

2010 RMHA/UHA Annual Conference June 16th & 17th, Blackhawk, CO



It's time for liftoff so, make your arrangements now for the Rocky Mountain Home Association and Utah Housing Alliance's Annual Conference, "Discovery, Exploring New Opportunities". This year we have an excellent line-up which includes Two Special Keynote Speakers, SAFE Act education and updates, Market Recovery Analysis, Industry and Community Legislative updates, Sales training and Internet/Social Network strategies.

In addition, plan to play in the golf tournament Wednesday morning at Fox Hollow Golf Course and participate in the networking opportunities planned for Wednesday evening.

Featuring

Don Cooper, The Sales Heretic - Mark McIntosh, Hey Comeback Coach
Chuck Shinn, The Shinn Group—And MUCH, MUCH More!!!!

REGISTER TODAY!!!!



DON COOPER, The Future of Selling

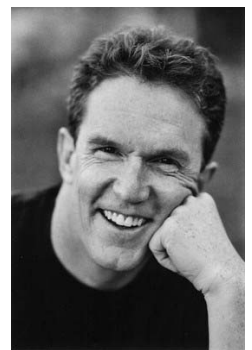
The old ways of selling are dead. The archaic sales models of the last century are becoming increasingly ineffective. Today's economy and today's buyers demand a fresh approach. Those who master it first will be the most successful, both today and tomorrow. In this eye-opening program, you'll discover:

Why the techniques that worked in the past **don't** work now, What buyers **really** want, The single biggest **mistake** most salespeople make and how to **avoid** it, How to make your sales presentations **shorter** and more **persuasive**, The ten things salespeople do that buyers hate **most**, How to sell with **honesty, integrity and confidence**, The two most important sales skills and how to **master** them, How to **completely** lower your prospect's defenses, Why your features are **irrelevant** and How to position your product or service as your prospect's **best** choice.

MARK MCINTOSH, TRANSFORMING LIFE'S LEMONS

Mark's signature keynote and ongoing life story encourages audience members to learn, laugh and linger on a journey, inspiring them to embrace simple, but not easy, strategies to effectively deal with life's changes, challenges and adversities.

A Missouri native, long-time Denver television personality, father of two and author of three – with a fourth on the way – Mark McIntosh has dedicated his life to encouraging others, despite challenges, to play like champions in the game of life.



Back By Popular Demand

CHARLES SHINN, Seizing the Once in a Lifetime Opportunities

The traditional housing market is in shambles from the housing recession, bank foreclosures and builder bankruptcies. As the housing cycle bottoms and begins its recovery, the industry enters a new era which will create once in a life time opportunities for those that are prepared and willing to change and accept the challenges to seize these opportunities. Obtain valuable information from the latest market recovery analysis available.





2010 ANNUAL CONFERENCE GOLF TOURNAMENT

Join us at Fox Hollow, with wide-open spaces, Rocky Mountain vistas, sparkling streams, and of course great golf. Discover your own personal reasons to consider Fox Hollow as one of the finest golf courses in the country. The Canyon 9: Negotiate a challenging plunge down narrow Coyote Gulch, including Fox Hollow's signature fifth hole. This 445-yard par four hole includes an 80-foot elevation drop from the end of the fairway to the green. The Meadow 9: Swing into this streamside Nine, where Bear Creek and other water hazards sparkle amid ancient cottonwood trees.

THE GOLF SIGN-UP DEADLINE is JUNE 4th

BRENDA STAAB, SPEAK YOUR CUSTOMERS LANGUAGE



Now, more than ever, the ability to connect with your prospects and customers is critical. This program introduces you to the Path Elements Profile. Utilizing this unique personality and communications tool, you will discover your own strengths and challenges, and more importantly, discover how to understand and connect with your customers.

LORI OSTERBERG, How to make the web work for you A beginners guide to Social Media



The way we market our businesses is changing. Newspapers and magazines are shutting down. Direct mail costs continue to rise. And people pay for television and radio simply to avoid the commercials. So how do you get your message through? Discover key strategies to help you build up your online presence, and understand why tools like Facebook and Twitter aren't just for kids.

SCHEDULE OF EVENTS

WEDNESDAY, JUNE 16

- 7:30 am - Check-in & Breakfast for Golf Tournament
Fox Hollow Golf Course,
13410 W. Morrison Rd., Lakewood, CO 80228
 - 8:30 am - Start of Golf Tournament
 - 2:00 pm - Golf Awards Luncheon , players only
(Fox Hollow Golf Course)
 - 3:00 pm - Registration Opens/Exhibitor Set-up
Registration is on the 5th floor
 - 6:30 pm Eclipse Opening Reception
- Exhibitor Showcase, Networking, and Special Guest
Speaker Mark McIntosh (Keynote)**

THURSDAY, JUNE 17

- 8:00 am - **Breakfast and RMHA & UHA Annual Updates**
- 9:30 am - Registration Closes
Registration is on the 5th floor

EDUCATIONAL SESSIONS THROUGHOUT THE DAY

- Keynote—Don Cooper, The Sales Heretic
- Chuck Shinn, Shinn Consulting Group
- SAFE Act Education/Overview
- Internet/Social Network strategies—Lori Osterberg
- Speaking Your Customer's Language—Brenda Staab
- Community Legislative Discussion

Send Your Registration in Today



**Lodging—
Ameristar Casino/Resort/Spa**
111 Richman Street
Blackhawk, CO 80422
720-946-4000

Directions from Denver's airport —
Take Pena Blvd. to I-70W, take exit 265 (CO-85W) towards Golden, Continue on CO-85W/US-6W (changes from CO-85 to US-6 at the stop light) arrive at hotel on right (approx mileage from exit 265 is 25 miles).

