



CPA • LAW SOCIETY
OF VENTURA COUNTY

&

EAST COUNTY BAR
ASSOCIATION

Present:



Dr. Mitchell Perry

CEO – JM Perry Learning Technologies

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, Ernst & Young, Deloitte, Wells Fargo, Microsoft, HP, Amazon, and many more. Dr. Perry is an internationally sought after expert on people and has presented programs in over 30 countries with great success. He has made over 2000 presentations to Fortune 500 Companies and has regularly appeared on radio/ TV programs in the US. 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*. He also hosts his own popular weekly radio show, the “Dr. Mitchell Perry Show,” broadcast in Southern California and on the Internet.

Friday, October 9, 2009

Noon – 1:30 PM @ The Westlake Village Inn

31943 Agoura Road, Westlake Village, CA 91361

Optimum Etiquette

Gaining the Successful Edge through the Magic of Manners

How you conduct yourself around clients and business associates makes a huge impression on the perception of your competence and quality. Manners and etiquette play a significant role in establishing that perception. Dr. Mitchell Perry will illustrate many ways in which people today demonstrate poor manners which ultimately compromise success in business. In addition, he will offer many effective skills to gain a successful edge in your professional practice, including:

- The elements of a good handshake • How to manage business cards • Professional telephone etiquette
- E-mail use for best reception • Tips on remembering names • Ways to make a good first impression
 - The basics of dining etiquette • How to communicate properly and politely
 - Appreciation, courtesy, and respect • Working a room • The Success Formula

Lunch choices: (1) **Nicoise Salad** - Baby Leaf Lettuce, French Beans, Red Potatoes, Boiled Eggs, Bermuda Onions, Tomatoes, Seared Ahi Tuna and Kalamata Olives, served with Lemon Vinaigrette (2) **California Chile Crusted Chicken Sandwich** - Chile Crusted Chicken Breast Sandwich with Lettuce, Bermuda Onions, Tomatoes, Olives and Provolone Cheese on Grilled Focaccia Bread (3) **Vegetarian Alternative** (chef's choice)

The cost is \$35 for members of the CPA/Law Society or ECBA; \$45 for non-members. Price includes Lunch, Coffee/Tea, Dessert and MCLE/CPE credit. Please make your reservations and lunch selection by e-mailing Maryellen Sebold at msebold@durkinforensic.com, before October 7, 2009. All reservations are considered "firm" on October 6 (at 5 pm); we will bill late cancellations and "no shows." Questions? Call Maryellen Sebold at 805.796.7949 or Bret Anderson at 805.659.6800.
