



2008

# Business Summit

GROWING BUSINESS  
IN A CHALLENGING ECONOMY

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**Thursday, November 20, 2008**  
**MWSU Fulkerson Center**  
**7:30 am - 1:30 pm**

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**Hosted By:**

The St. Joseph Area Chamber of Commerce &  
MWSU Steven L. Craig School of Business

**Presented by:**

Family Investment Center, Inc.

# 2008 Business Summit

## Registration Form

**Thursday, November 20, 2008 • 7:30 am - 1:30 pm**  
**MWSU Fulkerson Center**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Names of Attendees:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

**Payment:** \$19.95 per Chamber Member; \$29.95 per Non-Member

Continental breakfast & lunch included in registration price

Check (*payable to St. Joseph Area Chamber of Commerce*)  Invoice

Visa  Mastercard  Discover  American Express

Account # \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_



phone 816-232-4461 fax 816-364-4873

3003 Frederick Ave. St. Joseph, MO 64506

## Morning Keynote

### Is the Whole World Crazy.... or Is It Just Me?



#### Kayla Barrett

Kayla's employment history includes the roles of Director of Human Resources and Staff Development for a Nashville, TN non-profit organization, Corporate Human Resources Manager for Gaylord Entertainment, Director of Organizational Strategy for the Gaylord Entertainment Hotels division, and sales training with Castner Knott Stores. She has been involved with training and development since 1991 and has worked with clients big and small all over the country.

Change. It can make us or break us. But in the midst of those circumstances and events that are unpredictable - and sometimes unpleasant - there are guiding principles that help us move forward - oftentimes with a new perspective and positive outcome.

In this interactive session, participants will learn four powerful strategies to manage the inevitable realities of change.

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#### Breakout Session #1

- Fundamentals of Performance Improvement
- Show Me The Money
- Advertising Age

#### Breakout Session #2

- The Right Person For The Right Job
- Show Me The Money - Repeat Session
- Competing With National Chains

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## Lunch Keynote

### Steven Craig & Friends Share Their Success Stories



#### Steven Craig

Steven Craig grew up in Savannah, and graduated from Savannah High School. He opened his first fireworks stand in his early teens here in Northwest Missouri. He used to come to the MWSU campus to study as a teen. He was a partner in other retail center development companies before starting Craig Realty Group in Newport Beach, California. The Craig Realty Group is a shopping center development firm that specializes in upscale factory outlet centers. For more information about his company visit [www.craigrealtygroup.com](http://www.craigrealtygroup.com). Steven Craig, along with some of his wildly successful entrepreneur friends, will share their success stories at the lunch keynote.

# Schedule of Events

7:30 am - 8:00 am	Registration & Continental Breakfast
8:00 am - 9:30 am	Morning Keynote "Is the Whole World Crazy... or Is It Just Me?"
9:45 am - 10:30 am	1st Breakout Session
10:45 am - 11:30 am	2nd Breakout Session
11:45 am - 1:30 pm	Lunch Keynote "Steven Craig & Friends Share Their Success Stories"

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Family Investment Center, Inc.

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## MWSU Campus Map

