



## **Corsini Classroom: Annual Winter Conference — New Year, New You, New Business Sales Conference**

Location: **The Harbert Center**

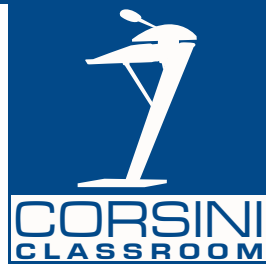
2019 4th Ave N, #100, Birmingham, AL 35203  
(205) 226-8800 [www.theharbertcenter.com](http://www.theharbertcenter.com)

Date: **Wednesday, January 27, 2010**

Time: Networking **7:30 – 8:00 a.m.** Conference: **8:00 a.m. – 12:00 noon**

### **You'll Hear From:**

- **Brian Cauble, Co-founder and CEO of Appsolute Genius:** For almost 10 years, Brian Cauble has applied his software expertise to fields as diverse as the financial industry and forestry GIS. Brian worked his way up from writing software to managing development teams to creating actual development departments. In 2009, he and Andria Jensen founded Appsolute Genius, which creates exciting, fun iPhone applications. Brian will talk about how to take "offline" relationships online using the latest social-media techniques. ([www.appsolutegenius.com](http://www.appsolutegenius.com))
- **Marc A. Corsini, President of Corsini Consulting Group, LLC:** For more than 20 years, Marc has coached over 2,000 salespeople, executives and professionals throughout the U.S. He is a business coach with a whole-life approach to success. Marc has published two books; his most recent, *Do What You Do Better for Salespeople*, was released in 2009. For several years now, Marc has used a successful social-media approach to marketing with his weekly e-newsletter. ([www.corsini.com](http://www.corsini.com))
- **Ruwena Healy, President of Marketing 24/7, Inc.:** Ruwena works with clients to create and implement effective marketing, PR and business development plans that reach their target markets. She has had more than 20 years of experience working with numerous small-business owners, professionals and entrepreneurs. In 2009, Ruwena was honored with the Birmingham Business Journal's "Best In Business" award. She also was a finalist for the Birmingham Chamber's "Small-Business Person of the Year," and she earned the "Champion Award" from the Alabama chapter of the Public Relations Society of America.
- **Alan Pizzitola, President of Business Interiors:** For more than 34 years, Alan has headed Business Interiors, a contract furniture dealership based in Birmingham, AL. In his engaging presentation called "Alanisms," he will discuss lessons learned from Coach Paul "Bear" Bryant and from his own hands-on experience as a business owner and rainmaker in his profession.



## Who should attend this conference?

- Business Owners who want to grow revenue and add new clients even in a down economy.
- Salespeople wanting tips and techniques to add new clients and grow revenues. We'll discuss how to use social media and traditional sales and marketing efforts.
- Professionals who are involved in business-development activities. We'll offer tips and techniques to increase sales and clients.
- To enroll in New Year, New You, New Business Conference, go to [www.corsini.com](http://www.corsini.com) and use PayPal. (You do not have to have a PayPal account to enroll.) Seating is limited.

**Investment:** \$149 for Winter Conference and DVD (\$159 if you enroll after January 25th)  
\$99 for Winter Conference only (\$109 if you enroll after January 25th)  
\$99 for the DVD only

## New Year, New You, New Business Sales Conference agenda

7:30 a.m. — check in / networking / continental breakfast

8:00 a.m. — welcome / program overview — Marc Corsini

8:10 a.m. — Rainmaker Fundamentals for Challenging Times — Marc Corsini

9:00 a.m. — Creating Your Own Personal Brand: How to Make Yourself Indispensable, Unforgettable and Slightly Famous — Ruwena Healy

10:00 a.m. — break

10:20 a.m. — How to Take Your Offline Relationships Online and Your Online Relationships Offline — Brian Cauble

11:00 a.m. — Alanisms: Lessons Learned from Coach Bear Bryant and 34 Years as a Rainmaker and Business Owner — Alan Pizzitola

11:40 a.m. — panel discussion — Marc Corsini

12:00 p.m. — depart