boards of *THINK Together, Partners Bank of California* and *The Mission Hospital Foundation*.

"Find Your Voice: Become a More Powerful Communicator Today"

Your voice is a powerful tool. Using it with awareness and skill is essential to your credibility and persuasiveness as a speaker. The sound of your voice as perceived by others—your "vocal image"—can imply such things as friendliness or hostility, tolerance or prejudice, and weakness or strength. Many people fail in their communication simply because their vocal image does not align with their message. In this presentation, you will learn: The one secret that great communicators know to get a message across to anyone; How to extend your vocal image on-line, and why you must; and, Five simple things you can do to stop sabotaging your impact on others.

Presenter: Kate Peters, Voice Coach and Author

Kate is a voice coach, singing performing artist, and writer. She focuses on finding each person's vocal strengths and helping these individuals express themselves in ways supportive of their professional and personal lives. Through her presentations, seminars, workshops and private coaching, Kate has helped hundreds of executives, speakers, trainers, and performers with voice makeovers that do just that. She has been a featured expert on KNX radio in Los Angeles and in various publications. Her blog is listed among the top 100 public speaking blogs. You can find her at www.katepeters.com/blog. Kate is also the author of the book, *"Can you Hear Me Now?"*



WORKSHOPS AND PRESENTERS (cont.)

"Want to Start Your Own Business? A Checklist for Success"

At one time or another, many of us have thought about starting our own business. However, most don't progress beyond the thought stage because they don't know when to begin or how to get started. What kind of entity do I organize—S corp, C corp, LLC? What tax and legal issues do I need to be aware of? How do I protect my intellectual property? And so forth. This workshop will be a good primer for anyone thinking of turning their ideas into a living, breathing enterprise.



Presenter: Mark Kohler, Attorney/Partner, Kohler, Kohler, Ostermiller and Sorenson
Mark is an Attorney, Certified Public Accountant, Entrepreneur and dynamic public speaker. He has owned and operated numerous businesses since high school, through college and even as a professional. Mark specializes in the area of business, estate and tax planning. Mark has been speaking for the last two years as a Continuing Education Speaker for the Utah Division of Real Estate, is a regular contributor to the Utah Realtor Magazine, is an adjunct professor at Southern Utah University, and a faculty member at Novena Riche Academy.

"Generating an Additional Income through a Home-Based Business"

Countless people have a need or desire to supplement their household income. For many, there is a spouse at home raising children who wants to be able to get the children off to school in the morning and be available again when they come home. At the same time, there are hours during the day that could be put to productive use generating an income if the right business opportunity was available. With that in mind, this session will feature a panel of four individuals that are successfully doing just that—improving their financial prospects by running a business out of their home. Come to this session to learn how they've achieved success—and see what ideas their approaches give you for what you might do.

Presenters: A Panel Discussion Featuring Four Success Stories

Julie McLain operates a successful photography business from home taking pictures of houses and creating promotional material for real estate agents. Janet Shoen runs a successful pre-school out of her home. Steve Smith started and successfully ran a real estate appraisal business out of his home for 20 years, and just launched a new related business. Karen Ovid began making bows for girls' hair and has grown it into quite a business out of her home.

NETWORKING OPPORTUNITIES

This symposium will place a heavy emphasis on:

- Opportunity to introduce yourself and/or
- Meet and greet as the final segment of the

For More Information:

To obtain more information about The Performance Management Society, please contact any of the following:

Ken Gibson
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kgibson@viva4success.com

Shane Hunt
Program Director
hunt.shane@gmail.com

Ted Thacker
Publicity Director
ted770@cox.net



Site: LDS Sinks Center
30522 Via Casa Diaz, Rancho Santa Margarita 92688



PROGRAMS AND EVENTS

Event	Message
Mormon Helping Hands	The Church Serves its Community
Performance Breakthrough Conference	The Church addresses Relevant Issues
Blood Drives	The Church is a Compassionate Contributor
Veteran's Christmas Boxes	The Church Honors our Nation's Heroes
Interfaith Council	The Church is Friendly with Neighboring Faiths
Follow the Star	The LDS People are Christian

PUBLIC AFFAIRS ORGANIZATION

- ◉ Church Public Affairs (Apostolic Oversight)
- ◉ State Public Affairs (Presidency of Seventy Oversight)
- ◉ Regional Public Affairs
- ◉ Stake Public Affairs
 - Stake President
 - High Council Member
 - Stake Public Affairs Director
 - Ward Representatives

PREPARING TO APPROACH PA

- ◉ Understand Your Audience
- ◉ What problem are they trying to solve?
- ◉ What goals are they trying to achieve?
- ◉ How will what you have to offer help them solve a problem or achieve a desired outcome?



APPROACHING PUBLIC AFFAIRS

⦿ Do

- What do you want them to do?

⦿ Believe

- What will they need to believe in order to do that?

⦿ Know

- What will they need to know in order to believe that?

THANK YOU!

KEN GIBSON

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(801) 642-2195