

# Thrive, not just survive

A **FREE** 4 hour event that will impact the way you succeed in the current economy.

## Event Agenda

8:00 am – 8:30 am	Continental Breakfast and Networking	
8:30 am – 8:45 am	Welcome and Introductions	
8:45 am – 9:30 am	<b>Morning Keynote:</b> Dr. Terry Clower Assoc. Director, Center for Economic Development and Research University of North Texas <b>Topic:</b> Local economist reports on the state of the economy and on what we can expect in 2009	
9:30 am – 9:45 am	Break	
9:45 am – Noon	2 Separate Breakout Sessions	
	<b>Business Breakout Topics</b>	<b>Individual Breakout Topics</b>
9:45 am - 9:50 am	Introduction	Introduction
9:50 am - 10:20 am	Running Your Business By the Numbers: 7 Ways You can Add to Your Bottom Line Now	Career Strategies and Resources You Can Use
10:20 am - 10:50 am	Get to Market Faster and Stronger with Lean	Give Yourself a Competitive Edge with Recession-Proof Skills
10:50 am - 11:20 am	Impact Marketing: Implement the top marketing activities that will increase sales	Thrive! In a New Career in Healthcare
11:20 am - 11:50 am	Hear from Thriving Entrepreneurs: How Are They Succeeding in This Economy?	An Encore Career of Choice – Teaching
11:50 am - 12:00 pm	Q & A	Questions, Answers & Advising



**Wednesday, January 28, 2009**  
**Spring Creek Conference Center**  
**2800 E. Spring Creek Parkway, Plano, TX 75074**  
 To register, visit [www.CollinSBDC.com/Thrive](http://www.CollinSBDC.com/Thrive)



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