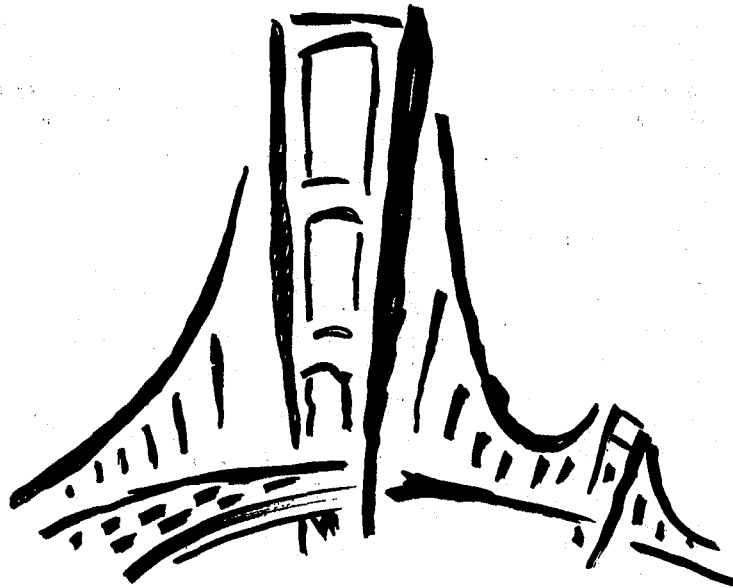


**Inc.**  
MAGAZINE

**SIXTH ANNUAL CONFERENCE  
ON  
GROWING THE COMPANY**



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**Schedule of Events**

**November 2-3, 1993  
San Francisco, CA**

**Sponsored By:**



**SPECIAL ADDITIONS  
TO THE SCHEDULE OF EVENTS**



**TUESDAY, NOVEMBER 2, 1993**

***BEYOND THE WONDER YEARS: SAME GOALS, SMALLER NICHE***

**MARY ANNE JACKSON**

**9:00 - 10:30 am. Pacific Concourse G**

**An eight year veteran of financial and strategic planning at Beatrice Cos., Mary Anne Jackson launched her own company, My Own Meals, Inc. in 1988. Her start up, which was an Inc. cover story in that same year, created a brand new market category within the food industry - high quality, all natural, shelf stable foods for a child's palate. The recession, a tight-money market, cash rich competitors and sabotage forced them to change their plans, even while bootstrapping their way into new markets. Hear how, with the same product quality commitment, MOM redefined and down-sized their market niche.**

**SPONSORED BY JOHN HANCOCK FINANCIAL SERVICES**

***JUST SELL AND EVERYTHING WILL BE OK -- CHUCK PIOLA***

**2:00 - 3:30 pm. Bayview A**

**Known as the "King of Cold Calls", Chuck Piola, of NCO Financial will share his common-sense tactics on how to "get the attitude" to sell, an attitude that took his company to the Inc. 500 list. This popular and ever-dynamic speaker never fails to entertain and enlighten!**

***GOING GLOBAL: EASIER DONE THAN SAID -- JEFF AKE***

**2:00 - 3:30 pm. Pacific Concourse G**

**Jeff Ake (recently published in Inc.), vice president of marketing at Electronic Liquid Fillers, Inc., will show you how to expand your customer base and let the world know you exist. This session will highlight how to market, sell, and get orders in foreign countries rapidly and inexpensively. Learn the methods used by ELF (a former Inc. 500 company) that moved them from no international sales to obtaining 50% of their business from overseas in just three years.**

**SPONSORED BY AT&T**

***EDITOR'S ROUNDTABLE: PURCHASING POWER YOU NEVER KNEW YOU HAD***

**MODERATED BY JOHN KERR, SENIOR EDITOR**

**4:00 - 5:30 PM. Pacific Concourse G**

**Whether you're buying Post-It notes and Scotch tape or sourcing aluminum bar for your newest product, there are ways to cut your supply costs without sacrificing quality - and without alienating your vendors. This discussion group invites attendees to explore new ways of thinking about the whole issue of procurement in service companies, as well as in manufacturing businesses. (Limited to 20)**

# C o n f e r e n c e a

*Tuesday, November 2, 1993*

7:00 AM - 8:00 AM	Registration, Information and Continental Breakfast in the Grand Ballroom Foyer								7:00 AM - 8:00 AM
8:00 AM - 9:00 AM	Welcome Address - Inc. Magazine Opening Address - Richard "Skip" Lefauve in the Grand Ballroom								8:00 AM - 9:00 AM
9:00 AM - 10:30 AM	Bringing Your Sales into the 21st Century Bayview A	Cash and Control: You Can Have Both Bayview B	Strategic Planning: Do It Early, Do It Often Seacliff A/B	High-Achieving Negotiating Strategies Seacliff C/D	Customer Comes Second Pacific Conc. D	Managing and Leading Change Pacific Conc. E	Turning Change into Opportunity Part 1 Pacific Conc. F	Beyond the Wonder Years John Hancock Pacific Conc. G	9:00 AM - 10:30 AM
10:30 AM - 11:00 AM	Coffee Break with the Sponsors in the Grand Ballroom Foyer								10:30 AM - 11:00 AM
11:00 AM - 12:15 PM	Demographics and Marketing Edge Bayview A	Fun, Games, and Super Sales Bayview B	Growing by Growing Your Customers Seacliff A/B	Tips for Tight-Fisted Marketing Seacliff C/D	Healthy People Build Healthy Companies Pacific Conc. D	Planning in Your Family Business Pacific Conc. E	Turning Change into Opportunity Part 2 Pacific Conc. F	Cost-Effective Sales Presentations Pacific Conc. G	11:00 AM - 12:15 PM
12:15 PM - 2:00 PM	Luncheon & Featured Speaker - Howard Hyden in the Grand Ballroom sponsored by AT&T								12:15 PM - 2:00 PM
2:00 PM - 3:30 PM	Cold Calling Techniques Bayview A	Sales Compensation Plans for Change Bayview B	Decision Theory and Practice Seacliff A/B	Valuing Your Business Seacliff C/D	Quality Sales Leadership System Pacific Conc. D	Differentiating Your Company Pacific Conc. E	High-Performance Workteams Limited to 25 (casual attire) Pacific Conc. F	AT&T Presents Pacific Conc. G	2:00 PM - 3:30 PM
3:30 PM - 4:00 PM	Refreshment Break with the Sponsors in the Grand Ballroom Foyer								3:30 PM - 4:30 PM
4:00 PM - 5:30 PM	Up Your Cash Flow Bayview A	Winning Strategies for Attracting Investors Bayview B	Gender Vendor Seacliff A/B	Hiring without Guesswork Seacliff C/D	Winning Successful Sales Plan Pacific Conc. D	Toward 2000: Leadership, Employeeship, Customership Pacific Conc. E	Building Business through Telemarketing Pacific Conc. F	Editor's Roundtable Limited to 20 Pacific Conc. G	
6:00 PM - 7:30 PM	Cocktail Reception in the Grand Ballroom sponsored by John Hancock Financial Services								