

***Preparing Professionals For Competition In
Tomorrow's Marketplace™***

2005

**Sales, Marketing &
Technology Seminars**

www.canale.com

Stephen M. Canale

Stephen@Canale.com

The Competitive Edge®

Preparing Professionals For Competition In Tomorrow's Marketplace

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www.canale.com



Stephen M. Canale
Speaker, Columnist, Author

Nationally Published Columnist
Seminar and Course Author

Technology, Marketing & Sales Seminars

A Rich Life on Any Income

Redefining and achieving wealth, success and joy in modern times

A Paperless Briefcase in 5 Simple Steps

A guide to becoming more productive without paper

Wi-Fi Wonders

An introduction to working with Wi-Fi networking, accessories & security issues

Generating Endless Referrals

Strategies & tactics for building a successful referral machine

Building Your Personal Marketing Plan

How to increase your market share with a Personal Marketing Plan

The Power of Persuasion

Harnessing the seven principles of persuasion in every business situation

Point & Click Prospecting

Technology techniques for increasing your prospecting and sales

Customer Service @ The Speed Of Light

Offering superior service, faster and with less effort

Technology Tools & Toys

Getting more work done in less time using the latest technology tools

Next Century Productivity

Using technology to supercharge your business productivity

Thriving On The Internet

Successfully capturing and converting Internet prospects

Overcoming Your Barriers to Success

How to recognize & overcome five barriers that are holding you back

More information at www.Canale.com

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- ◆ Course Outlines
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- ◆ Fees & Scheduling

Quick Points

- ◆ Seminars presented in 45 States
- ◆ Realty Times "Best Tech Trainer"
- ◆ RB Council Quill Pen Recipient
- ◆ Published in 100+ trade magazines
- ◆ Featured columnist for
 - REALTOR® Magazine
 - AgentNews.com
 - The Real Estate Pro
 - RIS Media & Broker Agent News

Satisfaction Guarantee

The Unconditional Guarantee:

If you contract directly with Stephen Canale for a presentation and are ever dissatisfied with that program, you will be entitled to receive a full refund (100%) of the instructor fee paid for that event.

A Word From Stephen Canale:

Since the beginning of my speaking career, I have focused on delivering exceptional presentations that meet the needs of even the most demanding audiences.

I am a perfectionist and believe in the value of delivering only quality education of the highest degree. If you decide to employ my services, you can be assured of two things:

- 1) *I will honor my Satisfaction Guarantee.*
- 2) *No one has ever asked me to do so!*

Sincerely,

A handwritten signature in blue ink that reads "Stephen Canale".

Stephen M. Canale

Building Your Personal Marketing Plan

Better Marketing for Better Business

Are you marketing, or just advertising?

If there's one consistent tool that separates top-producing sales professionals from the rest, it's a successful Personal Marketing Plan (PMP).

Whatever your business, regardless of your niche, the better you market yourself, the more successful you will become! If you want to maximize your sales performance, you have to market yourself, aggressively and wisely.

This seminar is dedicated to helping today's sales professional plan, develop and implement a cost effective, results oriented Personal Marketing Plan that will generate maximum results with minimum investment!

Topics Covered

- ◆ The difference between marketing, and advertising
- ◆ Selecting your niche and branding your image
- ◆ Technology Tools that will Turbo charge your plan
- ◆ Proven strategies used by top producers
- ◆ How to stand out in a crowd
- ◆ Leveraging your resources for maximum effect
- ◆ Following the marketing cycle to success

Developing a Personal Marketing Plan can be an effective seminar for sales professionals looking to substantially increase their production; as well as for sales managers looking to boost their company image and recruiting efforts, too!

Wi-Fi Wonders

An introduction to working with Wi-Fi networking, accessories & security

Now that Wi-Fi is practically everywhere, it's time to take advantage of what wireless networking has to offer for the mobile professional.

Topics Covered

- ◆ Types of equipment and accessories currently on the market for home and office applications
- ◆ Wi-Fi specs and performance issues
- ◆ Building, Connecting and Extending both your wireless and cabled networks
- ◆ Special Wi-Fi security considerations and counter-measures you must implement for safe wireless computing
- ◆ Wireless peripherals and related tips

If you're not a Wi-Fi fan on the way into this session, you'll certainly be one by the time you leave!

Thriving On The Internet

Successfully capturing and converting
Internet prospects

Today, everyone has a web site, but not many really know how to profit from their Internet investment.

Capturing and converting Internet leads requires much more than simply having a web page and email. Fortunately, Stephen has broken the process for thriving on the internet into steps to success that are easy to understand and implement.

Topics Covered

- ◆ Understanding Internet prospect's wants and needs
- ◆ Five Steps to Guaranteed Success
- ◆ Mastering Your Own Domain
- ◆ Creating web sites that generate response
- ◆ The keys to creating dynamic content online
- ◆ Promoting your site affordably and successfully
- ◆ Converting online prospects into closed transactions

This seminar covers literally everything you need to know in order to generate closed sales from your Internet investment and effort!

Point & Click Prospecting

Technology techniques for
increasing prospecting & sales

More Prospecting = More Sales

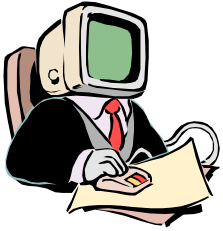
No single activity is as important to a salesperson's success as prospecting. This session covers the most effective techniques that will substantially increase the quality and quantity of the prospecting output, as well as the leads generated.

Topics Covered

- ◆ Benefits and limitations of prospecting software
- ◆ The top 6 sales generation techniques
- ◆ Tips and tricks to increase your prospecting results
- ◆ The latest hardware and software for target mailings
- ◆ How to double your client referrals in 12 months
- ◆ Saving time & money while increasing market penetration
- ◆ The latest in contact management software
- ◆ Technology traps to avoid using contact managers

If your sales force has not yet doubled its prospecting results using technology, then this seminar will be the most valuable information you have ever provided to them!

A Paperless Briefcase in Five Simple Steps



Finally, the promise of the paperless office has become a reality, as long as you know how to work through five simple steps.

This seminar will save you countless trips to the office, from rummaging through the file cabinet and from telling a prospect “I don’t have that with me right

now, can I fax it to you later?”

When you’re paperless, your more professional and productive and Stephen can show you how to become more of both.

Topics Covered

- ◆ Scanners and imaging techniques
- ◆ Converting paper to electrons
- ◆ Throwing out the file cabinet
- ◆ Instant paperless organization
- ◆ Storing and retrieving your documents
- ◆ Working with electronic contracts
- ◆ Emailing anything and everything to every one

If you’re ready to use your technology to create less paperwork, instead of more, then you’ll want to attend this seminar!

Customer Service @ The Speed Of Light

It’s A Fast Paced World

Today’s consumer wants easy access, to more information, and faster. The salespeople who can fulfill this desire are being rewarded with substantially increased sales production. Those than cannot, are going to see their market share erode!

Topics Covered

- ◆ Understanding the fundamental shift in consumer needs
- ◆ The six core demands made by today’s consumer
- ◆ Critical skills and new new ways to exceed the consumers expectations
- ◆ Must have technologies to enable you to exceed the customer’s expectations
- ◆ How to “own” the technology enabled consumer

This one presentation will enable salespeople and managers alike to blend a variety of technologies into a seamless stream of superior customer service and satisfaction. The result of leaning these concepts will not only be the provision of better customer service, but substantially increased productivity as well.

A Rich Life on Any Income

Income Doesn’t Guarantee Wealth

While the average middle-class family brings home good money, few of them seem to achieve meaningful long-term wealth and prosperity.

Year over year the average family debt-load continues to grow, resulting in an increase of foreclosures, personal bankruptcies and other consequences of financial distress.

What’s more, the emotional and physical stress brought on by such financial pressures greatly diminishes our quality of life.

Consumers find themselves stretched to the limit, even while working both harder and longer towards attaining the good life that few will ever reach.

Despite all of the obstacles, living a Rich Life is entirely within the reach of just about anyone, once they have the proper perspective and a meaningful game plan.

Topics Covered

- ◆ Financial Burdens - Where we are and how we got here
- ◆ Real Wealth Defined - Focusing on the right goals
- ◆ Obstacles to Wealth - What’s keeping us down
- ◆ Lifelong Lessons for generating Wealth and Prosperity

A Rich Life on Any Average Income is a special session designed to enlighten and guide attendees toward reaching greater financial freedom, and the power, control and peace of mind so many desire, yet so few obtain.

This special session is exclusively for Keynote presentations

Prospering Through The Power Of Persuasion

Do you know the seven principles of persuasion that can affect each and every one of your prospect’s business decisions? If not, you should! And, after attending this full-day workshop, you will.

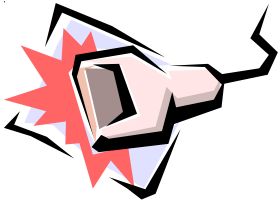
Stephen presents an in-depth exploration of the psychology of motivating others, effortlessly! Students will learn how to:

- ◆ Generate and convert more prospects
- ◆ Motivate consumers to ask for the sale, and
- ◆ Gain valuable concessions from any negotiation

By the end of the day, each participant will walk away with a comprehensive understanding of how to persuade others, in addition to over 100 specific tactics developed to enable them to succeed in all of their future marketing, selling and negotiations.

Technology Tools & Toys

Getting more work done in less time
using the latest technology tools



The Future Is Now!

This presentation is dedicated to obtaining increased productivity, and impressing clients with the latest technology tools.

Come find out: What's new? What works? What doesn't?

Topics Covered

- ◆ What's new in hardware.
- ◆ The latest in software.
- ◆ What's new on the Internet.
- ◆ Save your money - the "Not Quiet Ready For Prime Time" technology list.
- ◆ How to use it all effectively in sales and service.
- ◆ Rules to live by for successful implementation.

Forget the manufacture's sales pitch and come to this seminar instead. You'll see and learn about technology tools that actually work, and how to effectively use them.

Generating Endless Referrals

Nothing is so important to a professional salesperson as successfully building a productive referral network. Without an endless stream of referrals supporting your business, you will have to continually prospect for new business; week after week, month after month and year after year.

The faster you can convert your business from the grind of daily prospecting to the servicing of quality referrals from your personal network, the sooner you can begin enjoying a higher volume and more satisfying sales career.

Topics Covered

- ◆ The 7 components of successful referral plans
- ◆ Obtaining a commitment from your prospects
- ◆ 3 reasons you're not getting the referrals you deserve
- ◆ 20 sure fire tactics for generating more leads
- ◆ Creating your own plan for generating endless referrals
- ◆ Budgeting your referral program

If you're ready to begin enjoying the profits that come from having an effective plan for generating endless referrals, then you won't want to miss hearing what Stephen has to say!

Next Century Productivity

Using technology to supercharge
your business productivity

What Everyone Wants

Finally, a seminar committed to using computers and technology to actually get more work done!

Designed for both the sales person and/or manager who already owns a computer, but just isn't getting the enhanced productivity that the technology promised.

A truly masterful presentation on using technology effectively.

Topics Covered

- ◆ How to really increase your prospecting with your computer.
- ◆ Streamline your marketing materials for greater impact while saving time and money.
- ◆ The "paperless office" - how it can be done.
- ◆ What salespeople really need to be truly "portable."
- ◆ Effective customer service - cut your follow up time by 75%
- ◆ Wasted time and lost potential. How to avoid the "Technology Trap!"

This seminar is absolutely a must for any business person who feels let down by the promise of technological efficiency. It can be done, is being done, and Stephen will show you how!

Overcoming Your Barriers to Success

Few of us feel that we are truly living up to our full potential. While we might be considered successful, both by ourselves and by others, that success often comes slower than we would like and at a greater personal cost than we expect, or even realize.

Most professionals feel that their lives are out of balance and beyond their control, yet nothing is further from the truth.

Topics Covered

- ◆ Understanding the five common barriers that hold us back
- ◆ Discovering your own weaknesses, and ways to fix them
- ◆ Creating and maintaining clear goals for your future
- ◆ Overcoming fear, procrastination and perpetual preparation
- ◆ Developing an accurate lens to focus on creating success
- ◆ The importance of total commitment on your future success

Regardless of your personal goals and dreams, what makes this seminar so exceptional is that what will be learned by attending will enable you to be more successful in every part of your life, both professionally and personally.

What The Students & Sponsors Have To Say

A Few Words From The Those Who Have Attended Stephen's Programs:

I received many unsolicited comments on how great your session on e-mail was. I sat through a portion of your presentation and learned a great deal that I will put to good use. Thanks again for doing a superb job! - Steve Harding, Executive Vice President, Tennessee Association of Realtors®

Anyone in Business for themselves or in Real Estate - This course is of value to them. - Diane LaMonde

A great 2 hours in layman's language. A must for all agents who want to continue in the new tech age! - Jack Spangler

Excellent content - very professional and great at moving the information along. I teach college level Oral Communications and you accomplished all the "speakers objectives! - Deb Christensen

The program was able to deliver a new technique to increase my business sales and enhanced my knowledge. - Edmond Wilson

Delightful, energetic presenter with through knowledge of the subject matter. It was amazing that Stephen could create interest and hold it for two hours during the late afternoon and have the entire audience leave the room informed, energized and excited about e-mail! WOW! - Laurel Grandle

Your session was the highlight seminar of the convention! - John T. Shelton

A realistic concern for buyers. This class was not your typical sales gimmick class. Valuable help for me as an agent. - Debbie Greer

The information was clear and easy to understand, and useful for future business. Thanks for your help. - Judith Whitfield

Stephen is a knowledgeable, enthusiastic instructor who conveyed the subject matter in an easy to understand, fun way. - Sherri Larson

Fantastic information to save time, energy and money; and make our business time more efficient. - Carol Cross

Thanks for the 2 great seminars from yesterday and today. A very professional presentation providing excellent information in an easy understandable way. Would be great to have more of your courses at our board! - Silvia Dobcak

Our members are still raving about the seminars. Thank you for making them an enjoyable as well as educational day. - Elizabeth M. Bruce, Program Coordinator, Lincoln Board of Realtors®

I was at the Spring Conference in Effingham and attended your seminar. It was terrific. I hope I can remember and utilize all the things you talked about. I'm sure it will help my business productivity! - Regina Hollars

Stephen obviously knows the material thoroughly. His interspersed humor was not only appropriate, but was fitting illustrations. I was impressed by his organized and enthusiastic presentation. He knew good and factual answers to virtually all questions posed during class. He was excellent. - Olivia Samuels

Stephen, you did an outstanding job at our Convention last week. I've heard nothing but good comments about it! - Pug Scoville, Director of Communications, Tennessee Association of Realtors®

On behalf of the officers and members of the New Jersey Association of Realtors, I wanted to thank you for your three fabulous presentations at our 83rd Annual Convention & Trade Expo in Atlantic City last week. We heard nothing but rave reviews from our agents and brokers regarding your insightful presentations - many citing them as the highlight of their convention experience this year. - Maureen Murphy Director of Professional Development, New Jersey Association of Realtors®

Great presentation :-)) Came away with something new which has not happened in the last 5 or 6 technology seminars I've attended. - Sebastian Riccobono

On behalf of the Manatee Association of REALTORS® we would like to thank you for your presentation on Technology. You are truly an outstanding speaker. Everyone your presentation. Mary Kay Brickey, RCE

Stephen is a great instructor - he knows the subject matter well and relates it to everyday business. - Gordon Schott

Stephen knows his stuff. Handles questions exceptionally well, and a sense of humor too! Very good value. I'm going to recommend Stephen for my company's continuing education next spring. - Tom R.

Stephen is very through - the six hours flew by. The presentation was very, very interesting. I would take any class that Stephen taught. - Kathy B.

It was exactly what I needed in the area of confusing technology and software. Great job Stephen, Thanks! - Barbara C.

I just wanted to say THANK YOU to Stephen and HP for offering this course at exactly the right time for me. I feel confident I can provide more to buyers & sellers than most of my competition and plan on incorporating what I've learned into my web sites. Can't say enough good things about it! - Leanne Valdes, GRI

Exceptional presentation! Course agenda was thorough and well thought out. I would like to attend future courses where Stephen is the instructor. - Ron Klim

The Point and Click Prospecting program was a great success! Your program was full of specific, helpful information that members can use to build their businesses in this competitive industry. The three-hours seemed to fly by. Your ability to add humor and warmth puts the students at ease. They felt comfortable and as a result asked questions and participated eagerly. The students loved the interactive manner in which you conducted the program. The "real world" examples increased the student's ability to learn and retain the material. We all learn more when we understand how the information can be applied directly our work situation. - Sandy Badger, Sarasota Association of Realtors®

My eyes have been opened to the future and it is now! - Chris Moreau

Thank you for presentations at our 2000 Annual Convention and Trade Expo in Hot Springs, Virginia. The feedback we received on evaluations by attendees on your presentation topics, The Competitive Edge and The Internet as a Business Tool, were outstanding with comments that included, excellent, great, and fantastic. Again, many thanks as your presentation certainly contributed to a very successful meeting for Virginia's REALTORS®." Liii Paulk, Professional Development Specialist, Virginia Association of Realtors®

Past Clients & Instructor References

Word of mouth is my best advertising!

<u>CONTACT</u>	<u>COMPANY</u>	<u>POSITION</u>	<u>PHONE</u>
Lili Paulk	Virginia Association of REALTORS®	Professional Development Specialist	800-755-8271
Staci Bertsch	RE/MAX International	Technology Marketing Coordinator	303-796-3614
Sandy Badger	Sarasota Association of REALTORS®	Director of Education	941-923-2315
Lynnore Fetyko	Greater Syracuse Association of REALTORS®	Executive Vice-President	315-457-5979
Irene Vogel	Greater Las Vegas Association of REALTORS®	Executive Vice President	702-732-8177
Martha J. Rusk	Women's Council of REALTORS®	Director, Member Services	800-245-8512
Marie Callas	Iowa Association of REALTORS®	Director of Education	800-532-1515
Bett McCarthy	Greater Boston Real Estate Board	Executive Director, CAE	617-423-8700
James R. Imhoff, Jr	First Weber Group, Inc.	CEO	608-829-7175
Catherine McCaskill	Florida Association of REALTORS®	Director of Education, CAE	407-438-1400
Mary Kelly	Prudential Real Estate	Education Manager	415-883-7746
Christy Stinger	Kansas Association of REALTORS®	Director of Member Services	800-366-0069
Francie Ryder	Chattanooga Association of REALTORS®	Executive Officer	423-698-8001
Glenn East	Northeast Florida Association Of REALTORS®	Executive Vice President	904-396-1323
Kitty Kuhl	Wisconsin REALTORS® Association	Senior VP	608-241-2047
Nancy Gilmore	Pacific West Associaion of REALTORS®	Chief Executive Officer	714-245-5500
Steve Harding	Tennessee Association of REALTORS®	Executive Vice President	800-252-6012
Judith Lindenau	Traverse Area REALTORS®	Executive Vice President	616-947-2050
Lisa Kinsman	Maryland Association of REALTORS®	Director of Education	800-638-6425
George A. Percel	Marco Island Area Association of REALTORS®	Executive Vice President	941-394-5616
Kristin Carey	Women's Council of REALTORS®	Director of Education	800-245-8512
Kathy Matheson	Triangle MLS, Inc.	Computer Training Center	919-654-5410
Martha Nukuto	Institute of Real Estate Management	Meeting Program Coordinator	800-837-0706
Theresa Lambert	Georgia Association of REALTORS®	Director Of Professional Development	770-451-1831
Heather Burns-Garcia	Mississippi Association of REALTORS®	Director of Meetings	601-932-9325
George Smale	Coldwell Banker Schweitzer	Regional Director	810-886-4200
Jenny Clagget	Greater Dallas Association of REALTORS®	Director of Educational Services	214-637-6660
Candy Roberts	Middle Tennessee Association of REALTORS®	Executive Vice President	615-893-2242
Maureen Murphy	New Jersey Association of REALTORS®	Director of Professional Development	732-494-4724
Jeff Zipper	Florida Association of REALTORS®	Vice President of Communications	407-438-1400
Leisha Gyrygnuk	Delaware Association of REALTORS®	Director of Education	800-305-4445
Leah Selig	Space Coast Association of REALTORS®	Executive Officer	321-452-9490
Carol Kairis	REALTORS® Association of the Palm Beaches	Director of Professional Development	561-688-9294
Kathleen C. Boyle	Colorado Association of REALTORS®	Convention Coordinator	800-944-6550
Clark Brown	Ehman & Greenstreet Better Homes & Gardens	President	734-482-3484
Tim Lockwood	Ohio Association of REALTORS®	Professional Development VP	614-228-6675
Shirley English	Greater Clearwater Association of REALTORS®	Director of Education	813-442-0408
Deborah Drye	Knoxville Association of REALTORS®	Director of Education	423-584-8647
Charlene Balosky	Century 21 Greater Chicagoland Broker Council	Administrator	248-449-6796
Colleen Cailteux	RE/MAX Mountain States	Regional Administrator	800-218-1564
Cindy Butts	Maine Association of REALTORS®	Executive Vice President	207-622-7501
Michael Richardson	Naples Area Board of REALTORS®	Executive Vice President	941-597-1666
Maureen Murphy	REALTORS® Association of Martin County	Executive Vice President	561-283-1748
Doug Rothaus	Lincoln Board of REALTORS®	Executive Vice President	402-441-3620
Mike Bowler Sr.	Coldwell Banker Hubbell	General Manager	517-321-1000
Bur Sienkiewicz	National Association of Exclusive Buyer Agents	Executive Director	407-834-6688
Sonya Scarbrough	West Virginia Association of REALTORS®	Convention Coordinator	304-342-7600
Bonnie S. Mays	Realty World America	Regional Director	800-649-0264

More References Are Available At: www.Canale.com

Owner - The Competitive Edge
Nineteen years experience in sales, marketing, technology education and training

Positions Held

Elected Offices Board of Directors - Ann Arbor Area Board of REALTORS (1995-1997)
Board of Directors - Real Estate Alumni of Michigan, (1995)

Past & Present Real Estate Instructor Positions HomeStore.com - National Spokesperson & Internet Trainer
Homes.com - Presenter/Trainer
Graduate, REALTORS® Institute faculty for Michigan, Ohio, Iowa, Wisconsin & Tennessee Associations
NCI Associates, Ltd. Real Estate School - State approved 40hr. Prelicense & and Continuing Education

Credentials

Designations Graduate, REALTORS Institute (GRI) awarded 6/86
Certified Residential Specialist (CRS) awarded 11/87
Certified Real Estate Brokerage Manager (CRB) awarded 2/90

Honorary & Awards Speaker at the National Association of REALTORS® (NAR) National convention 2001
Speaker at the International Real Estate Managers (IREM) National convention 2001
Presenter at the Women's Council of REALTORS® (WCR) National convention 2000
Realty Times "Best Technology Trainer" 1999
Real Estate Brokerage Managers Council "Quill Pen Award" for best published submission in 1997
Real Estate Alumni of Michigan (RAM) inducted 7/87
Certificate in Real Estate from the Michigan Association of REALTORS® awarded 7/87
Certificate of Appreciation from the Ann Arbor Area Board of REALTORS® awarded 1/5/95
Developer of IRED "Top 10" web site (<http://www.canale.com>) for January 1997
Featured speaker interview for the Real Estate Cyberspace Society - 2/98, 10/01 & 4/03

Professional Appointments RS Councils Technology Guidance committee, 2002-2003
NAR Business Technology and Information Systems Forum - Vice Chair 2000, Chairman 2001
Michigan Association of REALTORS® On-line Education Task Force 2001-2002
RS Council Technology Committee 1998; RS Council Software Sub-Committee 1998
American Arbitration Association, Michigan Region - Real Estate Arbitrator 1995
Educational Testing Services (ETS) - Michigan License Exam Review 1987;
Ann Arbor Area Board of REALTORS®: Education: 1987, 1989, 1993, 1994, Chair for 1990;
New Member Orientation: 1989-1994, Vice Chair 1993, Chair for 1994, Multiple Listing Services: 1991-1994
Home Builder's Association of Washtenaw County: Education Committee 1994, Chair for 1995
Michigan Association of REALTORS® Agency Task Force 1998-99

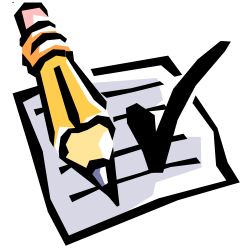
Published Work Columnist for REALTOR Magazine, The Real Estate Pro, Broker Agent News, RIS Medias & RealtyTimes
Author, Hewlett-Packard's online course "Digital Photography For The Real Estate Professional" 2001
Author, Hewlett-Packard's online course "Mobile MLS" 2001
Author, Bert Rogers Florida Continuing Education Technology module 2001-2003
Author, Ohio Association of REALTORS® GRI Technology Module 2000-2003
Published and interviewed numerous times in Real Estate Management Issues & Trends
Contributing Editor for International Real Estate Directory at IRED.com
Published by the Real Estate Educators Association in their REEAction magazine
Indiana Association of REALTORS® "Broker Video Series" - Featured presenter Dec 1997, Jan & Feb 1998



Stephen M. Canale
Speaker, Columnist, Author

Nationally Published Columnist
Multi-State GRI Instructor & Author

Presentation Scheduling Details



If you're ready to schedule an event, then please take a moment to review the following information. This will help insure a successful presentation that your members will find both enjoyable and beneficial.

What I Need From You:

- ◆ The date or dates that you would like to book - including alternative dates if possible.
- ◆ The approximate number of attendees.
- ◆ Any specific learning objectives your members need addressed.
- ◆ An understanding of the participant's business skill level and previous experience:
 - Will the audience be mostly beginners, those with experience, or both?
 - Working for one company or many?
 - Has your organization previously presented similar or related material and when?

I ask for this background information, so that I can prepare a presentation that will best suit their needs.

Event Setup Guidelines:

While exceptions can be made when necessary, generally the following apply:

- ◆ **Computer Projector** - Computer projector capable of at least 1,000 lumens & VGA resolution (800 x 600) positioned at least 15' to 20' from a screen measuring no less than 8' wide with no lighting directly above.
- ◆ **Electricity** - A multiple outlet strip at the base of the AV stand.
- ◆ **Sound** - Except for very small audiences (*less than 30*), a wireless lavalier microphone is required.
- ◆ **Internet Access** - If selecting a technology topic, then a network connection (wired or Wi-Fi) will usually enhance the presentation, though is usually not a requirement.
- ◆ **Seating** - The first row of seats should begin at least 5 feet beyond AV stand -- any closer and the students will not be able to sit in the front row due to numerous computer cables.

Please contact me if you have any other questions or need to deviate from the above guidelines. You may also find this list particularly useful for providing instructions to conference setup staff.

Scheduling, Expenses & Fees:

Most of my seminars can be scheduled as 1 to 3 hour seminars; half day workshops; or as full day training events. Several can also be used a "keynote" presentations. The following is my speaking fee schedule and is in addition to travel, lodging and related expenses:

- ◆ Full Day \$4,000
- ◆ Half Day \$2,500
- ◆ A 10% discount is available for:
 - Contracts for 4 or more sessions in the same year
 - WCR and CRS local association meetings and events
- ◆ Technology *consulting and contract training* are negotiated on a per project basis

Sponsorship Funds

If your group would like financial assistance when booking Stephen for seminars or training, then you'll be pleased to know that "sponsorship funds" from highly reputable companies may be available for large presentations. Because each seminar, location and sponsorship arrangement is unique, contact Stephen for more detailed information if you would like sponsorship funds for your event.

For More Information:

Visit www.canale.com or contact Stephen by phone: 734-481-9000 or via email: Stephen@Canale.com

Program Agreement

Host:

Name:

Address:

Speaker:

Speaker: Stephen M. Canale for The Competitive Edge
7932 Thornhill Drive, Ypsilanti, MI 48197 - Email: Stephen@Canale.com

Event:

Title and dates of Event:

Event Location:

Speaker Fees:

Host agrees to pay The Competitive Edge the fee of:
for presentation of the above Topics at the Host's Event, 50% of which is due upon execution of this contract.

Programs Presented by Speaker:

Title:	Times:
Title:	Times:
Title:	Times:

Expenses:

In addition to the Speaker Fee, Host shall be responsible for:

- **Travel** Full coach, round-trip airfare to and from the event, plus ground transportation to and from the event, and/or mileage per the current IRS rate for travel to and from the Event.
- **Expenses** \$42 for meals for each day Speaker is scheduled, as well as for travel days.
Host will arrange, and pay for lodging expenses directly.

Payment:

Host agrees to pay Speaker Fees on the day of the Event and to reimburse Speaker for Expenses within fourteen days of receiving a written invoice for appropriate expenses.

Facilities:

Host agrees to provide appropriate facilities for the presentation of the Event and will arrange to have the room set up in a manner consistent with the Speaker's requirements, which can be reviewed at www.canale.com

Other Terms:

It is agreed that the Speaker's Program may not be recorded for distribution by any electronic means without the express written consent of the Speaker.

Cancellation:

If the Event is canceled by Host it is agreed that Speaker will be paid fifty-percent (50%) of the Speaker Fee and reimbursed for any travel or accommodation expenses paid by Speaker in preparation for the Event.

Host - Authorized Representative

Date

Speaker

Date