



ATTENTION!

ALL FUEL OIL DISTRIBUTORS, OWNERS & MANAGERS



COHA ONTARIO CHAPTER ANNOUNCES BETTER BUSINESS BOOT CAMP

April 22, 2009 - Delta Meadowvale, Mississauga, ON

Get inspirational exposure to and exploration of the **Better Business "8 Steps"** concepts. Return to your business re-energized with new strategic tools that you can begin implementing immediately.

In a live, interactive and participatory setting, you will develop a more strategic understanding of how to effectively market and operate your business. Create your Profit, Marketing, Sales, Systems, Leadership and Team Strategies to take your business to the next level.

Face Reality and identify the issues that are holding you back. You will develop a strategic direction for your company and get a CEO Mindset, so you work more "ON" your business than "IN" it. It's important to align your business and personal goals in order to achieve balance in your life.

Build your profitable foundation and get control of your

money, profitability and cash flow. You will learn how to become a better leader. Get energized by identifying your "Natural Ability", the things that you like and are good at doing. Create your company's Vision, Mission and Values and build a high performance culture. Learn how to create and implement a marketing strategy and design ads and promotional materials that sell.

You will also learn how to implement Systems for your business so that things get done correctly the first time, every time. Learn how to hire, train and develop your Team. Get Team members to do your work for you. Chart your next steps for further growth and success.

The **Better Business Boot Camp** is delivered classroom style. Participants are provided with a workbook, templates and tools to help them implement the concepts in their business.

Please note that there are a limited number of table top exhibits available for member companies at \$199 plus GST. This includes a six foot skirted table and one complimentary registration. Please contact Constance Wrigley-Thomas at COHA Ontario Chapter to request (email: ontario@coha.ca or phone: 905-336-8943).



Your instructor **Greg Peterson** is a Senior Executive with 30 years of general management, marketing and sales experience. Greg has a highly successful track record in leading organizations through the development and implementation of strategic, marketing and sales plans, operations, customer service and obtaining bottom-line results. He is a creative, articulate

leader and achiever who utilizes analysis, strategy, teamwork and continuous improvement to achieve results. He is especially skilled in both turnaround and start-up situations.

Greg received his Bachelor of Business Administration from Penn State University. For many years he was a guest lecturer at Queens University's highly acclaimed Executive Develop Program.

Greg has been advising small business owners on how to grow their businesses, improve their profitability, control their time and achieve a better balance in their lives since 2002. His areas

of focus include:

- Selecting appropriate strategies to compete effectively
- Building a profitable foundation
- Leadership
- Marketing and Sales
- Systemizing the business so it works without the owner
- Developing High Performance Teams

Greg was one of Canada's first Certified Sales Professionals. On the Board of Directors of the Canadian Professional Sales Association (30,000 members) and Chairman of the Sales Institute, Greg led the nation-wide implementation of the sales certification program. Sales Certification is designed to enhance the image, ethics, knowledge, skills and professionalism of sales people. Today there are over 1500 Certified Sales Professionals in Canada.

Greg serves on the Board of Directors of the Oakville Chamber of Commerce and is Chairman of the Business Education Committee.



BETTER BUSINESS BOOT CAMP
Wednesday, April 22, 2009
Delta Meadowvale
Mississauga, ON



REGISTRATION FORM

Please complete this registration form and return with payment to:

COHA Ontario Chapter
 1100 Burloak Drive, Suite 300, Burlington, ON L7L 6B2
 Fax#: 905-331-1768

Are you a COHA Member?: Yes No

Company: _____

Address: _____

City/Town/ Postal Code: _____

Phone #: _____ Fax #: _____

Select Registration Type	COHA Members	Non-Members	# of Registrants	Total
Seminar Registration	\$ 199	\$ 299		\$
Plus 5% GST:				\$
Payment Total:				\$

Please make cheque payable to **COHA Ontario Chapter**

Please clearly print a list of all registrants (Use separate page if necessary):

- 1.
- 2.
- 3.
- 4.

Method of Payment: Cheque VISA MasterCard

Card #:

Expiry Date:

Signature