

# Business As Un-Usual Conference

## Sunday, August 16th

3:00 p.m. – Check-in  
6:00 p.m. – Dinner  
Relax & Fellowship  
8:00 p.m. – Café

## Monday, August 17th

7:30 – 8:30 – Breakfast  
8:30 – 9:00 – Registration  
9:00 – 12:30 – Session One/Two  
12:30 p.m. – Lunch  
1:30 – 5:30 – Session Three/Four  
6:00 p.m. – Dinner  
Free Time

## Tuesday, August 18th

7:30 – 8:30 – Breakfast  
8:30 – 12:00 Session Five  
12:00 p.m. – Lunch/Check-out  
1:00 – Dismiss

Brought to you by WinShape Retreat,  
the Marriage CoMission and the  
Great Commandment Network



# Event Information

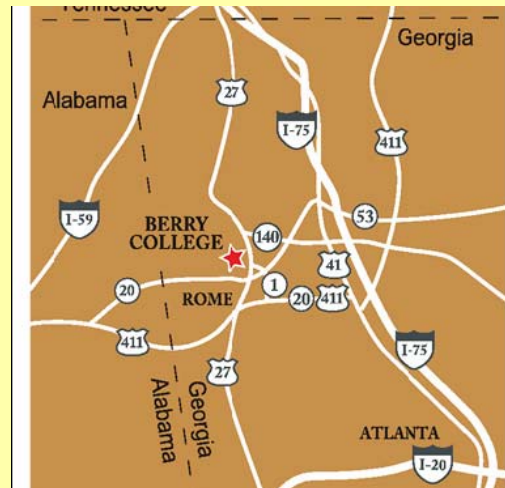
## Location:

WinShape Retreat  
2277 Martha Berry Hwy.  
Rome, GA 30149

## To Register:

Contact Katie Ferguson at  
[katie.ferguson@ilministries.org](mailto:katie.ferguson@ilministries.org)  
or call 800-881-8008 ext. 206

## Directions From Atlanta:



Take I-75 N to Rome-Canton Exit 290 (formerly 125)  
Take left off exit, drive 2.5 mi., the road ends at a light  
Turn left, then take an immediate right onto Hwy 41 N  
(to reach Hwy 411)  
Drive 2.8 mi., then take Hwy. 411S exit (on right)  
Drive 17.3 mi., then take right at light onto East Rome  
Bypass, also called Rome Loop 1 (sign reads "to Hwy  
293" because you will later pass Hwy 293)  
Drive 8.4 mi., then take right at light onto Hwy 27 or  
Martha Berry Hwy (you will see Oak Hill and The Mar-  
tha Berry Museum at that intersection)  
Drive 0.7 mi., then take left into Berry College main en-  
trance  
Once on the Berry Campus -  
proceed to the Mountain Campus



# Business As Un-Usual

Put People First...  
It's A Smarter Way to  
Work!

August 16-18, 2009

WinShape Retreat

2277 Martha Berry Hwy.

Rome, GA 30149

# This conference will help you and your business...

**LEARN** why customers need more than what you are selling.



**MASTER** what motivates people to keep coming back to you and your business.



**UNDERSTAND** how giving is the key to growing!



**LEARN** when you invest in relationships, performance will follow.

Build a better business by building better relationships!

Develop a business team...

motivated to serve

and committed to perform.

Business As Un-Usual



# Topics to be covered...

## SESSION ONE:

People Need More Than What's Obvious

## SESSION TWO:

Prioritize Giving Before Selling

## SESSION THREE:

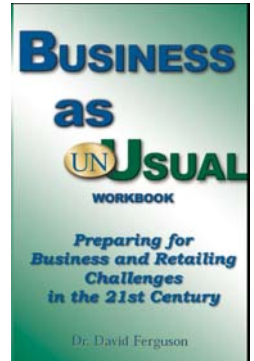
Plan on Becoming  
What You  
Advertise

## SESSION FOUR:

Performance Follows  
Relationships

## SESSION FIVE:

Purpose is Beyond Performance



## To Register:

Contact  
Katie Ferguson—  
via email at

Katie.Ferguson@ilministries.org or  
call 800-881-8008 ext 206.