

# The Cast of Back to the Future

Featured Speakers Include:



**Eric Dickerson**  
*Entrepreneur and CEO*  
“Not the Football Player”  
A U.S. Marine and former director of public relations for G.M., Eric has successfully run his own Buick dealership and ice cream shop chain. Today, he’s leveraging his experience to run for U.S. Congress.



**Clay Barnes**  
*CEO, Small Parts, Inc.*  
Since taking the reins at Small Parts, Clay has also become president of Materials Processing, Inc., a privately held manufacturing holding company with three subsidiaries, having combined sales in excess of \$100 million and more than 600 employees in eight U.S. and Mexico plants.



**Kent Benson**  
*Entrepreneur and Former IU and NBA Basketball Star*  
A member of IU’s 1976 National Championship team and a #1 draft choice of the Milwaukee Bucks the following year, Kent built on his success as an athlete to become a successful businessman. Today he owns Kent Benson Enterprises, with experience in telecommunications and the Internet.



**John Clark**  
*Senior Fellow, Sagamore Institute for Policy Research*  
Before working to found Sagamore Institute in Indianapolis, John was a senior fellow at the Hudson Institute, where he conducted most of its international research. He is a prolific author and adjunct political science professor at IUPUI, and speaks about international and domestic topics to more than a hundred groups a year.

## Thursday, September 28, 2006 The 2006 LINKAGES® Program FORUM Conference Center—Fishers, Indiana

8:30–9:00	Registration
9:00–9:15	Opening Comments
9:15–10:45	<b>Identify and Lock In on Your Sweet Spot</b> Do what your competitors can’t or won’t do.  <i>Speakers:</i> 3 CEOs who have fine-tuned their competitive position: <ul style="list-style-type: none"><li>Clay Banes, CEO, Small Parts, Inc.</li><li>Scott Dorsey, CEO, ExactTarget</li><li>Jay King, CEO, Indiana Box Company</li></ul> <i>Moderator:</i> Tim Roberts, CEO, Effective Selling Methods
10:45–11:05	Break
11:05–11:45	<b>Recognized True Golden Opportunities</b> Combining marketplace knowledge, capabilities, timing and intuition to be the “Firstest” with the “Mostest.” Be systematic and brutally objective.  <i>Speaker:</i> Scott Newman, CEO, Strand Analytical Laboratories
11:45–12:00	Break
12:00–1:30	<b>Lunch &amp; Roundtable Discussion</b> Get input on your burning issues.
1:30–1:50	Break
1:50–3:15	<b>Building Your Special Ops Team</b> Get the right people on the bus. Lead; don’t do. Inspect what you expect. A strong team adds great value.  <i>Speakers:</i> 3 CEOs who have built strong management teams through good leadership skills, provide ongoing training throughout the company and insist on a well-planned leadership transition plan: <ul style="list-style-type: none"><li>Matt Hagans, CEO, Eagle Creek Aviation Services</li><li>Eric Dickerson, CEO, Dickerson Buick (Republican Candidate for U.S. Congress)</li><li>Kent Benson, Center on IU’s 1976 National Championship Perfect-Season Team, MVP of 1976 NCAA Tournament</li></ul> <i>Moderator:</i> Kathleen Hart, Partner, Bose McKinney & Evans LLP
3:15–3:30	Break
3:30–3:50	<b>CEO-NET China Trip, April 14–28, 2007</b> Experience this amazing country from the inside with other CEOs and learn what threats and opportunities it poses for your company.
3:50–4:30	<b>Transition to Prosperity</b> What will the winners look like in the years ahead?  <i>Speaker:</i> John Clark, Senior Fellow, Sagamore Institute
4:30–5:30	Reception/Adjourn

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## Set a New Course For Business Success



### Register for the 16th Annual LINKAGES® Conference

An interactive seminar and networking event for CEOs by CEOs.

#### One Day Only! September 28, 2006

FORUM Conference Center  
11313 U.S.A. Parkway  
Fishers, Indiana 46038  
(317) 558–6096

See inside for more information.





## Sometimes it takes a step back to LEAP FORWARD.

See the big picture by attending LINKAGES, and hear from other CEOs about how to rediscover and rebuild on your company's intangible value.

Only LINKAGES pools such a unique resource of knowledge and exclusive insight into one single place and time.

- ▲ Tap into a wealth of useful information as other CEOs explain how they're conquering today's business challenges.
- ▲ Exchange ideas with like-minded chief executives who share your concerns, views and responsibilities.
- ▲ Seize the opportunity to expand your contact base.

### This Year at LINKAGES, You'll Learn How to:

#### ▲ Identify and Lock In on Your Sweet Spot

In such a vast, highly competitive, global market, maintaining a sharp business focus is more important than ever. So important, it may very well require that you challenge, and even change, your business model. Hear the firsthand experiences of other CEOs who had to regain their focus to gear up for a future in the world economy.

#### ▲ Recognize True Golden Opportunities

There's too much on the line for gut feelings and knee-jerk reactions. Explore sound, objective and organized methods for determining true business opportunities. Learn to effectively gauge your market's needs, leverage your intuition, fine-tune your sense of timing and respond with the right capabilities—so you can be the *firstest* with the *mostest*.

#### ▲ Build Your Special Ops Business Team

Do you really have the right people on the bus? And if you do, are they sitting in the right seats? When you've identified your business niche, you need a focused "special ops" staff with the skills and mentality to truly get after the target market. Find out how your CEO peers learned to objectively evaluate even their longest-tenured people, make adjustments and set up a results-oriented personnel review plan.

#### Plus!

- An insightful, revealing projection on the successful companies of the future from John Clark, Senior Fellow at the Sagamore Institute.
- A special presentation on CEO-NET's April '07 China expedition.
- Interactive roundtable discussions.

—and more!

**The Time Machine Is Leaving!**  
**Reserve Your Space Now!**  
**Registration Is Limited!**



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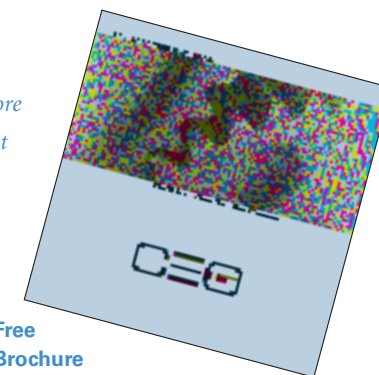
Call (317) 283-5755

Only \$395/person

Geared for CEOs of companies with annual sales between \$3 million and \$150 million, LINKAGES will be held Thursday, September 28, at the FORUM Conference Center in Fishers.

We'll send you more information about CEO-NET along with your invoice for attending the LINKAGES conference.

**Free  
Brochure**



CEO-NET invoices registration fees. We accept credit cards and checks. Registration is limited to 80 CEOs, and includes materials, continental breakfast, lunch and reception. Registration is not transferable. Cancellations made before September 15, 2006, are fully refundable. Cancellations made between September 18 and September 22 incur a \$100 cancellation fee. CEO-NET offers no refunds after September 22.