

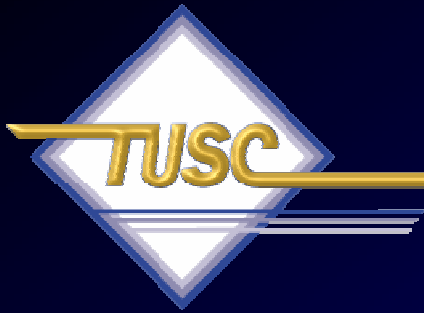
# SOUG 2007 - Seize the Day!



**Exceptional Leadership**  
**“Be the Uncommon Leader!”**

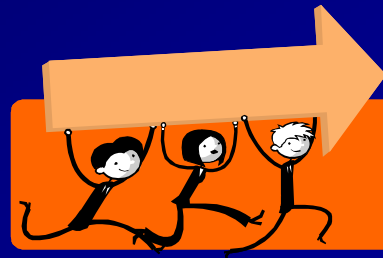
**Rich Niemiec, TUSC**

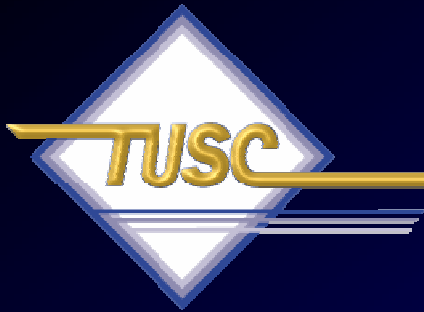
(Special Thanks Tom Roach, Pat Holmes & Dave Ventura)



## *This presentation will cover...*

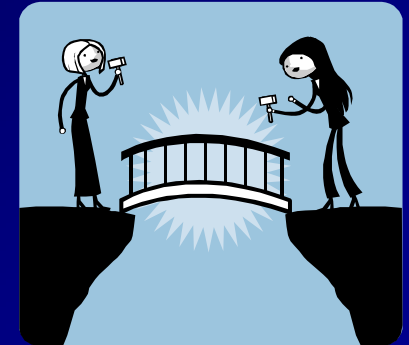
- ∞ Are you a Boss or a Leader?
- ∞ Laws of Leadership and Mentoring
- ∞ Uncommon Leader Traits
- ∞ Set your goals now - Build the Team
- ∞ Historical Ages
- ∞ Summary





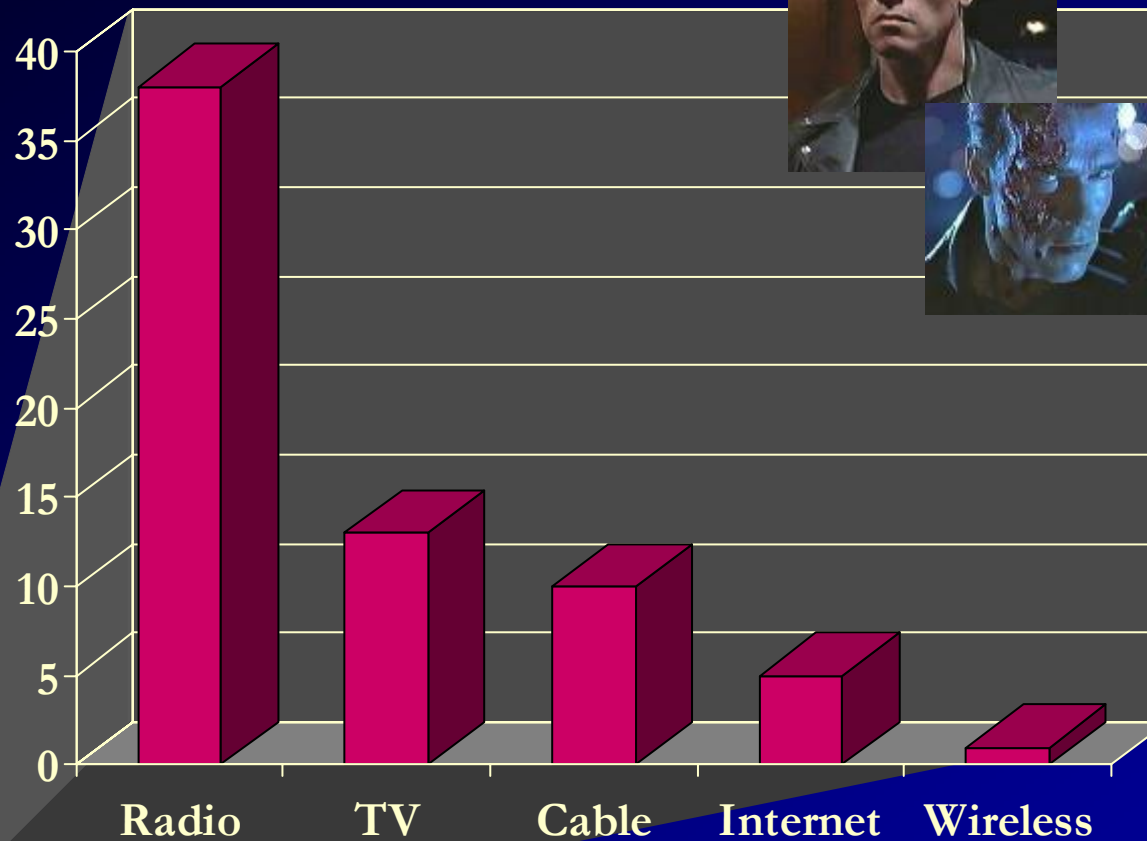
# *Presentation Goals/Non-Goals*

- ∞ Audience Knowledge
  - ✓ Current or future desire to manage
- ∞ Goals
  - ✓ Examine key areas of necessary knowledge
  - ✓ Encourage attendees to reflect on these areas
  - ✓ Provide some general reminders
- ∞ Non-Goals
  - ✓ This is not a “Technical Presentation”





# Compelling Statistics!



Users



# The BLUR in our Industry

- ∞ One more product to learn...
- ∞ One more language to learn...
- ∞ One more interface to figure out...
- ∞ One more ORA-error to figure out...

## New Acronyms:

Oracle SID = *Oracle Staff Is Dying*

Oracle IT = *Oracle Insanity Test*

- ∞ Purple Haze all through your mind...
- ∞ No mind altering drugs - just lack of sleep
- ∞ ...here come the 9 year olds to take your place.

10g & 20g



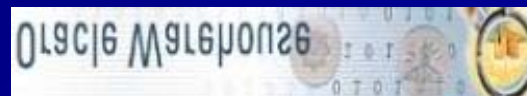
Oracle Designer

Oracle Forms

Buy Online  
Oracle Store



Oracle Developer



Oracle WebDB

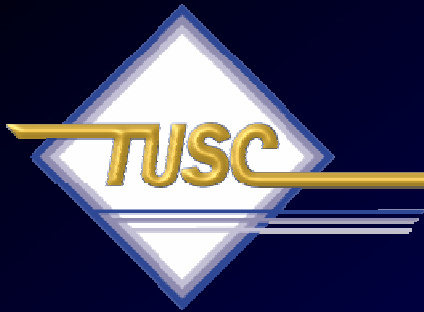


## *Are you a Boss or a Leader?*



"There's still some work left in this one. Get him another pot of coffee."

***"You can't move people to action until you move them with emotion. The heart comes before the head."***



## *Which “Covey” Box are You in?*

### Easier to be a Boss

(U/I):

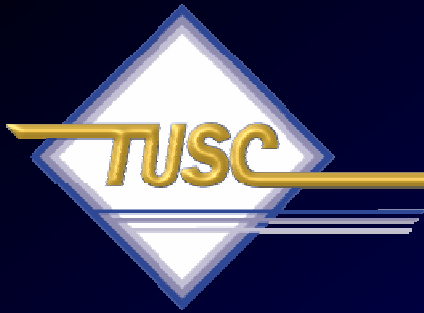
- ☑ Stress
- ☑ Quick to react
- ☑ Burnout
- ☑ Crisis Management
- ☑ Putting out Fires



### Easier to be a Leader

(NU/I):

- ☑ Vision/Perspective
- ☑ Balance
- ☑ Discipline
- ☑ Few Crises
- ☑ Control



# *Laws of Leadership*

## Results of Timing

- ∞ Wrong action / wrong time = Disaster
- ∞ Right action / wrong time = Resistance
- ∞ Wrong action / right time = Mistake
- ∞ Right action / right time = Success





***“One of the costs of leadership are your own rights. As responsibility grows, you lose the right to think about yourself.”***

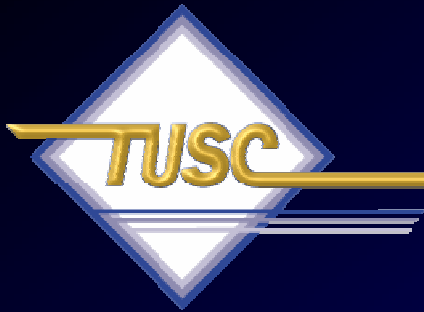


## *How Leaders became Leaders*

Natural Gifting...	10%
Crisis...	5%
Influenced by a Leader...	85%

*“A leader is the one who climbs the tallest tree, surveys the entire situation, and yells, ‘Wrong Jungle!’ ”*

*- Stephen Covey*



## *A Mentor's Influence*

- ∞ Influence a child - influence a life
- ∞ Influence a parent - influence a family
- ∞ Influence an employee - influence a company
- ∞ Influence a leader - influence all that they lead

*Take 5 years and mentor 12 people who mentor 12 people who mentor 12 who mentor 12 who mentor 12 and you have influenced 3 Million people!*

***Mentor 120 in this manner and you will affect 3 trillion!***



## *Your ideal Mentor - FYI*

- ∞ **Honest with and committed to you**
- ∞ Demonstrates real vision and direction
- ∞ Believes in your potential
- ∞ A model leader that is open to new ideas
- ∞ **An enthusiastic teacher**
- ∞ Will help you define your goals & turn into reality
- ∞ **Successful in your eyes**
- ∞ **Open to learn from you as well as teach you**
- ∞ Willing to stay on YOUR agenda - not their own

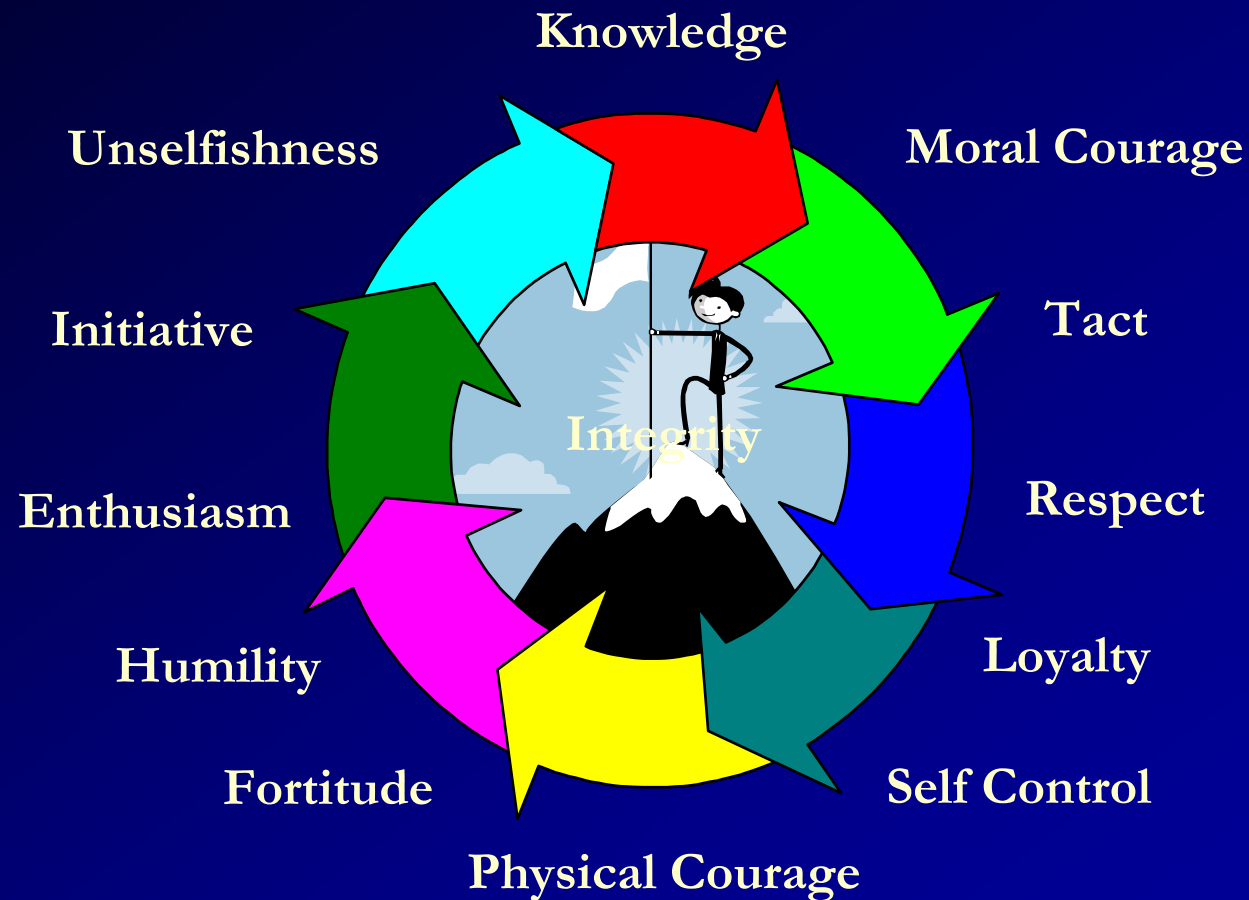


## *Ideal Protégé - FYI*

- ∞ Easy to believe in
- ∞ **Natural to like & spend time with**
- ∞ Easy to keep helping - Like family
- ∞ Quick to learn & self-motivated
- ∞ Respects you, admires your commitment
- ∞ Comfortable with and to you
- ∞ **Knows their mentor is not perfect**
- ∞ **Someone who will share a common vision for the future**
- ∞ Confident in becoming a future leader

# *Uncommon Leader Traits*

## *How to Really Succeed*



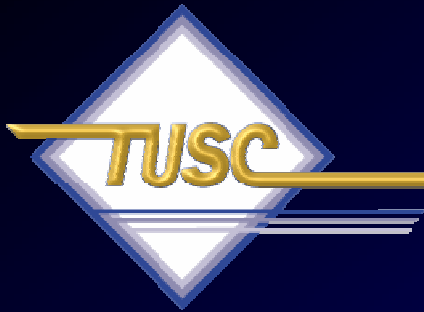


# *How to Really Succeed*

Physical Courage  
Knowledge  
Integrity  
Loyalty  
Self Control  
Enthusiasm  
Fortitude

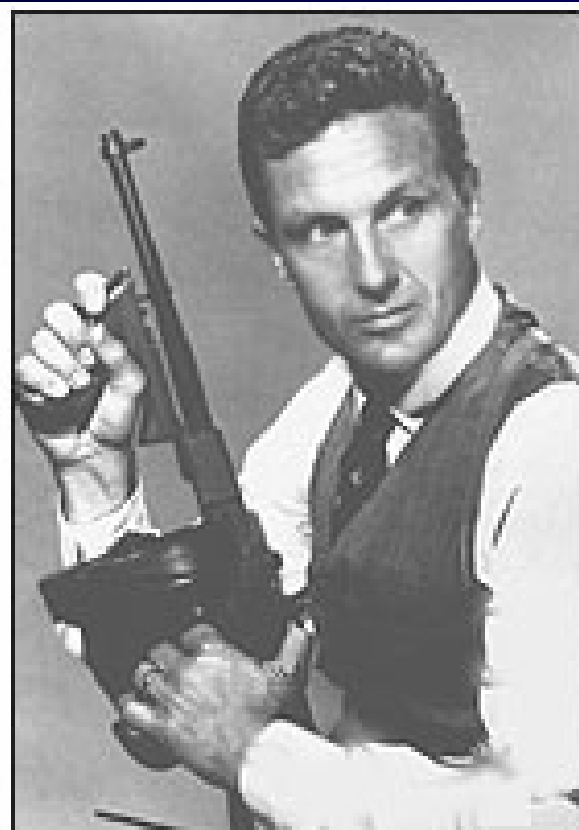
Moral Courage  
Tact  
Unselfishness  
Respect  
Humility  
Initiative

*Ask Yourself: “What would person\_xyz do in this situation?”*



# Integrity

*"Oil and truth are bound to come to the surface at any time."*



ands the  
to gain  
ted or h  
n for a l  
ned hea

*and others*



se





# Moral Courage

*“A well beaten path may not lead in the right direction.”*

∞ S  
u  
∞ C  
∞ U  
di



*“In the end, we will not remember the words of our enemies,  
but the silence of our friends”* — ML King Jr.



# Physical Courage

*"Success  
is busy t*

*that are too*

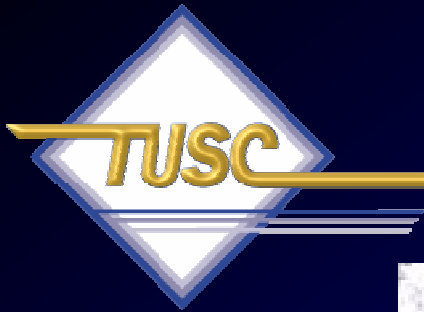
*David Thoreau*

- ∞ Tenacious
- ∞ Technically
- ∞ A lack of
- ∞ The success

*high adversity*

*"If you are*





# Self Control

*“When a  
is the*

- ∞ The w
- ∞ As the
- ∞ The te
- ∞ upcom



*tion; It*

*nger  
stress*

*“If everything seems under control, you’re just not going  
fast enough.”  
- Mario Andretti*



## *Self Control - Withdrawals or Deposits*

### Withdrawal

### Deposit

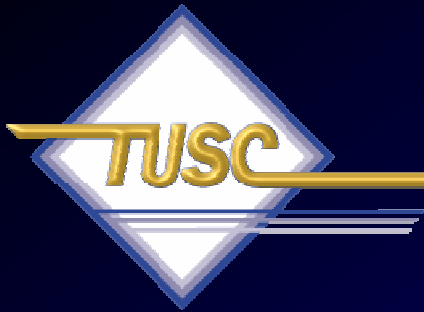
Disrespect/Discourteous     $\Longrightarrow$  Kind

Never saying you're sorry     $\Longrightarrow$  Apologizing

Criticizing/Humiliating     $\Longrightarrow$  Loyal to those not present

Not keeping commitments     $\Longrightarrow$  Following through

Hold grudges     $\Longrightarrow$  Forgiving



# Enthusiasm

***“One person makes the majority.”***

- ∞ Often the failure of
- ∞ Paint a picture of success and
- ∞ Leaders use their individual



***makes the***

***the success and***

***operately***

***ates each***

*“I think there is no more than 5 computers.”*

*- Thomas Watson, IBM Chairman '43*

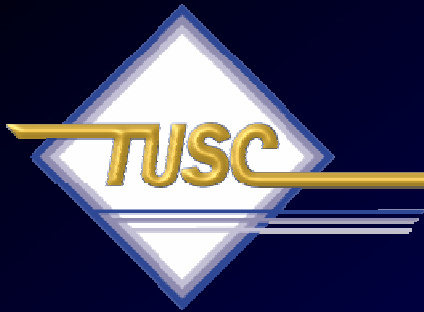


# *Enthusiastic Meetings*

*Key is to Refine Meetings*

- ✓ Invite only the people necessary for the meeting
- ✓ Purpose / Agenda
- ✓ Preparation
- ✓ Remain Focused on Goals
- ✓ Clarify Actions (Who/When)
- ✓ Timeliness (Start/End on Time)
- ✓ Time Limits
- ✓ Schedule meetings at convenient times
- ✓ Schedule meetings with enough lead time
- ✓ Someone responsible for meeting
- ✓ Sleep





## *Refine Meetings - Keys*

### ∞ Statistics

- ✓ Average 7-10 meetings per week
- ✓ Many do not know why attending
- ✓ **50% unproductive**
- ✓ **25% do not apply to attendees**

### ∞ Determine the cost of your meetings

- ✓ What is the cost?
- ✓ **Are you getting the return expected?**





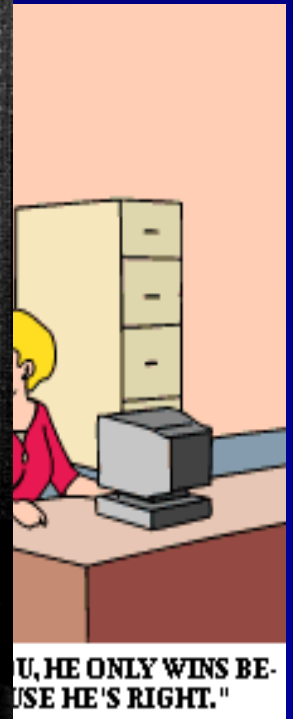
# Tact

*"If you have  
of your f*

- ∞ A profes
- ∞ No longe
- of people
- ∞ Less tact
- lose peo



*n a few*



*"Some cause happiness wherever they go; others, whenever they go."*

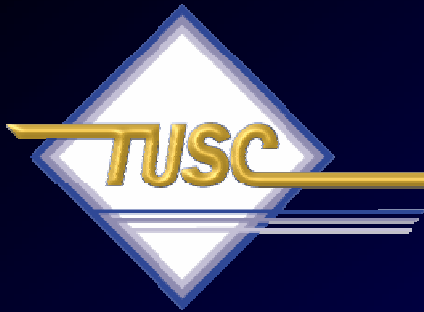
*- Oscar Wilde*





## *Tact - Traits to put on*

- ∞ Heart of Compassion - Selfless caring
- ∞ Kindness - Treating everyone as important
- ∞ Humility - Putting your interests second
- ∞ Gentleness - Tenderness based on real strength
- ∞ Patience - Endure tough times joyfully
- ∞ Forbearance - Enduring misuse & making allowances
- ∞ Forgiveness - Dropping others' offenses
- ∞ Thankfulness - Appreciation



# Knowledge

*“Knowledge speaks, but wisdom listens.” - Jimi Hendrix*

∞ We are h

∞ Training of survival.

∞ Time/Bud



*“C makes it harder, but*

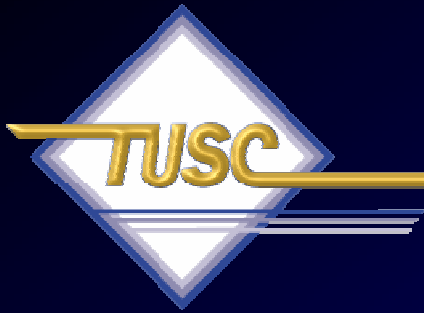
*Bjarne Stroustrup*

Age

cial to

education.

*“C makes it leg.”*



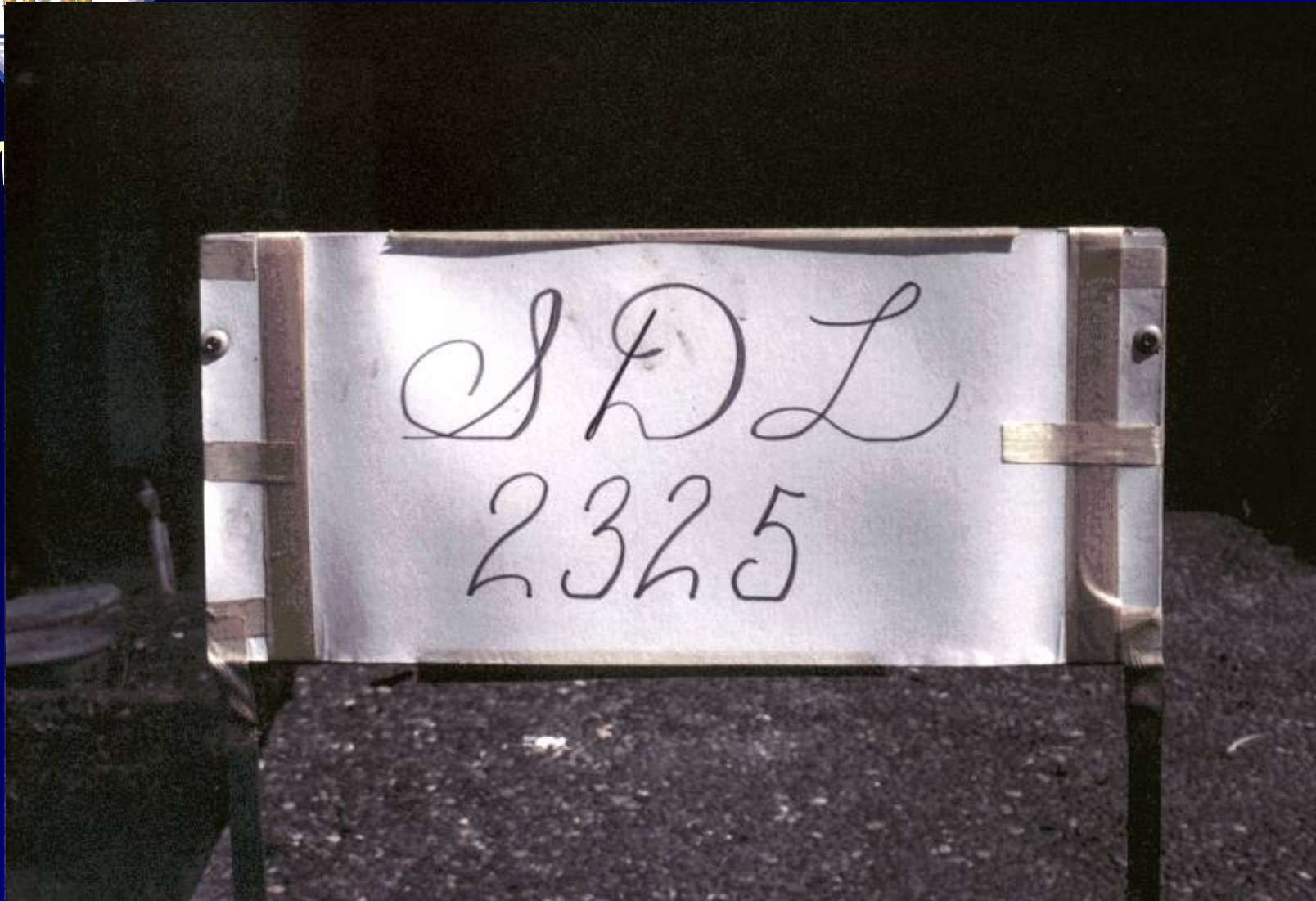
# Knowledge & Learning

## ∞ Retention Statistics

- ✓ 10% of what we read
- ✓ 20% of what we hear
- ✓ 30% of what we see
- ✓ 50% of what we hear and see
- ✓ 70% of what we say
- ✓ 90% of what we say and do

*I hear and I forget  
I see and I remember  
I do and I understand*

# *Initiative*



*- Walt Disney*



# Respect

*“Talk is  
liable*

- ∞ Resp
- ∞ Resp
- ∞ There  
that a
- ∞ Thos  
puzz



*is*

*es*

*“The real art of conversation is not only to say the right thing at the right time, but also to leave unsaid the wrong thing at the tempting moment.”*



# *Types of Listening*

- ∞ Empathic Listening - Feel what the speaker feels. Really get inside the person.
- ∞ Attentive Listening
- ∞ Selective Listening
- ∞ Pretend Listening
- ∞ Ignoring
- ∞ Interruptions prolong a conversation
- ∞ Remember that you can't learn what you can't hear.

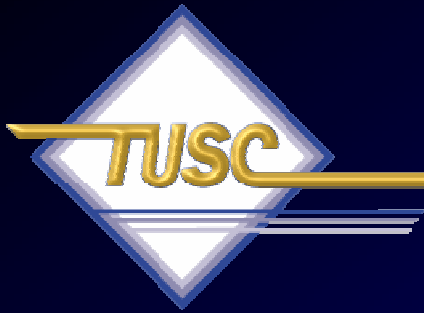






# *Communication Method*

- ∞ Communication is two way
- ∞ Effective listening is critical to communication
- ∞ Face to Face Communication
  - ✓ The words that are spoken (7%)
  - ✓ How the words are spoken (38%)
  - ✓ Body Language (55%)
- ∞ 2 ears, 2 eyes, 1 mouth



## *Affliction & the Effect*

- ∞ Affliction = Intense Pressure (Greek)
- ∞ The causes and results of stress are
- ∞ Stress and life changing units (LCU) can determine your stress level
- ∞ A score of 100 in a year is a major stress level
- ∞ A score of 200 - 299 in a year causes your probability of suffering illness in the next 2 years to be 50%.
- ∞ A score of over 300 increase it to 80%





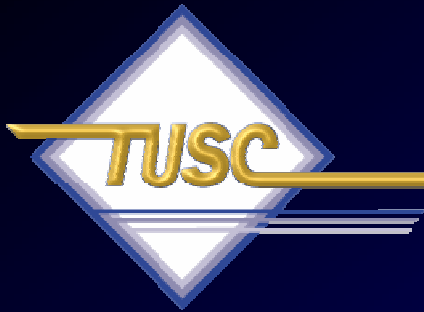
## *Life Changing Units - FYI*

<u>Event</u>	<u>LCU</u>
Death of spouse	100
Divorce	73
Marital separation	65
Detention in jail or other	63
Death of close family friend	63
Major injury or illness	53
Marriage	50
Being Fired	47
Marital reconciliation	45
Retirement	45
Health/behavior change - family	44
Pregnancy	40



## *Life Changing Units - FYI*

<u>Event</u>	<u>LCU</u>
Sexual difficulties	39
Gaining new family member	39
Death of close friend	37
Child leaving home	29
In-law troubles	29
Boss troubles	23
Change in working hours/conditions	20
Change in residence	20
Change to new school	20
Vacation	13
Christmas	12
Minor traffic violations	11



# Loyalty

*“Loyal*

*ever in”*

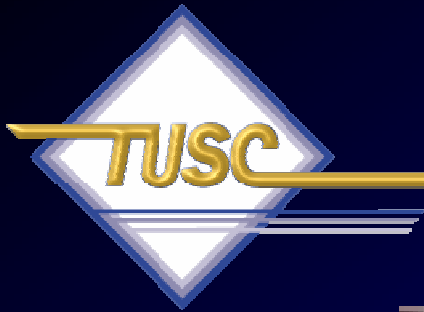
- ∞ Loyalty
- ∞ Shows  
cost
- ∞ Re-a  
exer



*ter*

*oy*

*“A real friend is one who walks in when the rest of the world walks out.”*



# Unselfishness

*"Life is*

*ners."*

- ∞ Caring enough
- ∞ Blue option
- ∞ You those



*stock*

*y*

*"What you keep in life dies with you...what you give away lives forever"*



# Humility

*“We do it because we love you Sir”*

## **Baker has Cubs believing**

*WebPosted Fri Oct 10 12:02:48 2003*

CBC SPORTS ONLINE - Sammy Sosa can hit the ball a mile. Kerry Wood throws fire. But the Chicago Cubs' biggest weapon may be manager Dusty Baker's positive attitude.

For years, the Cubs have been baseball's real-life versions of the Bad News Bears -- loveable losers. Coming into this season, the Cubs hadn't won the World Series in 95 years -- a championship drought even greater than the one the cursed Boston Red Sox are currently in the midst of.

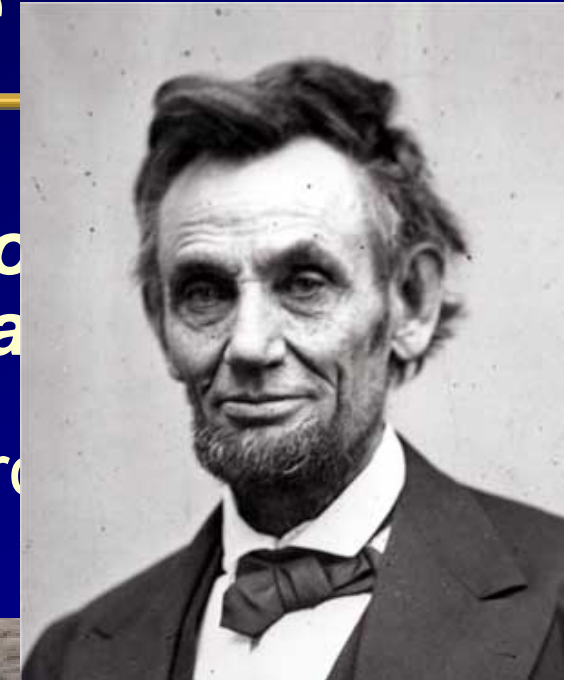
That said, there have been good seasons at Wrigley Field and some of baseball's best -- like Ernie Banks and Fergie Jenkins -- have worn a Cubs jersey. But even in those seasons where things went well,





# Fortitude

***“Strength of mind that allows you to  
courage and cha  
measure of our pro***



*“I desire so to conduct the  
end, when I come to lay a  
other friend on earth, I sh  
friend shall be down insid*

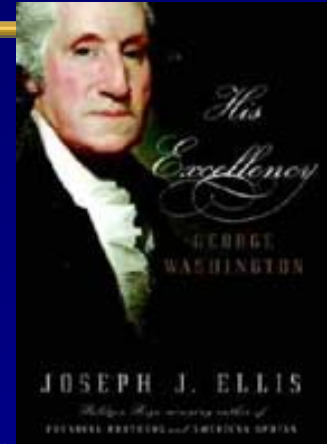
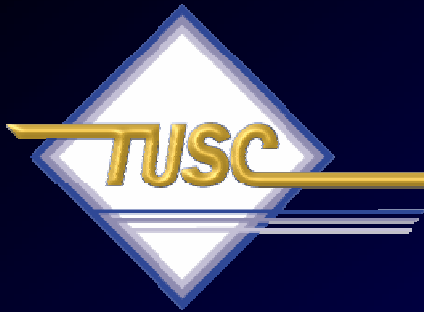


it is to

*that if at the  
lost every  
, and that*

- Abraham Lincoln

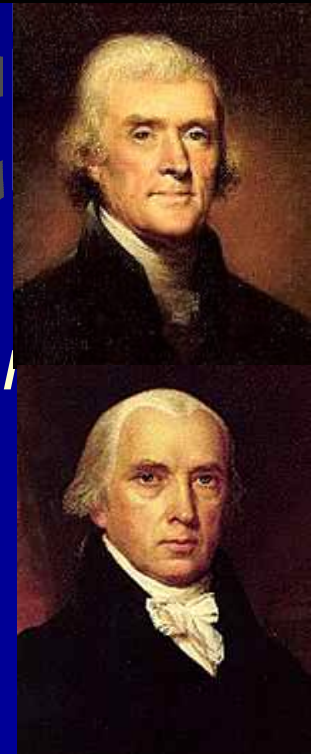




# "Your Character is Your Destiny"

*"Not everything that can be counted counts, and  
everything that counts can be counted."*

*- Albert Einstein*



# Set your Goals Now!



*"A goal is a dream with a deadline."*



*"Never underestimate your power to change yourself. Never overestimate your power to change others."*





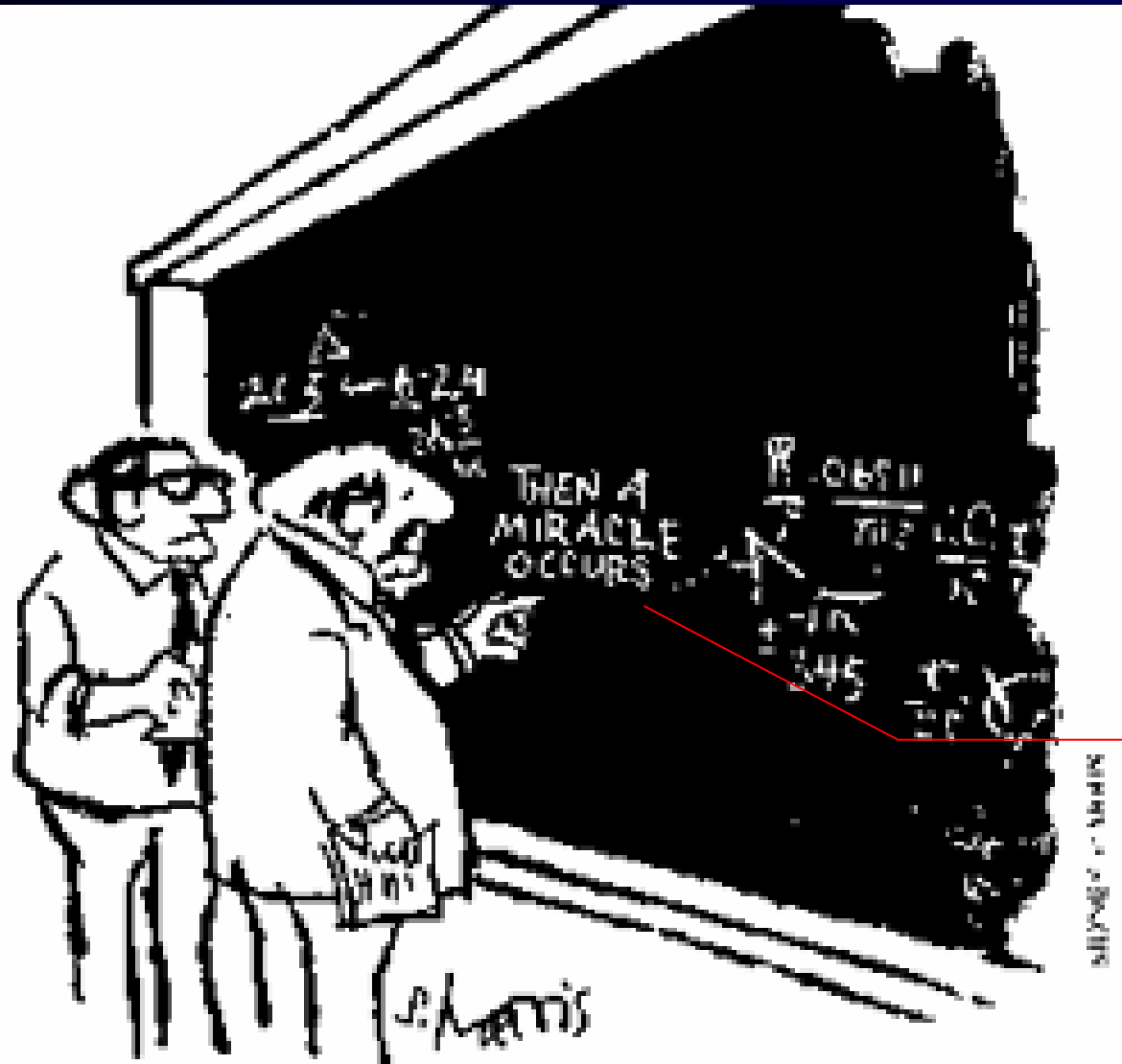
# Set your Goals Now!

*“If a quality of character comes to seem so important that one identifies one’s self-respect with having it, one will get it.”*

*-- Brand Blanshard, 20th-century philosopher*

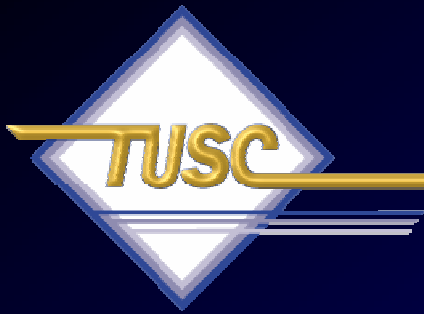
- ∞ Make it personal
- ∞ Great thoughts --> Great opinion --> Great action --> Great Habits
- ∞ Who would you emulate?

*How to  
acquire  
leadership  
traits?*



"I THINK YOU SHOULD BE  
MORE EXPLICIT HERE IN STEP TWO"

*Then a  
miracle  
occurs...*



# Physical Courage

(example)

Success(es)    *Wrestling: Making weight  
all those years & becoming All-American;  
Work: All-nighters to finish projects*

Failure(s)    *Getting sick and then giving up  
in last Scuba-class dive; Getting over-  
whelmed with work--not calling client back*

Role Model(s)    *Jim Verdugo; Mike Thompson*



# Goals for Success & Happiness:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

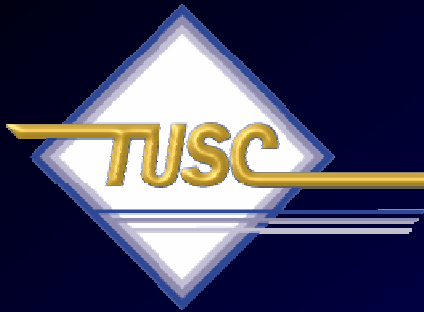
*“The indispensable first step to getting the things you want out of life is this - decide what you want.”*



## *Steps to Reach those Goals:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

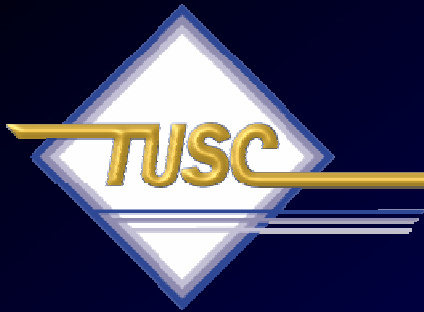
*‘People seldom see the halting and painful steps by which the most significant success is achieved.’*



## *Qualities I need to Pursue Goals:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

*“Good habits are as easy to form as bad ones.”*

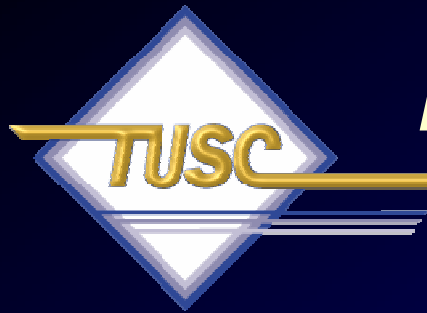


## *Qualities I am Deficient in:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

*“There is no recipe for success, but there are ingredients..”*





## *Build a Successful Team*

- ∞ Make each team member feel responsible for the success of the project
- ∞ Make each team member accountable
- ∞ Share the Success with all team members
- ∞ Attributes of a Successful Team:

Respect

Common Goal

Honesty

Understanding

Loyalty

Communication

Unselfishness

Positive Attitude

Trust

Flexibility

Support

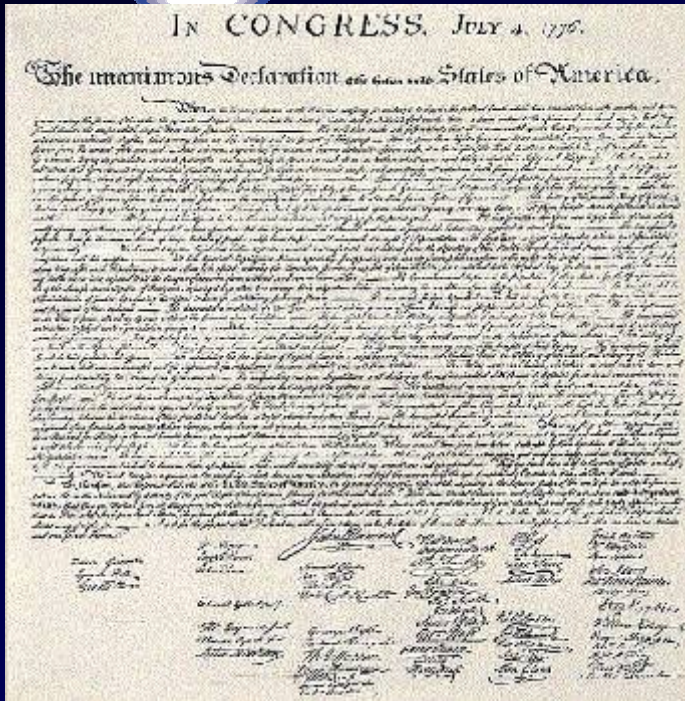
Leadership

Together  
Everyone  
Achieves  
More



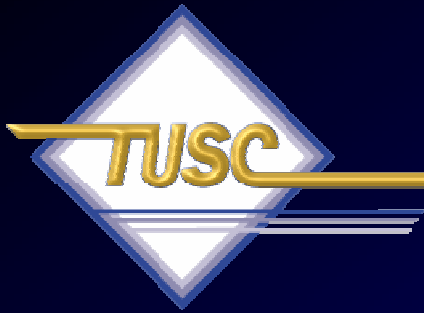
# Historical Ages and the Future

(If Time Permits)



"By cooperating in the spirit of solidarity, we protect ourselves not only from the fury of natural disasters, but also from the folly of human conflict. That is, in the long term, the only way that the human race can survive."

- *Susilo Bambang Yudhoyono, Indonesia President*



# Historical Ages

## Historical Age

Agrarian (Agricultural) Age

Industrial Age

Information Age

Knowledge Age

## Valued

Land

Companies/Materials

Technology

Knowledge/Data

*How exponentially fast are we moving? Consider this...just 90 years ago there was no such thing as a car!*



# *They just wanted to Sell some Books!*

Amazon.com--Earth's Biggest Selection - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit

Address <http://www.amazon.com/exec/obidos/subst/home/home.html/104-8895517-9031642> Go Links

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**amazon.com.**

Oprah has chosen! Toni Morrison's [The Bluest Eye](#) is this month's book-club pick.

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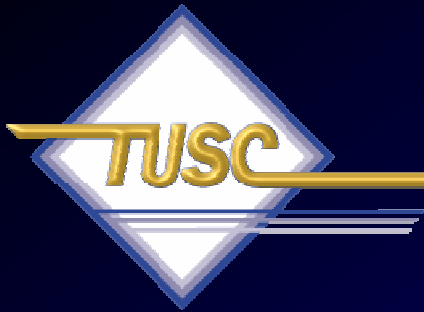
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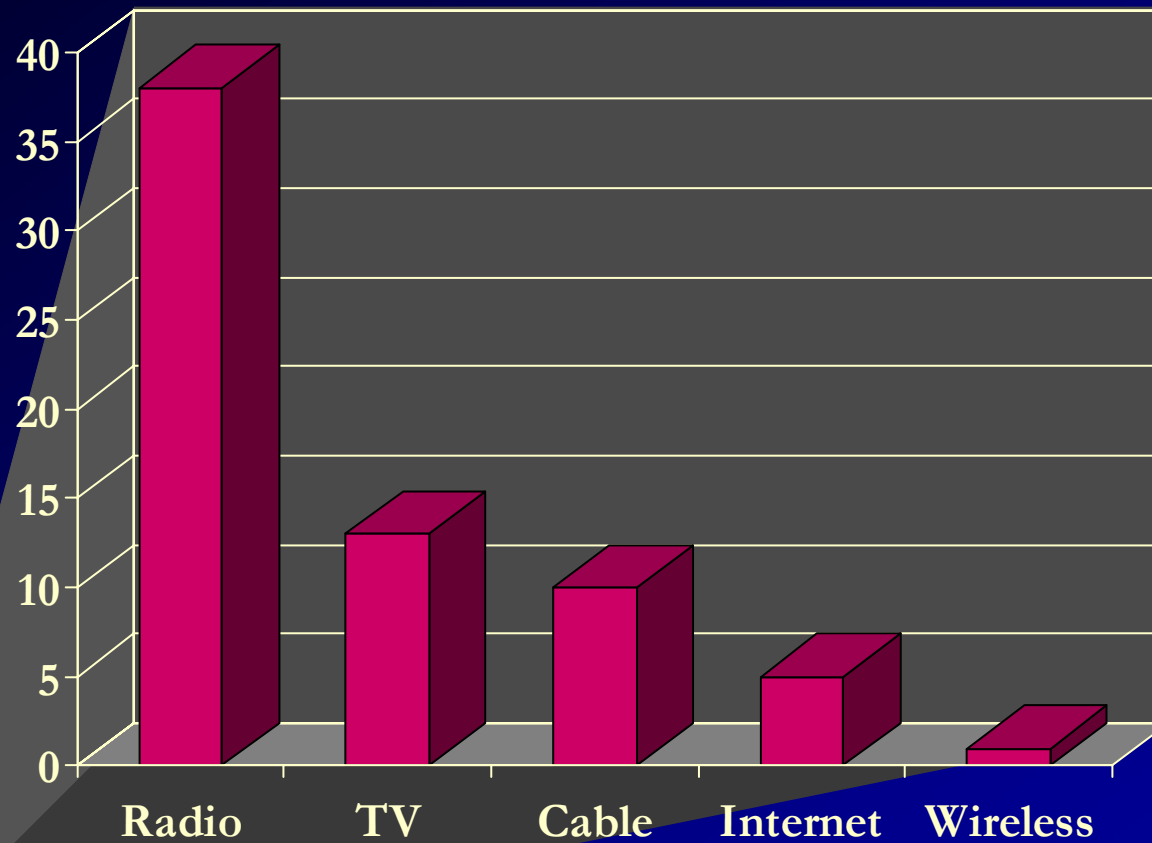
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**Movers & Shakers**

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# Compelling Technology Statistics!



■ Years to Reach 50M Users

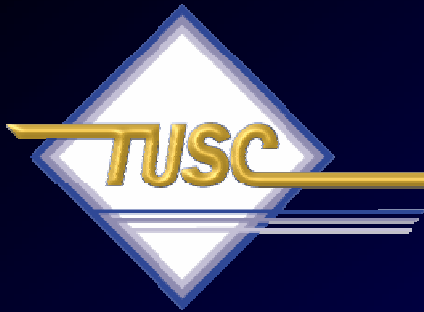




# Embrace Change, it is Constant

- ∞ It's a tougher **global market** now!
- ∞ Change is scary, exciting & rewarding
- ∞ Change is risky, evaluate the benefit vs. risk
- ∞ Make sure you educate others on changes
  - ✓ Reason for Change / Why changing
  - ✓ Detail the short term and long term benefits

*How exponentially fast are we moving? Consider this...In 1978, a Cray supercomputer was \$20M. In 1995, the Sony PlayStation processed 3 times more instructions per second at a price of \$199.*

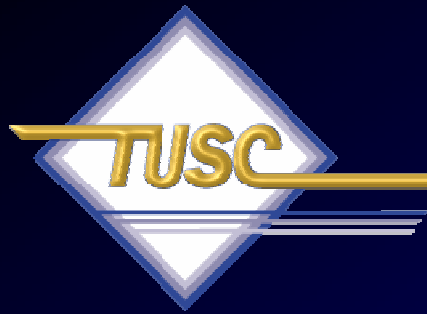


## *Peter Drucker's 6 Certainties\**

- ∞ Collapsing Birthrate in the Developed World
- ∞ Shifts in the Distribution of Disposable Income
- ∞ Defining Performance
- ∞ Global Competitiveness
- ∞ Growing Incongruence Between Economic Globalization and Economic Splintering
- ∞ New Information Revolution
  - ✓ Data / Information / Meaning & Purpose

*\* Management Challenges for the 21<sup>st</sup> Century,  
Peter Drucker*



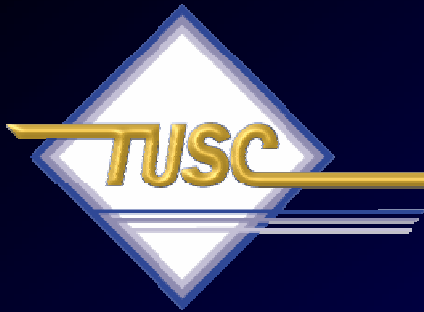


# *Friedman's 6 Dimensions of Understanding Globalization\**

- ∞ Politics (Merging)
- ∞ Culture (Still disparate)
- ∞ Technology (Merging/Merged)
- ∞ Finance (Merging/Merged)
- ∞ National security (Disparate)
- ∞ Ecology (Merging)



*\* The Lexus and the Olive Tree; Understanding Globalization, Thomas Friedman*

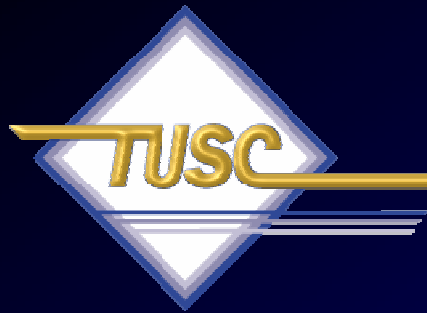


## *Compelling Acceleration!*

<u>Country</u>	<u>Time to Oust Ruling Communist Govt.</u>
Poland	10 Years
Hungary	10 Months
E. Germany	10 Weeks
Czechoslovakia	10 Days
Romania	10 Hours

*“Human history becomes more and more a race between  
education and disaster.”*

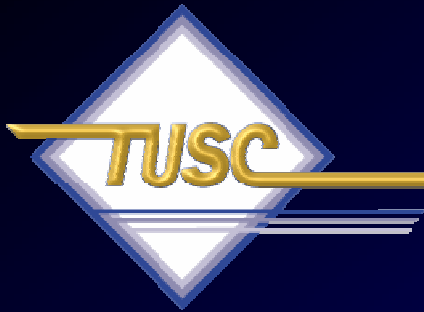
*- HG Wells*



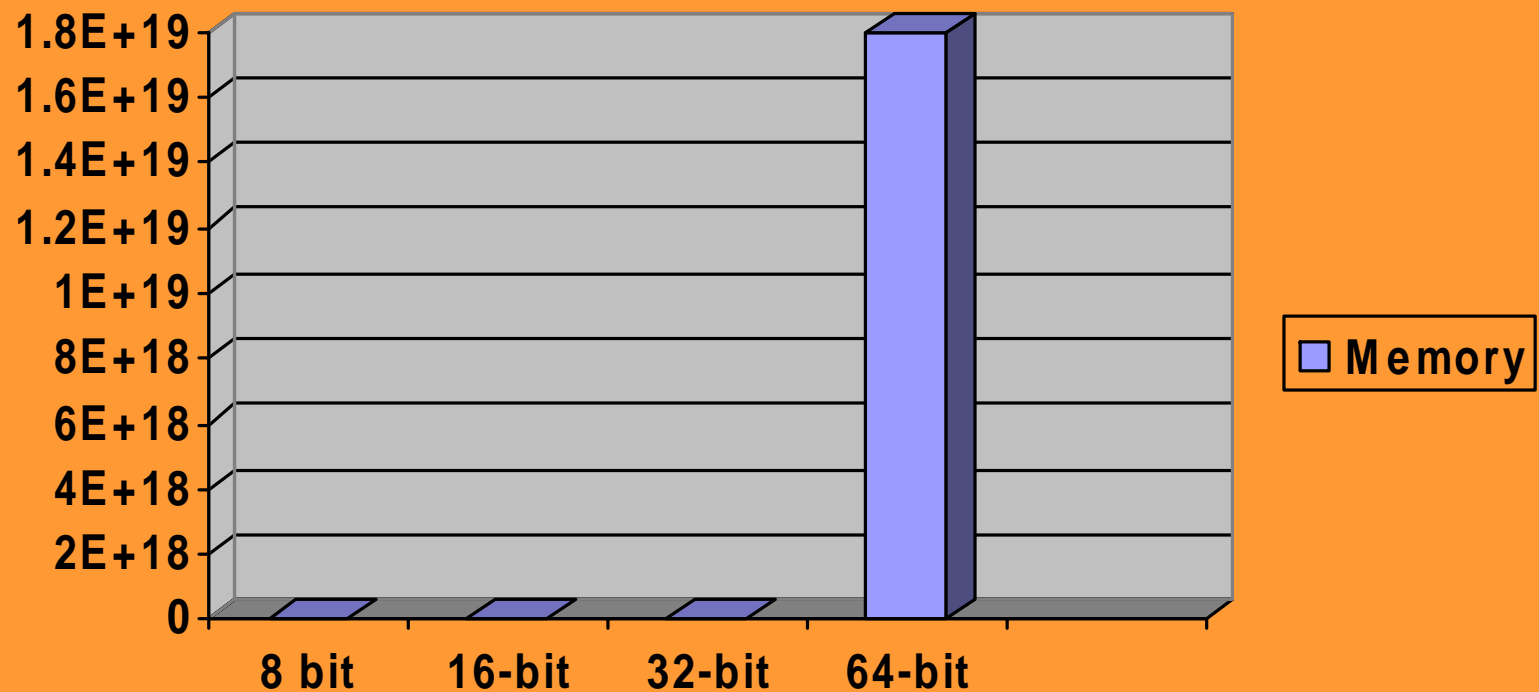
## *64-Bit advancement of Directly addressable memory*

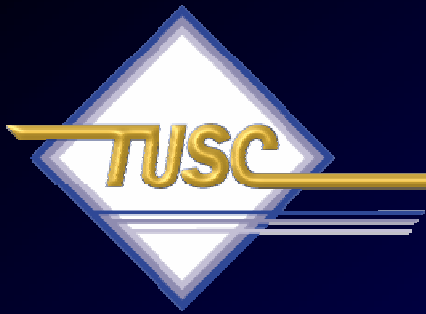
	<u>Address Direct</u>	<u>Indirect/Extended</u>
<u>4 Bit:</u>	16	(640)
<u>8 Bit:</u>	256	(65,536)
<u>16 Bit:</u>	65,536	(1,048,576)
<u>32 Bit:</u>	4,294,967,296	
<u>64 Bit:</u>	18,446,744,073,709,551,616	

When the hardware physically implements the theoretical possibilities of 64-Bit, things will dramatically change.... ...moving from 32 bit to 64 bit will be like moving from 4 bit to 32 bit or like moving from 1971 to 2000 overnight.



# *Directly Addressable Memory*





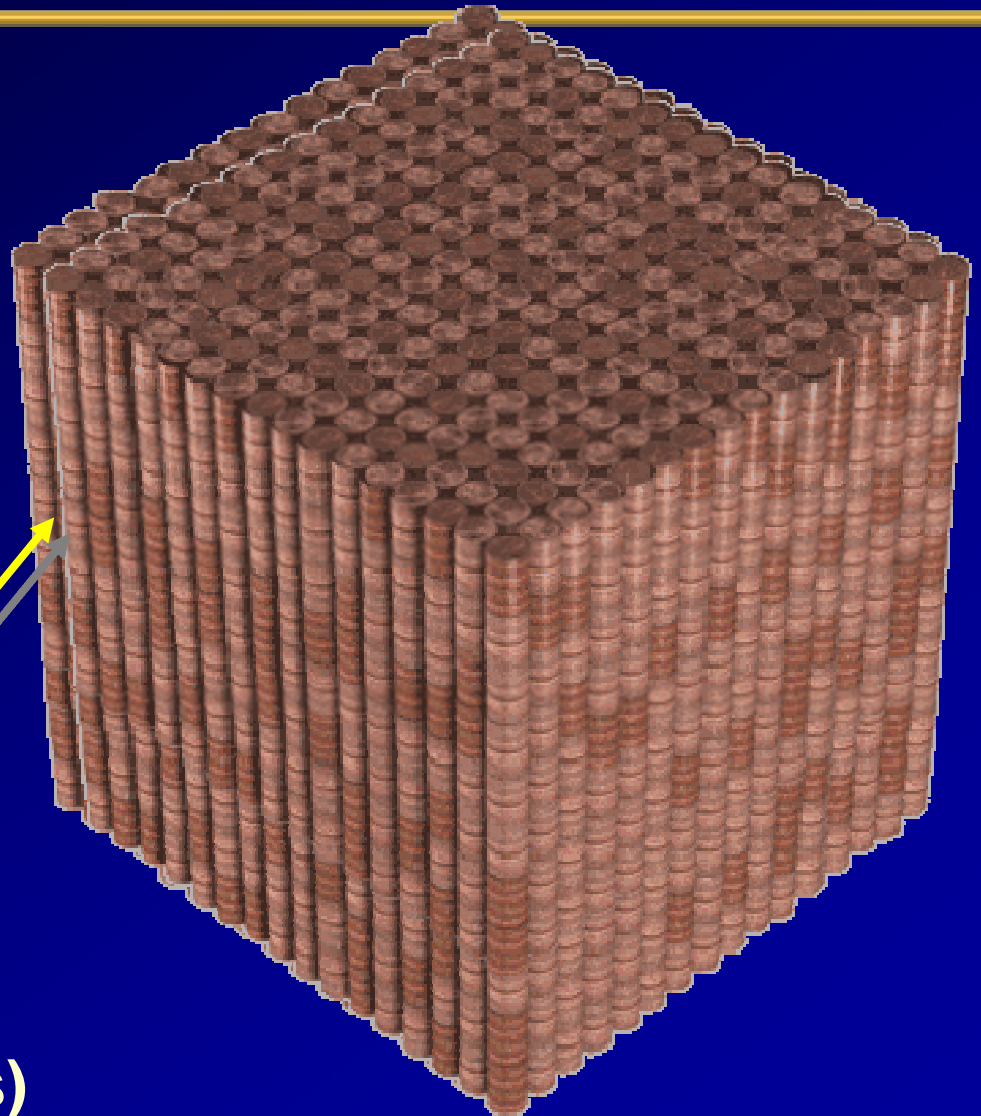
**16 – Bit**  
(65,536 bytes)

*What if directly  
addressable  
memory was  
pennies?*

**4 – Bit**  
(16 bytes)

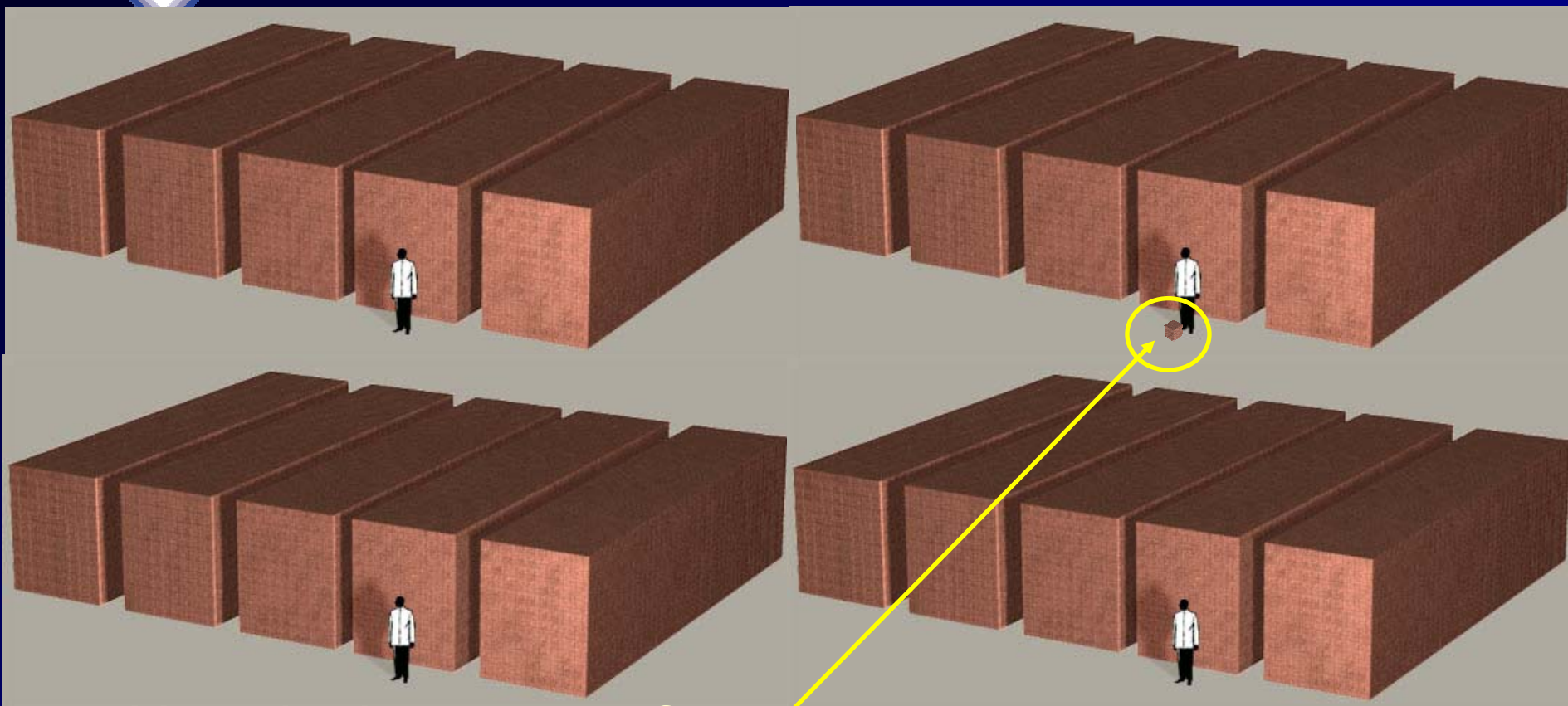


**8 – Bit**  
(256 bytes)





# 32 – Bit (4,294,967,296 bytes)



Here is the square from  
the last slide for 16-bit  
(a bit smaller)







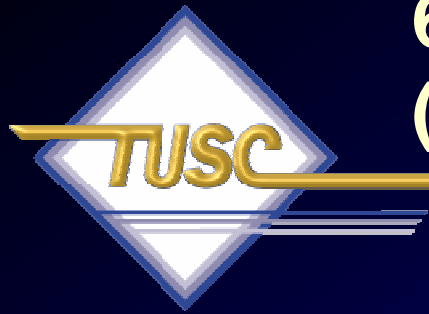
1 Exabyte:  
Not quite 64-bit

1 exa-penny  
(1,000,067,088,384,000,000 pennies)  
would form a 27,300  
square foot cube...

In comparison, Mt.  
Everest at 29,000  
feet is only 1,700 feet  
taller

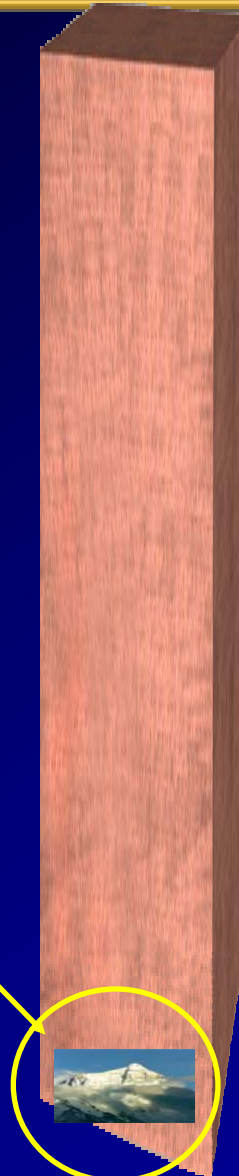




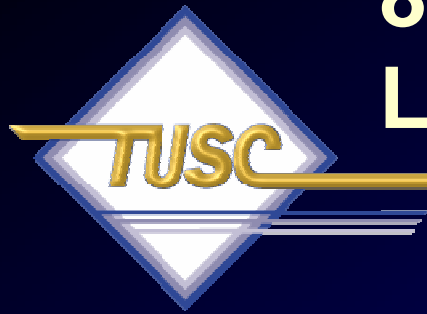


**64 – Bit**  
**(18,446,744,073,709,551,616 bytes)**

Mount Everest



16 exa-pennies would  
easily dwarf even Mt.  
Everest!



## 8 Exabytes: Look what fits in one 10g Database!

- 1000 Internets (8P each)

*or*

- 400,000 Libraries of Congress  
(20T each and 17-18 million books in each)

*or*

- 8 Billion Movies on CD (1 G each)

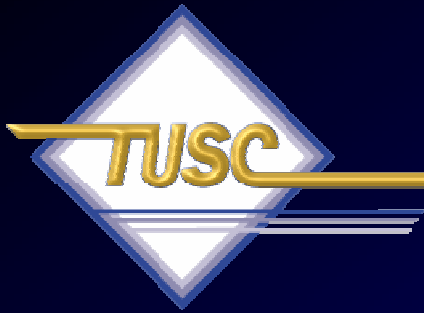
*or*

- 8 Billion Pickup Trucks of Documents (1G each)

*or*

- 1 Mount Everest filled with Documents (approx.)



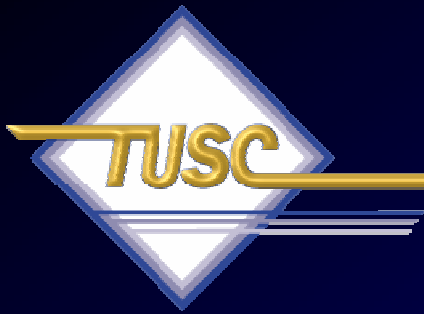


## *Realizing your Goals*

- ∞ Think positively about all things - especially you.
- ∞ Expect the best and do your best.
- ∞ Focus on goals and visually them happening
- ∞ Look forward - Tomorrow is gone.
- ∞ Pay the price to reach goals
- ∞ Believe in yourself - Humans are built for the impossible!
- ∞ The future is what WE make it – it's written yet!

***“FAILURE IS NOT AN OPTION!”***

**- Gene Kranz**



# Seize the Moments!

*This is the beginning of a new day. You have been given this day to do as you will. You can waste it or use it for good.*

***What you do today is important because you are exchanging a day of your life for it. When tomorrow comes, this day will be gone forever; in its place is something that you have left behind...let it be something good.***

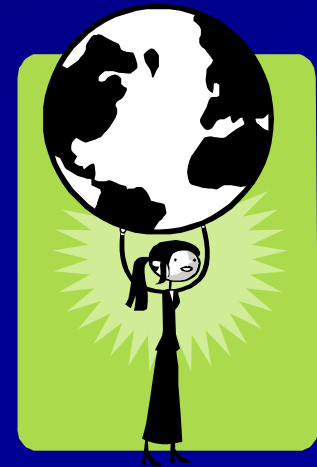
*You cannot change the past, no matter how hard you try, you can only learn from it and change the future, today.*



## *What we covered:*

- ∞ Are you a Boss or a Leader?
- ∞ Laws of Leadership and Mentoring
- ∞ Uncommon Leader Traits
- ∞ Set your goals now - Build the Team
- ∞ Historical Ages
- ∞ Summary

*“Success is the result of Good Judgment  
But, Good Judgment is the result of Experience  
And Experience is often the result of Bad Judgment”*



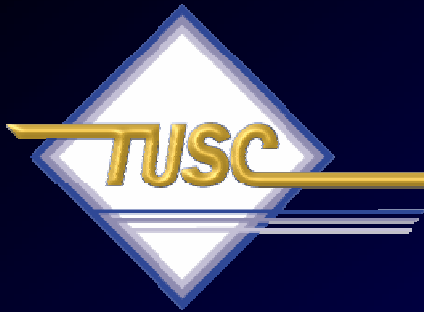


# *Oracle Corporation – 30<sup>th</sup> Anniversary*

## *Thanks for all the help!*







*“Life is not measured by the number of breaths we take, but by the moments that take our breath away.”*



*--George Carlin*





# *Thank You for Coming*

## Contact Information

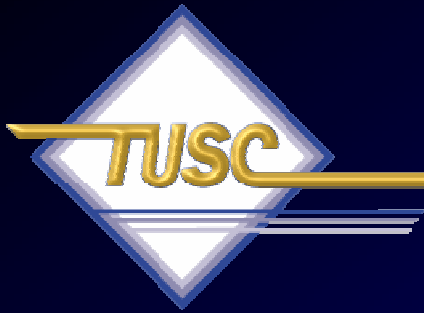
Rich Niemiec: [rich@tusc.com](mailto:rich@tusc.com)

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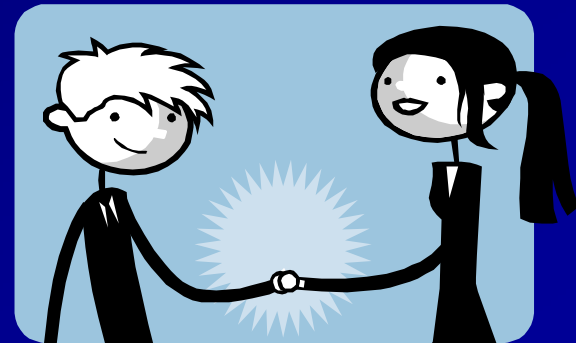


*(Dedicated to Stan Yellott)*



## *Special Thanks To:*

Stan Yellott, Tom Roach, Pat Holmes, Dave Ventura, Brad Brown, Joe Trezzo, Barb Dully, Bob Reczek, Larry Kozlowski, Joe Graham, Lisa Elliott and Kevin Gerhard





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The Laws of Leadership - John Maxwell

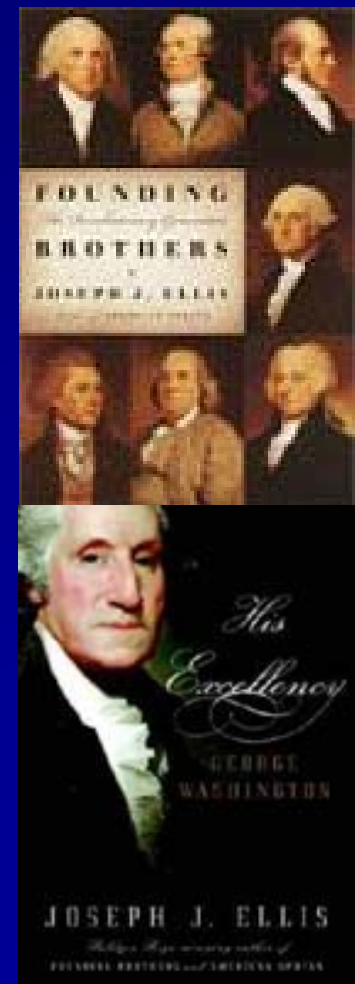
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Bullet Proof Manager Seminars, Krestcom Productions, Inc.

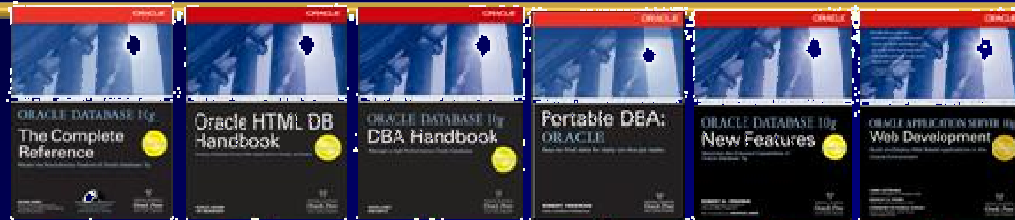
Mark Hasson, PSU; Global Pricing and International Marketing

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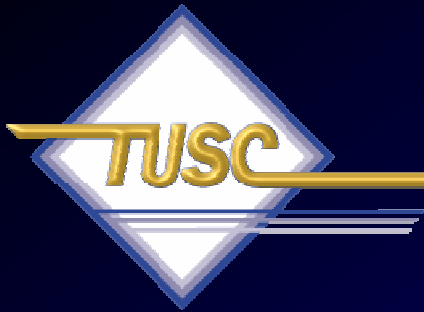


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- ∞ Recognition by Industry
  - ✓ Entrepreneurship Hall of Fame
  - ✓ Inc. 500 (1997, 1998)
  - ✓ Anderson Anderson Best Practices Awards
  - ✓ E&Y Entrepreneur of the Year





## *Thank You for Coming!*

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