



Management Ideas from the Podium

Gene Siciliano

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"We Thought You'd Like to Know™" is an information service of Gene Siciliano, professional speaker, workshop leader, management coach and financial advisor – Your CFO for Rent®.

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Teaming With Meeting Planners for Better Programs

The training director of a major association found us, or we found him, during market research into the travel industry, a specialty area of our speaking business. His association has over 1,000 company-members in the travel business, and he was doing preliminary planning for their upcoming annual convention. He wanted to include some relevant financial management topics, and he had a few ideas, but nothing that sounded exciting to him, or to us. Our marketing manager connected us, and we discussed the association's needs and their member services that respond to those needs. In particular we talked about their benchmarking and operating ratios study (a survey report similar to those produced by other industry

associations to help their small business members manage the finances).

Gene Siciliano reviewed the study, and wrote an informal, FREE report for him, showing him where the study could be improved, and where it had real gems that his members probably didn't know how to use. He suggested topics and a format that he felt would:

- be high interest, strong participation topics,
- give them immediately useful information in a way they could use it,
- increase their awareness of their industry's

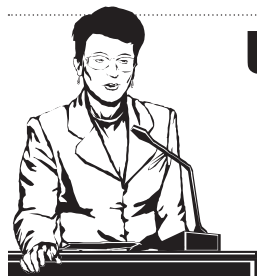
performance statistics, and

- build awareness of the contents of their study (which the association sells at a profit).

Was he satisfied?

The meeting planner hired Gene to deliver 5 business management topics at their 2003 annual convention.

Your CFO for Rent is a consultant, a program designer, a speaker, and a workshop facilitator – a meeting planner's dream.



Use Your Speakers as Event Consultants

In today's highly competitive environment for professional presenters, you should expect more than a great presentation. You should expect your speakers to assist you in developing ideas for your theme, promoting your event, writing powerful promotional material

for you, and suggesting ways to make your program or event more successful. And don't hesitate to ask them to be PR advocates for your event while they're in town. Think of your professional speakers as your event consultants. If they don't see it that way, maybe you should look around!

Helping Your Non-profit Clients Manage Their Money

Bureaus and professional meeting planners often get calls from non-profit organizations seeking assistance with their educational programs. Some have steady clients in the non-profit industry. We have a program for that audience that you should know about.

Operational Planning for the Not-for-Profit Agency is a workshop for operational planning and budgeting designed from the ground up for

people who manage nonprofit service providers. In a very interactive session, participants learn the relationship between strategic planning and operational planning, and the connection to budgeting that makes it possible for Boards and executive directors to set spending goals that will directly further their mission while keeping tabs on the dollars. With still shrinking funding from government and foundation sources, these organizations want and need to learn how to manage

their mission-based programs as efficiently as successful businesses in the private sector, rather than function in the survival mode that is increasingly standard practice for so many. This workshop will go a long way toward helping them lay the groundwork, set the targets, and account to their boards, foundations and government agencies for the money they receive.

The workshop can be delivered in half-day or full-day versions, depending on the meeting planner's objectives. Program materials are highly customized for each

Helping Your Non-profit... continued

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presentation, based on pre-event research and interviews. Programs for a single agency can be customized to actually begin their planning process in the workshop. The intended audience includes associations of nonprofit service providers as well as management teams of mid-sized and larger agencies. This program is not suitable for organizations that primarily award grants or publish educational materials.

What are Gene's credentials for this market?
He has over 5 years of consulting experience to non-profit organizations, and he currently holds positions as Chairman of the Board of The

Exceptional Children's Foundation, a mid-sized service provider in Southern California, and as a Member of the Advisory Board of WallStreet Investors Alliance, an educational and advocacy organization. He is, in addition, nationally recognized as the author of *Finance for Non-Financial Managers* (McGraw-Hill, 2003) and as *Your CFO for Rent*.

Have difficulty knowing what to offer these clients that isn't standard stuff in a new wrapper? Call **888-788-6534** or e-mail **gene@CFOforRent.com** for more information on this relevant, targeted program.

Recent Speaking Engagements

As you probably know, Gene is both a consultant and speaker, so his calendar is shorter than those of non-consultant speakers. On the speaking side of the business, here are some recent events where Gene has spoken.

- Institute of Scrap Recycling Industries – Annual Convention
- South Bay Estate Planning Council (Southern California) – Regional meeting on Marketing for professionals

- Tierra del Sol Foundation – Nonprofit workshop on operational planning
- United Motorcoach Association – Annual Convention



Change in our Fee Schedule

Our fees have not changed in a couple of years, but times have changed and so too must our schedule of speaking fees, for all bookings committed after January 1, 2005. Changes include more gradations in pricing to help planners use their budgets as efficiently as possible, more extra services – panel participation, consulting, coaching, educational materials – and new all-inclusive options for expenses. We will be mailing an official, new fee schedule to all our bureau friends in the next 30 days, but here is a quick look at what to expect:

Programs up to 90 min.	7,500
Programs up to 3 hours	9,000
Full-day programs	10,000
Additional programs same day	2,500
Panel participation	1,000
Panel chair	1,500

Look for details in the mail soon. For more information sooner, please call Jacqueline or Gene.

We're Moving! In order to give us more room for our broad range of activities, **Your CFO for Rent®** is moving to larger quarters. Beginning December 1, 2004, our address will be **5777 West Century Blvd., Suite 1220, Los Angeles, CA 90045**. We're still in the neighborhood, and our phone and email contact information will not change. Drop by for a visit when you're in the neighborhood.

"Focusing on business success, and managing the resources you need to get there."
That's the specialty of Gene Siciliano CMC CPA – Your CFO For Rent®.

Topics include:

- ⇒ Your Money, Your Business – Finance for Non-Financial Managers
- ⇒ Visual Planning – Seeing is Believing!
- ⇒ Flash Report – Key to Crisis-FREE Management
- ⇒ The World's Shortest Business Plan
- ⇒ How to Recession-Proof Your Business
- ⇒ Dreams to Dollars – Strategic Plans that Work
- ⇒ The Art of Management Focus



Finance for Non-Financial Managers, published by McGraw-Hill in 2003, is an excellent tool for learning reinforcement of a broad range of financial tools and concepts. Books are available for purchase from our website, major bookstores, Amazon.com, and BarnesandNoble.com.

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