



CPA • LAW SOCIETY OF VENTURA COUNTY



THE ART OF REFERRALS FOR MEGA BUSINESS DEVELOPMENT

Presentation by:

Dr. J. Mitchell Perry

Host of the nationally popular radio show, "The Dr. Mitchell Perry Show"

SPEAKER



Friday, August 24, 12:00 - 1:30 p.m.
The Pierpont Inn, Ventura

Dr. J. Mitchell Perry is a dynamic human performance expert, executive coach, trainer, speaker and author. His company, JM Perry Learning Technologies is a leading training and performance firm since 1976. His many clients have included Charles Schwab, Accenture, Ernst & Young, Dupont, Deloitte, EMC, Ericsson, Visa, Wells Fargo, Mercer, Microsoft, Duke Energy, Solectron, BEA, AT&T, Hewlett Packard, KTLA, Underwriters Laboratories, EMI Music, Mayer Brown Rowe & Maw, Amazon, and many more. He is an internationally sought after expert on people. He has presented his programs in over 30 countries with great success. He has made over 1000 presentations to Fortune 500 Companies and has regularly appeared on radio and television programs around the country. He also hosts his own nationally popular weekly radio show, the "Dr. Mitchell Perry Show," syndicated in all 50 states on CRN Digital Talk Radio.

Dr. Perry is noted as an acclaimed international speaker. Again rated the #1 speaker at the Wharton Business School's 2000 Securities Industry Institute, he is a celebrated 10-time keynote speaker at the National Entrepreneur of the Year Awards sponsored by INC. Magazine, Ernst and Young, Merrill Lynch, USA Today, and CNN. He is the author of two best selling books *The Road to Optimism--Change Your Language...Change Your Life* and *In The Zone -- Achieving Optimal Performance In Business As In Sports*.

PRESENTATION

Per Dr. Perry, most professions build their business through referrals 90+% of the time. And receiving a referral is always welcome and appreciated. So, your greatest asset is your existing client base! However, most professionals feel awkward and are ill-equipped in the art of asking for referrals . . . so they just simply wait for the referrals to emerge. If you dislike cold calls, and you want much more qualified business, then the art of gaining referrals is the only way to go because: • your clients are already connected and happy to help • they are pre-qualified • little time is wasted • you are in a better mood and relaxed • you build on your strengths, and • you have more fun and build business. Learn the techniques and the proven formula for gaining referrals more effectively from Dr. J. Mitchell Perry.

RESERVATIONS

Price Includes Lunch, Coffee/Tea, Dessert and CPE credit. The cost is \$30 for members of the CPA/Law Society and \$40 for non-members. Please make your reservations and lunch selection by calling Barbara at Doug Kulper's office (805) 659-6800, or please e-mail Doug Kulper at dkulper@fcoplaw.com, before August 22, 2007. See www.cpalawsociety.com for info.

CONTINUING EDUCATION

CPAs/Attorneys 1.0 Hr CPE/MCLE

This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount of 1.0 hour. VCBA certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing MCLE. Additionally, this organization follows the CE requirements specified in the California Board of Accountancy Regulations.

LUNCH CHOICES

Roasted Salmon
Provençale with Tossed Green Salad,
Vegetable and Rice

Classic Cobb Salad
(breast of chicken, avocado, bacon, tomatoes, etc.) & Soup

Vegetarian Sandwich:
Grilled Vegetables,
Tomato Carpaccio,
Basil, Smoked
Mozzarella & Roasted
Garlic on Focaccia;
Green Salad

(PLEASE SELECT ONE)
(All Include Dessert)