



# Conference Agenda

2008 Midwest Conference and Expo, Chicago  
Saturday, November 15, 2008

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|---------|---|
| Track 1 | Basic<br>(less than 2 years experience)       |
| Track 2 | Advanced<br>(greater than 2 years experience) |

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|---------------------|---|--|
| 7:30 am - 8:00 am   | Registration & Continental Breakfast  |  |
| 8:00 am - 8:45 am   | Introduction & Keynote Address<br>Keynote Address: Jackie Tiani<br>Can You Make a Living as a Professional Organizer?                         |  |
| 8:45 am - 9:00 am   | Relocate to Suite 2   |  |
| 9:00 am - 10:00 am  | Margaret Lukens<br>Burlingame, CA<br>Plan to Thrive! How to shape, track and follow through on your best business plans                       | Elizabeth Hagen<br>Sioux Falls, SD<br>Speak Now and Forever Get New Clients                                    |
| 10:00 am - 10:30 am | Break & Expo  |  |
| 10:30 am - 11:30 am | Jane Carroo & Beth Randall<br>Building Your Knowledge Base - Where to get great information and learn about specialties                       | Pam McCutcheon<br>Wichita, KS<br>Business Owners - Balance or Burnout  |
| 11:30 am - 12:15 pm | Lunch Break   |  |
| 12:15 pm - 1:15 pm  | Lorraine Fella<br>Buffalo Grove, IL<br>Jump Start your Competence & Confidence - Tapping the best sources for skill building.                 | Emily Wilska, CPO®<br>San Francisco, CA<br>Attract the Clients You Want with a Great Website                   |
| 1:15 pm - 2:00 pm   | Afternoon Break, Dessert & Expo   |  |
| 2:00 pm - 3:00 pm   | Becky Esker<br>Cedar Rapids, IA<br>Going Forward - Keeping the Pipeline Full: How to Market Your Organizing Business to Increase Your Profits | Wendy Davie<br>New Zealand<br>Forward Momentum - How to Take Your Organizing Business from OK to Awesome, Fast |
| 3:00 pm - 5:00 pm   | Expo Presentations, Raffle Prizes, Q & A, Closing Remarks   |  |

Exhibits Open