



CPrint® International

A Program of Crouser & Associates, Inc.

4710 Chimney Drive, Charleston, WV 25302 · Phone 304-965-7100 Fax 304-965-3777 · www.cprint.org

Dear Friends. . .

Following is our curriculum for the **General Manager's Initial Training Course April 21-24, 2010 in Schaumburg (Chicago), Illinois**. Also included is information on our hotel and directions to it. Should you have questions, please contact Clark Workman at (304) 965-7100 or message him at clark@crouser.com.

Hotel: Marriott Schaumburg, 50 North Martingale Road, Schaumburg, IL 60193 (847) 240-0100 Fax: (847) 240-2388. Room reservations have been made for you based on your registration info. Should you need to change, contact Clark immediately.

For those attending Wednesday's **Sales Call Reluctance®** workshop, the hotel is the same and Clark has made hotel reservations for you as well based on your registration information. **Workshop begins at 8:30 am and will conclude by 3 pm**. Check hotel directory for meeting room.

Here are some other notes about the course:

Dress for all classes is professional casual, except Friday evening's gala. We will be taking an **OFFICIAL PHOTO** as you enter the Gala, so please dress appropriately. This picture will be one that we will use with our press release and you may use for many different things such as your website and brochures, so look pretty. We suggest a coat and tie for men and comparable dress for women.

Pre GM Class Requirements: You need to sign into CPrint® University and take the four following classes:

- 1) People of CPrint®
- 2) Minimum Requirements
- 3) C Ratings
- 4) Trademarks and Copyrights

There will be a test on these topics the first morning. Additionally these topics will be a part of the GM Comprehensive Exam on Saturday. If you have any difficulty with the program instructions, please call Clark at 304-965-7100 and he will be glad to help you.

Weather should be nice. For those of us who are "cold" in meeting rooms, be sure to pack a sweater. **As always, plan on the meeting room being cold.**

ROOMS/SPECIAL REQUIREMENTS: If you have any special room requirements, please notify Clark Workman now.

Please understand that you must stay in our host hotel as well as book your rooms through Clark. This is because hotels require us to book so many sleeping rooms in order to accommodate our meeting. So if someone is outside of the block, they are not fully participating and can cause additional meeting costs for all.



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MEALS: If you need special meal accommodations, please notify Clark Workman. Otherwise, you'll get what everyone else does. And **IF** you order a special meal (vegetarian, etc.) please identify yourself to the wait staff. We have had instances of folks ordering special meals then accepting the regular meals and vice versa, thus substantially delaying some meals for some attendees.

WEDNESDAY EVENING: we'll rendezvous from 6:30 to 7:30 pm in the lobby bar. For those arriving Tuesday, you might also check the bar area at 6:30 if you would like to catch up with everyone.

I think this and the information that follows will answer most of your questions. If not, please call Clark at (304) 965-7100 or message him at clark@crouser.com or contact me at (304) 541-3714 or message tom@crouser.com.

And that's it. So we will see you there! See you in Schaumburg,

Tom Crouser



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General Manager's Initial Training Course, April 7-10, 2009

Schaumburg, Illinois

Hotel Information and Directions

Directions to our Hotel

Marriott Schaumburg, 50 North Martingale Road, Schaumburg, IL 60193. Phone: 847-240-0100 Fax: 847-240-2388.

FLYING: Fly to either O'Hare International Airport (recommended) OR Midway Airport. The hotel is located closer to O'Hare (8 miles) than Midway.

TAXI: Taking a Cab from O'Hare Airport? You will want to take a COUNTY taxi to the hotel. Fare should be about \$30. City taxis charge both for the trip to the hotel and trip back to the airport. It's a Chicago thing. A city taxi will charge you \$60!

The taxi company recommended from O'Hare by the hotel is All Star. They can be reached at (847) 531-5900.

County Taxi from Midway is about \$60 and a city taxi could cost you twice that.

LIMO: My Chauffeur is the recommended limo company. The cost for that service is \$45.00 for a single fare, or \$17.00 per person for a shared fare. (800) 244-6200. That's from O'Hare. Call the company for info from Midway.

American Limousine Service (630) 920-8888 charges \$22 for one person, \$17.60 each for two, \$15.40 each for three or \$14.30 each for four from either airport. More than four together requires a "stretch limo" and a whole other pricing scheme. Call for info.

Another service is Naperville Chauffering who may be reached at 630-357-5255. They charge \$28 from O'Hare and \$8 for each additional person. They charge \$33 from Midway and \$8 for each additional person.

DRIVING DIRECTIONS TO MARRIOTT SCHAUMBURG

From Chicago/OHare – ORD (1-800-832-6352)

Hotel direction: 12.0 mi NW

Driving directions: I-90w To Rt 53s Exit At Higgins Road. Make Right On Higgins To Next Light, Make Left Onto Martingale Road. Hotel Will Be On Right 1 Mile.

From Chicago/Midway - MDW (1-773-838-0600)

Hotel direction: 35.0 mi NW

Driving directions: Cierco North to I-55 South, Take 294 North to 290 West, Take To Beisterfield Road. Left On Beisterfield Road To Rowling Road, Make Right on Martingale Road. Hotel Will Be On Left About 1 Mile.



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Other Driving Directions

Take Interstate 90 East or West: - Take the Highway 53 exit. Follow Highway 53 south to Higgins Road and turn right. Proceed west on Higgins Road to the first traffic light and turn left onto Martingale Road: Hotel is on the right in the Woodfield Corporate Center.

End of Directions



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CPrint® General Manager's Initial Training Curriculum

Schaumburg, Illinois

April 7-10, 2009

Please note that the following course outline may be modified depending upon the experience level and previous training of the class.

WEDNESDAY

6:30 – 8:30 pm: *Opening Reception* – check the hotel directory for the exact location.

THURSDAY

7:30 am Coffee will be in the meeting room.

***Program begins each morning at 8 a.m.** Please be prompt. We cannot start without you. Times indicated are approximate to allow us to maintain our schedule. More or less time on each topic will be used at the discretion of the instructor.*

8:00 – 9:00 am

Welcome to CPrint®

Program basics and other information such as our yearly calendar that you will need – including TEST on your pre-GM course requirements

9:00 – 10:30 am

Principles of Family-Based Businesses

Introduction to family-based businesses – where we came from and what we really want. Also focus on creating wealth which bears on the issue of “raising rich kids.”

10:30 – 12 noon

Principles of Finance: Using Facts, Not Feelings

Understanding the four parts to the financial statements, what each means and how to read them. After all, business is a game of finance and your profound understanding of the rules increases your odds of winning. Depending on the training level of the class, we will deal with advanced subjects.

Specific activities: measure current ratio, days' cash on hand; understand the effect of debt management on working capital as well as the impact of leases, and interpreting statement of cash flows.

12 Noon: A delightful lunch



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1:00 – 1:30 p.m.

Inventory Change: Importance of and issues regarding inventory and Work in Process Inventory **Review of Standard Forms:** Financial Statements, Analysis form, Sales Projection Form – from Gene Pool

1:30 – 3:00 p.m.

Creating an Operating Budget

Familiarization with the Alliance operating budget format. How to account for wage benefits and taxes – unusual situations. Calculating a “get well” date.

3:00 – 3:30 p.m.

Chart of Accounts – names and how they affect your budget follow up procedures. Review of information to give to your accountant.

Thursday Evening: Tour of World Headquarters at Big Chimney, West Virginia. Join us for a moonshine and road kill reception. Leave hotel around 5 pm and you are back to the hotel no later than 6:30 pm. Dinner on your own follows the tour. There are numerous restaurants within walking distance of our hotel.

3:30 – 4:30 p.m.

Justifying Equipment Purchases

Using Payback – Here is the basic formula for justifying equipment purchase decisions. Learn the tricks here and you will improve your financial performance for life. Learn to separate real revenue and cost reductions from phantom benefits. Also learn how to use your board group to give you a real advantage in these decisions.

FRIDAY

7:30 am *Coffee will be in the meeting room.*

8:00 – 8:30 am

Review Test – a review of what you learned yesterday

8:30 – 9:30 am

Organization and Production Management – 2.170

The functions required of us every day – stakeholder, general manager, production, sales and finance with the duties and responsibilities of each. We cover the 5 Tools of the production manager and the 4 parts to Order Entry Discipline.

Reference: Prospering for duties of stakeholders, general manager, production manager, sales manager and finance manager. DVD: 5 Tools of Production Management



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9:30 – 12 noon

What We Are Required to Know About Workers

Employment-at-Will – what is it and see how easy it is to lose it. Emphasis here is on how to maintain employment-at-will so it doesn't cost you your house.

Pay and Pay Issues. Fair Labor Standards Act of 1938 - Salary vs. Hourly. Independent contractor or employee. Other pay issues. Contract Labor. When Does Work Begin? Uninterrupted Lunch Periods. Counseling Report.

Working Through Your Employee Guidelines and how they create policies to solve problems before they are problems. Confidentiality agreements. Importance of reviewing employee guidelines with all workers. Importance of sign off sheets.

12:00 Noon - A Lovely Lunch

1 pm – 2 pm

Time to Finish Working on Employee Guidelines. Finishing up your work on employee guidelines

2:00 – 3:00

Profiles and Their Importance to People Management - 2.120

Use profiles to help understand our team as well as ourselves. Additionally, a discussion of the Wonderlic instrument will be conducted.

Session teaches you how to administer and score each instrument.

3:00 – 4:00 pm

Keeping Good Workers - 2.140

Depressed and betrayed because workers were “quitting on him,” Marvin finds three things he can offer to keep the good ones. Filled with heart and humor, we learn how to avoid mistakes and be able to make a positive impact on our workforce. You'll see why we have to treat our team members as people first and employees second. The great news is that this doesn't cost us a dime.

Learning Outcomes: Day Starters: Take 10 Check-In



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4:00 – 5:00 pm

Recruiting Workers

We will always be hostage to workers until we have developed our recruiting muscles. This session focuses on a very important part of the campaign: interviewing workers.

Interviewing Techniques that Really Work

Techniques you can use to obtain reliable information about prospects during an interview so that you are using **More Than a Gut Feeling**.

Friday Evening: Dinner on your own.

SATURDAY

7:30 am Coffee will be waiting for you in the meeting room.

8:00 – 9:30 am

Dealing with Wages

Wage Reviews and how they fit into the overall Performance Review picture – **Wage Studies – 2.145 Paying Workers** How the CPrint® Annual Wage Study may be used in budgeting as well as in completing your personnel performance cycle.

Dealing with Immediate Personnel Issues

A performance review is not an ambush. We don't save up all of the bad things for one review a year. So, before we deal with a performance review, we must learn how to deal with immediate problems – through the **TALK MODEL**.

Now Discuss Performance with Workers

In this session, we learn what *Discussing Performance* really means and gain insight into a number of issues. Specifically we cover the value of focusing on outcomes; tackling contentious issues; understanding that these discussions are not about wages; avoiding the dropping of bombshells; and not concentrating on trivia. In short, appraising, not blaming. This forms a good foundation for all **normal appraisals** – which are different than the abnormal ones we studied previously in the TALK model.

9:30 – 10:30 am

Our Battleground and Competing for Business

What our battlefield really looks like. Monopolistic Competition and the five factors you have to choose from to develop your competitive business strategy. Differentiating your offering.

CPrint® Advantage – review of competitive features and marketing material



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10:30 – 12:00 am

Using a Well Defined Selling Process – Top 25 Ways to Sell Printing, types of calls. Talking to strangers. How to find them. Using the CPrint® Cold Calling Sales Tool. Requirements of salespeople. MONEY model when in front of customers.

Review of CPrint® Features– RightType™ how to do it and how to order; SeePrint™ Driver and Gateways.

Review Advertising promotions available to you as a CPrint® affiliate.

About Price – a discussion of price and how that contributes to keeping printers poor.

12:00 – 1:00 pm Check Out Break and Test

Reinforcing What We Know: Yes, A TEST!

This is a test of what you have learned. It is given because folks study harder when there is a test versus when there is not one. So, we would be doing a disservice to you by not giving you a test.

*Those who pass the test will be certified for continuation in the Alliance program.
Those who do not will be asked to repeat the course at a later date in order to meet Minimum Performance Requirements.*

Do not plan to leave the MEETING ROOM before 1 pm on Saturday. One of our Performance Group precepts is to fully participate in the process and that includes being at all meetings through the conclusion of all meetings.

End of Agenda