

"New Rules - New Practices"

An Interactive Workshop for Board Members and Senior Management

Manage Complex Board/Management Practices.
Build Processes for More Effective Boards and Management.

Plan to attend one or more of the 2004 Board Resources Workshops:

"New Rules - New Practices"

Schedule your Board and/or Senior Team for the
Third Wednesdays - Continuing September 15th

September 15 - Competitive Intelligence, Linking CI to Strategic Decision-Making

Arik and Derek Johnson, Aurora WDC

- ◆ Detecting and Evaluating Competitor Strategies ◆ Usable Benchmarks
- ◆ Competitive Insights and Risk Assessment ◆ Examples of Board Level Competitive Intelligence

October 20- Risk and Corporate Renewal: Acquire or Sell?

Bill Hass & Shep Pryor, Board Resources, Division of TeamWork Technologies, Inc.

- ◆ Developing a Board Level Risk Profile ◆ Evaluating Strategic and Renewal Options
- ◆ Orchestrating Major Corporate Changes ◆ Mitigating Risk through Strategy

November 17- Board Communications - Beyond Data to Information

Mike Trahan, EnterPAS, Inc.

- ◆ Taming the Paper Monster ◆ Managing Board Information Packages
- ◆ Reducing Directors' Information Overload

December 16 - Executive Compensation and Options

Don Delves, Author, Delves Group

- ◆ Compensation - The Right Incentives; the Right Oversight ◆ Stock Option Update
- ◆ Assuring that Stockholders Get What They Paid For ◆ Evaluating and Balancing the Alternatives

January 19 - Investor Relations: The New Ballgame

Mike Rosenbaum, Author of *The Governance Game* and *Building Value through Investor Relations*

- ◆ The Audit Committee's new role, and risks in corporate disclosure
- ◆ Hidden traps in direct communication between investors and directors
- ◆ Best Practices for litigation-proof communications ◆ Effective presentation of governance policies and practices

February 16 - Are You Earning Your Cost of Capital?

Taking Out the Mystery

Dennis Aust and Vern Broders, CharterMast

- ◆ Understanding Your Cost of Capital ◆ Oversight for Value Creation; Case Examples
- ◆ Interpreting the Performance of a Public Company of Your Choice

Each Morning Interactive Workshop Session Includes:

- ◆ A framework for improving decision making, oversight and governance. ◆ Basic tools and best practices for the new environment. ◆ An update on current issues and case examples. ◆ An interactive panel discussion of experts to answer your questions. ◆ Examples of company performance benchmarks. ◆

***Presented by
Board Resources***

Board Processes, Financial Literacy, Strategy, Risk Management

"New Rules - New Practices"

*An Interactive Workshop for
Board Members and Senior Management*

Presented by Board Resources

Each program focusing on a key oversight issue. . .

Providing perspective; Providing coverage; Addressing all areas of corporate performance.

Send your questions in advance to help ensure a more effective workshop.

Workshops are conducted from 8:15AM to 11:45AM

**Board Room A, The Illinois CPA Society,
550 W. Jackson, Chicago (convenient to Union Station).**

3 Hours CPE Credits per Session

Dress: Business Casual

Price: \$295 per session; \$995 for the series.

[ILCPA Society members rate \$245 per session and \$895 for the series.]

Group rates and In-house custom workshops are available

For registration/information call 773-525-6370

Or see Registration Form below.

We thank our workshop sponsors:



Corporate Financial Leadership™

Dieckmann & Associates, Ltd.

E-mail or Fax Back Registration to:

Board Resources

Division of TeamWork Technologies, Inc.

4121 Rutgers - Suite 1000

Northbrook, IL 60062

Fax: 847-564-0605

E-mail to: WJHass@TeamWorkTechnologies.com

Register me for the "**NEW Rules - NEW Practices**" Interactive Workshops:

<input type="checkbox"/>
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Sep15 – Comp Intelligence

Nov 17 – Board Packages

Jan 19 – Investor Relations

<input type="checkbox"/>
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Oct 20 – Risk/Renewal

Dec 16 – Comp/Options

Feb 16 – Cost of Capital

Enclosed is my check for \$_____ for ____ checked sessions

Or

☐ \$995 for the full series of up to 6 sessions.

Charge: my ____ VISA or ____ MC: Number: _____ - _____ - _____ - _____ Exp. Date ____/____

Name: _____ Phone: _____

Title: _____ Company: _____

Address: _____ City _____ State _____ Zip _____

Or

☐ Bill me at the above address.

Board Resources . . .

Board Resources is a board/management consulting firm. The main purpose of our workshops is to provide directors and management with a view of specific ideas and best practices to enable better board level decisions and oversight of key management processes.

"New Rules - New Practices"

September 15 - Competitive Intelligence, Linking CI to Strategic Decision-Making

Arik and Derek Johnson, Aurora WDC

- ◆ Detecting and Evaluating Competitor Strategies ◆ Usable Benchmarks
- ◆ Competitive Insights and Risk Assessment ◆ Examples of Board Level Competitive Intelligence

*"Every morning in Africa, a gazelle wakes up.
It knows it must run faster than the fastest lion
or it will be killed..."*

*Every morning a lion wakes up.
It knows it must outrun the slowest gazelle
or it will starve to death.*

*It doesn't matter whether you are
a lion or a gazelle...
when the sun comes up, you'd better be running."*

From <http://www.aurorawdc.com/>

Since 1995, Aurora WDC's Recon CI Solutions Bureau has provided scalable research and analysis outsourcing, as well as best practices training and infrastructure development, in support of market-leading clients in every industry. Aurora WDC's worldwide collection capabilities extend the resources of intelligence staff to maximize the value of CI in business.

What should a board member know about the competitive environment in which the company operates? What should management know? What is the best practice management process for defining and monitoring the competitive position that a company achieves?

How should management collect information to support its decision making in areas such as M&A, and new product launches? What is the value of competitive benchmarking against best-practice industry participants? How can you be assured that you have accurate information about the competitive environment?

Why does management sometimes fail to understand the nature of the competition it faces? How can your board/management team get past speculation and on to fact based competitive analysis?

This session will examine the range of best practice approaches to gathering analyzing and using competitive intelligence to support marketing and strategic decisions.

Attendees will learn:

- What is new in the state of the art in the competitive intelligence community?
- How to map out a best practice strategy for upgrading your competitive intelligence process.
- How boards can ensure that management keeps on track, and keeps on the right track.