

**FRIDAY SUPERVISOR DAY: Developing Your Leadership Skills**

*SPECIAL GUEST: Ruth Smith, Director*

For Supervisors of all levels for a more self-sufficient and productive team. Building these leadership skills can help you increase your UBAM income & long term stability, earn the England/Scotland trip, and still have time & energy for your family.

**RUTH SMITH:** For over 14 years, Ruth, Phil & their children (ages 11, 14, 24 & 26) have balanced family life with their Usborne business, which includes a million dollar Executive Group & 67 Supervisors. Ruth's passion to help others succeed has helped her earn 17 UBAM trips and an extensive list of national awards over the years, including the 'President's Award' and 'Supervisor of the Year'.



**FRIDAY SUPERVISOR DAY: Team Meetings—Education, Affirmation & More**

*Mary Lehn*



Live team meetings are a fun way for you to build team spirit, share business tips, help build money making activity within the team, motivate, as well as reward their success and much more! Two basic team meeting structures help simplify the process of creating meaningful team meetings. Learn basic principles of planning live team meetings that will have appeal to new recruits all the way up to the more seasoned members on your team. Build the excitement in 2010 that will promote growth and consistency with savvy consultants that have the tools they need to succeed!

**MARY LEHN** is a Senior Supervisor from MN. She has been with Usborne for over 13 years and is a current member of the President's Club. Teaching and training have been long been a part of Mary's life both as an Usborne supervisor as well as in her in previous corporate job where she trained new hires, did both one on one coaching as well as department wide coaching. The importance of building competent team members who have the tools they need to succeed is crucial. Building relationships and recognizing accomplishments for a job well done are all part of the things Mary believes to be important in any team setting.

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**Descriptions of Saturday's Workshops:**

**FOR ALL CONSULTANTS**

**Reach New Heights: Promote to Supervisor**

*Erin Lenz*

Have you ever considered giving yourself a raise and promoting to supervisor? Come and learn the steps to take to reach the goal of supervisor. With the Power of III extended until July 1st, there has never been a better time to Reach New Heights in your Usborne Business!

**ERIN LENZ**, from rural Carroll, Iowa joined UBAM in September of 2008. After attending National Convention in July of 2009, she set the goal to promote to supervisor by convention 2010. She promoted to supervisor with the power of III on October 1st, 2009. Erin is married to her husband Randy and they have two young daughters (2 and 8 months). Erin is very active with her church and the local Moms group.



**FOR ALL SUPERVISORS**

**Developing Systems to Reach the Top**

*Becky Dean*

If you are not where you want to be, step back and evaluate what you are doing - then CHANGE!  
Doing the same thing over and over again and expecting different results is the definition of insanity!



One of the most effective ways to change is to develop systems – and then to teach those systems to your team so that you can replicate strong leaders. Come learn what is meant by “systems”. And get ideas for proven systems that you can implement in your own team to help you reach the top.

**BECKY DEAN** is from rural Eveleth, MN and has been married to Tom for almost 22 years. Becky & Tom work their Usborne business together to feed their 4 children (ages 15 to 20), 2 dogs, 8 puppies, 4 ducks and 6 cats. Becky started with Usborne in May of 1995, promoted to supervisor in July of 1996. The Deans and Sunshine Team have earned top Nat'l Awards, including in 2009: #1 in Supervisor Sales, #2 in Personal Recruiting and 2009 Supervisor of the Year.

## Reaching New Heights with the S&L Market and Conspiracy 365

*Liz Hawkinson*

Come and learn the in's and out's of the School & Library market. Learn how to contact the school, who to work with, how to get an appointment and what to do once you have one. Conspiracy 365 is a new hit with the schools. Share ideas on how to maximize this title in your schools, or use it to get in the door!

**LIZ HAWKINSON** joined UBAM in 2002, promoted to supervisor in 2003 and is currently a Senior Executive Supervisor. She and her husband Shaun have 2 boys who are 4 & 8 years old. Liz enjoys working all aspects of her UBAM business, especially the School & Library market. Her experience includes book fairs, Reach for the Stars, Literacy for a Lifetime, and selling directly in the schools. Liz and her team have won numerous National Awards and are heading to Hawaii in the spring.



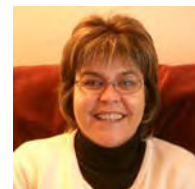
## Stack Your Calendar with Bookings

*Katie Hewitt & Barb Karel*

Reach new heights with your business by gaining confidence in your ability to book shows in any situation. You will learn concrete words and strategies to make you feel comfortable so your February calendar is filled!



**KATIE HEWITT** joined Usborne in March 2008 with the intention of doing one home show a month. After seeing the enthusiasm for the books in her children and customers, she realized the potential growth and simply started sharing Usborne with others. She promoted as a fast track supervisor in November 2008, and attended her first national convention in July 2009 earning both New Consultant of the Year and New Supervisor of the Year Honorable Mention. Katie is also in the top ten for Home Show Sales. This fall she joined the President's Club and finished the year with earning the trip for two to Hawaii. Katie runs her business alongside staying home with her four year old twins Henry and Lilly.



**BARB KAREL** is a supervisor from Maplewood, Minnesota. She is approaching her 5<sup>th</sup> year with UBAM and loves it more each day. Barb recently earned President Club membership and the upcoming Hawaiian Cruise. She enjoys training and encouraging others with their businesses.

## What's the Buzz about Social Media?

*Ellen Dickie - Vice President, Moxie Media*

Twitter, Facebook, Blogging, Web Pages, Linked In... Learn what social media is and how these internet tools can help build your Usborne Books business. Get the basics of how they interconnect and build on each other to network with others and expand your customer base. Create a community of customers; work with your consultants and share ideas. Do I really need to do this? Yes, because 3 out of 4 Americans use social technology everyday – whether it is email, searching the internet, or social media like Facebook and twitter. Communication and information about products and services is growing exponentially on the internet. Social network allows you to connect with others, build awareness and share content, and engage in real time communications – all of which will help you sell more books.

**ELLEN DICKE, Vice President, Moxie Media.** As Vice President of Moxie Media, Ellen works with a team of talented people who help companies, organizations, schools and non-profits market their products, services and events to target audiences. Moxie Media uses all forms of media, whether printed materials including brochures, promotional handouts such as pens, magnets, mugs, apparel that is embroidered or screen printed, or digital media using the internet and social media sites as vehicles to deliver your message to the appropriate audience.

Entering the marketing industry as a typesetter and purchasing agent, Ellen has spent the last 30 years in the printing and marketing business expanding and building on her career and is currently the owner of a marketing firm in Hutchinson, MN.

## EASY Preschool & Daycare Book Fairs

*Kelly George*

Preschool and daycare book fairs are a fantastic way to increase your sales & income while growing your business. This workshop will focus on how to run easy, stress-free, and successful preschool or daycare book fairs. We'll cover setting expectations for yourself and the preschool/daycare, promoting the book fair, setting up for success, and making the most of your time, as well as some quick and easy tips for finding preschools and daycares, increasing your sales, and providing outstanding service.



**KELLY GEORGE** joined Usborne in April 2004 after falling in love with the books at a home show, and promoted to supervisor at the end of the following year. Preschool and daycare book fairs have helped Kelly promote to supervisor, earn two incentive trips, and maintain a steady income from her UBAM business. Kelly lives in Dayton, Ohio with her husband and four children.

## Organization on the Go

*Jody Dahlseid*

Tips for combining your business and your busy life. Do you start every New Year resolving to finally "get organized?" Do you think you will never be organized because you are always on the go? Come and learn some tips and tricks to maintain your business, your life and your sanity. You will learn how to organize your leads, home shows, and your customers. 2010 is the year you get and stay organized!



**JODY DAHLSEID** joined Usborne Books and More in May 2004. She reached the Ruby level on the One Step at a Time incentive chart during her incentive period. In December 2008 she promoted to Supervisor. She lives in the woods in Alexandria, Minnesota with her husband and two children. Every spring you can find her out back of her house in the Sugar Shack boiling maple sap to make syrup.

## Fun, Easy, Effective... Home Show Demo

*Kathy Martin*

Are you regularly doing 6 or more home shows each month? If not, this workshop is for you! Come see what Kathy has been doing for the past 9 years! This will be a live home show demo!



**KATHY MARTIN**, from Little Chute, Wisconsin, joined UBAM in September 2000 and promoted to supervisor within the year. Although most people know that Kathy does RFTS, she also has been recognized every year at National Convention for her home show sales and has earned 11 fabulous trips because of it! In 2009, Kathy earned #17 in Home Show Sales, as well as many other awards in other categories.

## Exploring New Areas with Creative Marketing

*Lisa Hemmingson*

Often our brains work by habit: we think in old familiar ways and apply the same logic because it worked in the past. This can leave us feeling stuck in a rut, missing the chance to be really imaginative, and allowing many opportunities to pass us by. This workshop will help you find creative ways to market your business. The ideas presented will be useful in rural areas as well as large cities.

**LISA HEMMINGSON** lives on a farm in SD with her husband and two sons. She joined Usborne in Sept 2006, and promoted to Supervisor in August 2007. She is an entrepreneur, having started a non-profit agency for children with special needs and her own counseling agency while growing her Usborne business. Lisa earned Mach 10 Supervisor, On-Track Supervisor, the Alaskan Cruise, and was a speaker at the 2009 National Convention.



## Soar Away To Destination Dream Trip

*Tracey Boraas*

What better way to "Reach New Heights" with your business in 2010 than to earn an exciting Usborne dream trip?! Come to this workshop to learn the strategies of how to earn the next trip, plus learn the number one secret to trip-earning success!

**TRACEY BORAAS** is an education consultant and supervisor from Mankato, MN. She has used Usborne books as part of her homeschool curriculum for 15 years and only realized 5 years ago that she could be selling these wonderful books! Since then, she has worked all markets – home shows, book fairs, RFTS, LFL, and school and library to earn several Usborne dream trips including Rome just this past spring and the upcoming Hawaii freestyle cruise.



## Reach New Heights with Product Knowledge

*Terri Kokemuller and Jody Wiele*

Ever wondered how other consultants know so much about the books? How did they get those great testimonials and ideas on how to use the books? Come find out how to expand your knowledge about the features and benefits of the books and how to use that knowledge to provide great customer service. We will show you how to find the knowledge, give you tips on when to use what, and provide product knowledge you can implement at your next home show or booth.



**JODY WIELE** has been with UBAM since April of 2000. She started out wanting to support a scrapbooking habit, but as the children grew so did her business. She has earned #4, #8, and #11 place in top Home Show Sales, Legacy Award in Sales, and the Achievement Award from the home office throughout the years, including the prestigious Achievement Award in 2009. Jody has a 13 year old son and 11 year old daughter and has been married 17 wonderful years to her husband Larry. They live in Waterloo, Iowa.

**TERRI KOKEMULLER**, supervisor from Clinton, Iowa, has been with Usborne Books for almost 7 years and has been a supervisor for 5 1/2 years. Terri has received awards in Home Show Sales at the National Convention for the past 5 years. This past year she received #9 in Home Show Sales and the Legacy Award.

