



Connect for Success
Branché pour le succès



The Lanark-North Leeds Enterprise Centre

Presents

Bridges to Better Business

A unique learning event for entrepreneurs in Lanark County and North Leeds

Date: Wednesday, March 28, 2007

Time: 9:15 a.m. to 2:30 p.m.

Cost: \$25.00/person (Includes lunch, keynote speaker & roundtable discussions)
(GST included)

Location: Timber Run Golf Course, Lanark

Keynote Speaker: Alan Lysaght – co-author of *The ABC's of Making Money*

He is a Strategic Planning Consultant specializing in high impact "Turnaround Solutions" for businesses and individuals. He is a writer/researcher with degrees in Psychology, Sociology and English Literature, and a proven history of fast tracking international clients in building profitable legacies. A Customer Service expert, he has consulted and trained for many four and five star hotels including the world leader in Luxury hotels, Sandals Resorts International.

Roundtable Discussion Topics

- Creative Marketing
- Optimizing Your Website/ Websites that Work
- Government Programs (Eastern Ontario Development Program & OMAFRA programs for small business)
- Insurance for Small Business

For more information, contact Cindy James at the Lanark-North Leeds Enterprise Centre @ 613-283-7002 ext. 108 or by cjames@ripnet.com.



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Keynote Speaker: Alan Lysaght



Alan began his career as a researcher/writer with separate degrees in Psychology and Sociology. He is a Strategic Planning Consultant specializing in Turnaround Solutions for businesses and individuals. Some of the "A" list companies he has consulted include Molson Breweries, Standard Broadcasting, Neuvo Mundo Broadcasting, Caroni Rum Trinidad Ltd. and the Canadian Broadcasting Corporation. A Customer Service expert, he has consulted and trained for many four and five star hotels including the world leader in Luxury hotels, Sandals International.

The road to making money began in the late 1970s when he and a co-producer decided to create a documentary on **The Beatles**. After being turned down for financing by all the major syndicators they took the entrepreneurial risk on their own. When the award-winning program was finished their Dallas based distributor very quickly generated \$750,000 in domestic sales and went on to sell it around the world. This was followed by acclaimed documentaries on **The Rolling Stones** and other superstars of the British Invasion. Two decades later, as owners of the "intellectual properties" they still receive hundreds of thousands of dollars in royalties every time their programs are broadcast.

Having worked together consulting and training over a 10 year period, he and Dr. Cauvier (The ABC Guys) decided to integrate their years of research and experience in working with companies and individuals and distilled the most important learning lessons of wealth creation into the best-selling book, *The ABCs of Making Money*. A self-made millionaire and entrepreneur, Alan is also a multi-award winning documentary producer and best selling author.

Registration Form *(Deadline for registration is March 19, 2007)*

Name: _____ **Business Name:** _____

Address: _____

Phone: _____ **E-mail:** _____

Cost is \$25/person (includes lunch, keynote and roundtable discussions)

**Payment can be made to:
the Lanark-North Leeds Enterprise Centre
91 Cornelia Street W.**

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Phone: (613) 283-7002 ext. 108

Fax: (613) 283-7005

Email: cjames@ripnet.com

Website: www.LNLEnterprisecentre.ca

Roundtable Discussions(choose 2 of the sessions below that you would like to attend)

- Creative Marketing**
- Optimizing Your Website/ Websites that Work**
- Government Programs (Eastern Ontario Development Program/OMAFRA programs for small business)**
- Insurance for small business**

*** Please Note: Bring promotional materials to share with others on our networking table.**