

WINTER MANAGEMENT CONFERENCE

WIMC2010

February 7-11

HILTON WAIKOLOA VILLAGE
BIG ISLAND HAWAII

Kulua ika nu'u

Strive for Excellence

Education - Networking - Business



Presented by the
TREE CARE INDUSTRY ASSOCIATION



E Komo Mai

Join us in Hawaii!

Huna

the inner knowledge of harmony and balance that guides you. This ancient hawaiian philosophy illustrates how the unity of the forces of nature and the power of the mind can create positive outcomes. Let the 7 principles of Huna be your guide to getting the most out of WMC on the magical island of Hawaii.

7 Principles of Huna

IKE *We make our own reality*
In these difficult times, we are responsible for our own destiny. Seize the opportunity to create the future you want at WMC.

KALA *Everything is possible*
The only thing that limits us is our fear – fear of the unknown, fear of making mistakes, fear of trying new things. Limits are self-imposed.

MAKIA *Be Focused*
Energy goes where your attention flows. Direct your thoughts, without distraction, to that which you want to achieve and you can change your world.

MANAWA *Now is the moment of power*
The future is not waiting for you to arrive, it is created out of the actions that you take right now, in the current moment.

ALOHA *To be happy with*
Aloha means much more than hello, goodbye or love. Aloha is also to be joyful of the present. It means experiencing the happiness and joy of each moment.

MANA *All power comes from within*
Be confident. Believe in this power and reach your full potential.

PONO *Effectiveness is the measure of truth*
There are many ways to accomplish something; use the method that achieves the results that you desire. Your path may be different than others though your ultimate goal is the same.

Huna is about empowerment.
Balance. Creating positive energy.
Producing results.
WMC brings it all together.

WINTER MANAGEMENT CONFERENCE - HAWAII 2010

Full conference registration is just \$699 - Same Price as 2008!
Includes four breakfasts, six educational sessions, four poolside forums,
Welcome Reception and Farewell Party!



Sessions Join your industry colleagues and friends in Hawaii to reconnect, gain vital skills and insight and rally for the season ahead.

Monday, February 8

Leading You, Your Relationships & Your Business

by Steve McClatchy

We must lead our own lives before taking responsibility of leading others. Personal leadership is the foundation of leadership process. Learn how to translate this into the essential vision, mission, values and goals that will drive your business success.

Tuesday, February 9

Surviving and Thriving in Tough Times

by Dr. Cliff Robbins

When the economy is strong, it's easy to maintain a healthy business. It's a lot tougher when the economy turns sour. Do you know how to run your business well enough to survive? Learn what to do and what to avoid so you can position yourself for success.

Five Keys to Family Business Success, & how non-family business can benefit, too.

by Dr. Mark Green

Discover the five important keys to family business success. Learn about the latest findings and best practices that will help owners and company leaders address the changing generational relationships, non-family relationships and the collective needs of the company. One-on-one, hour-long consultations will follow. Pre-registration for consultations is required.

Wednesday, Safety Day February 10

Who is your Safety Leader?

by Danny Raines

Have you prepared your employees to be your safety leaders? Are your employees involved in your safety programs? Safety program ownership at employee levels that is supported by management teams will decrease incidents and reduce injuries and workers' comp costs.

Thursday, February 11

Grow Your Business in Any Economy A nine step process to guaranteed growth

by Jeffrey Scott

This nine step process is guaranteed to grow your business. Expand your view of "what is possible" and you will better understand the big picture and how each component fits together, so you can lead your company to increased sales in this or any economy.

Strategic Social Media Marketing

by Jeff Korhan

There has never been a marketing tool as powerful as social media marketing. Low cost, wide reach and fast results make it especially valuable. Learn how to strategically use Twitter, LinkedIn, Facebook, and blogs to build your reputation, conduct valuable research and generate more referrals.



Register online at tcia.org and make your hotel arrangements now!

Discover why WMC is the premier, must-attend conference for tree care business leaders!

Education

Earn CEUs and learn how to compete in the new economy, improve your leadership skills and multiply your profits at seminars and poolside forums with topics tailored to business owners and managers.

Team-Building

WMC offers an all-in-one chance to educate, develop and reward your top staff and strengthen professional relationships.

Networking

WMC is an ideal venue for sharing business insight in a relaxed, informal atmosphere and offers multiple opportunities for building new business relationships.

Relaxation

The conference agenda is designed to leave time for relaxation and recreation, either on your own or as a group. Bring your spouse and/or children along and combine WMC with a memorable family vacation.

Fun!

Join fellow attendees for an afternoon of deep sea fishing, hit the links for a cause at the Robert Felix Memorial Golf Tournament, meet and mingle at one of several evening receptions, or explore the island and all it has to offer on your own.



TCIA has negotiated a room rate of \$235 per night for **Deluxe Ocean-view** rooms and \$209 for **Resort-view** rooms; all with full balcony.

This rate also includes ...

- Internet
- Discounted Parking
- Kohala Sports Club and Spa Fitness Center
- Camp Menehune discounts with special hours for WMC

Please note: the Hilton Waikoloa Village has a wide variety of room types available. If you are comparing WMC room rates with other booking sources, please factor in the WMC Deluxe Ocean-view category and the free or discounted value items, exclusively for WMC attendees!



In strategic partnership with our Crown PACT Partners
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TREE CARE INDUSTRY ASSOCIATION *Established 1938*