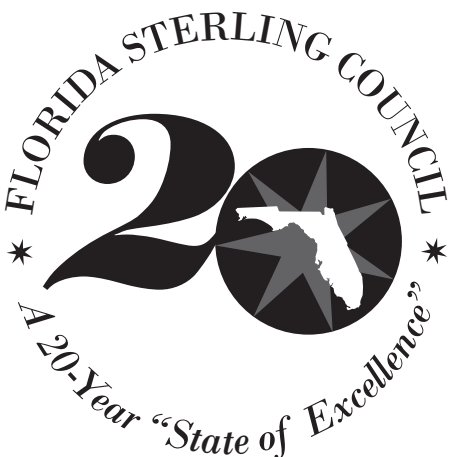


10 You Need to Attend the Florida Sterling Conference Reasons to Tell Your Boss Why

1. You will be able to help solve some of the challenges your company is facing.
2. You will have the tools to identify risks and know how to start solving them.
3. You will help your team accomplish more with fewer people and less money.
4. You will learn how to engage the multiple generations in your workforce and customer base.
5. You will be positioned to help develop current and future leaders in your company.



- "The Florida Sterling Conference is an outstanding professional development experience for any member of your leadership team. It's the best managed conference I've attended in the country and also my favorite...you get more 'bang' for your buck at the Annual Sterling Conference!"*
- Teri Ridler, Director of Human Resources, SeaWorld Orlando*
6. You will understand how to streamline processes.
 7. You will bring back solutions.
 8. You will bring back tangible tools and techniques from every session you attend.
 9. You will network with other professionals to gather best practices, and stay in touch with them to continue to share and learn.
 10. Your company will be part of making Florida a state of excellence.

Contact the Florida Sterling Council at (850) 922-5316 or visit www.floridasterling.com to register today!