Learning Objectives – The program is designed to

Seminar Date - February 11, 2016

cover Business Management Skills.

Seminar Duration: 1 Day 8am - 4pm

8:00 - 9:15 Session 1
9:15 - 9:30 Break 1
9:30 - 10:45 Session 2
10:45 - 11:00 Break 2
11:00 - 12:00 Session 3
12:00 – 1:00 Lunch
1:00 – 2:15 Session 4
2:15 - 2:30 Break 3
2:30 - 4:00 Session 5
4:00 - 5:00 Questions and Answers

Seminar Fee – \$195 / \$165 for early registration

Please note there is NO CEU credit for this course.

**Student Requirements – Students should come** to the seminar with pencils, pens, paper, and a highlighter.

**Seminar Location: Crystal Gateway Marriott** 1700 Jefferson Davis Highway Arlington, VA 22202, USA

The hotel is near Washington Reagan Airport (DCA), the Crystal City Metro stop, and has parking available on site. If using the garage, follow signs towards the Capitol Tower. Keep in mind that the ceiling height is 6 feet.

Crystal City Gateway Marriott is a certified Virginia Green hotel.

Not a licensing renewal class.

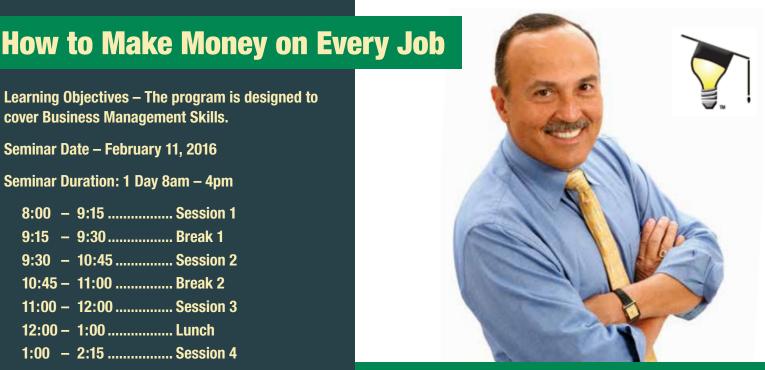
The "Business Management Skills Workbook" will be used and given to each attendee.

## Come See Mike Holt Live!



**Seminar Location: Crystal Gateway Marriott** 1700 Jefferson Davis Highway Arlington, VA 22202, USA

Seminar Fee: \$195 / \$165 for early registration



## **Enjoy Learning & Get Motivated**

#### **About Mike Holt**

Mike is nationally recognized as one of America's most knowledgeable electrical trainers. His dynamic and animated teaching style is relaxed, direct and enjoyable. Mike's signature strength is his ability to communicate technical topics in an easy-to-understand manner.

#### **Discover the Mike Holt Difference**

Register to see Mike, a nationally recognized speaker, for this lively event:

- How to make money on every iob
- Get energized with new ideas to take back to your company
- Learn from NEC-expert Mike Holt
- Get your Electrical Business Management questions answered
- Connect with friends and make great new contacts

#### **Who Should Attend**

- Contractors
- Electricians
- Inspectors
- Estimators

- Engineers
- Industry Leaders
- Office Staff

#### **You Will Receive**

- Presentation Handouts
- Lunch

■ Business Management Skills Workbook

#### **Business Skills**

- "No" The Most Difficult Word
- Advertising and Branding
- Appearance
- Balance (Life All Things in **Proportion**
- Business Image and Reputation
- Cash Flow Analysis
- Customers
- Dress Code
- Estimating Process
- Estimating vs. Bidding
- Hiring and Firing

- How to be more effective
- Job Analysis
- Labor-Units
- Management's Role
- Marketing
- Net Worth /Analysis
- Peter Principle
- Planning and Organizing
- Proposals
- Teamwork
- The Pareto Principle of the 80:20 Rule
- Websites and Internet Marketing



www.dominionelectric.com



www.descowashington.com

## 3 Easy Ways to Register

1. PHONE 1-800-525-5006 or 571-581-3388 Ask for Greg Tiedemann

2. MAIL Mike Holt Seminar c/o Dominion Electr

c/o Dominion Electric Supply 5053 Lee Highway, Arlington, VA 22207

**3. FAX** 703-536-4069

Have a question? email gtiede@dominionelectric.com





**REGISTRATION FORM** 

NAMI	<u> </u>		COMPANY					
TITLE			E-M	AIL	PHONE			
ADDRESS			CITY		STATE		ZIP	
	DESCRIPTION			*EARLY REG	LIST PRICE	QTY	TOTAL	
	Business Management Skills On- Seminar Date: February 11, 201	•		\$165	\$195			
	Seminar Date: February 11, 2016 Seminar Location: Crystal Gateway Marriott, 1700 Jefferson Davis Highway, Arlington, VA 2220			lighway, Arlington, VA 22202, USA	*Early Registration Expires 15 days before event.			
□ VIS	SA	☐ AMEX	☐ CHECK	☐ BILL MY ACCOUNT (Dominion	Account Number		)	
CREDIT CARD#			EXP. DATE		_ 3 OR 4 DIGIT SECURIT	3 OR 4 DIGIT SECURITY NUMBER		
For m	ultiple registrations, make a copy of	this page, complete	the order form and	send in a copy for each individual registran	t. Seminars are not taxable. All	dates, prices and	availability are subject to change	

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Seminar Location: Crystal Gateway Marriott 1700 Jefferson Davis Hwy. Arlington, VA 22202, USA

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### **Vendor Tradeshow from 4:00 – 6:00 p.m.**

After the class, stay for refreshments and meet with electrical manufacturers at our Vendor Trade Show. See the latest in product offerings, ask questions and get demonstrations. The following manufacturers will be represented:























