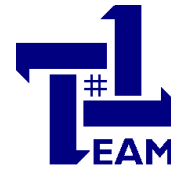


**KUTY & ASSOCIATES, LLC**

SECURITY MANAGEMENT, MARKETING & SALES CONSULTING

&



TEAM SOFTWARE, INC.

PRESENT

## **Take Charge in 2012 and Beyond**

*Positioning Your Security Company for Future Growth*

**Tuesday, March 20<sup>th</sup>, 2012**

**Hilton Orlando**

6001 Destination Parkway

Orlando, FL 32819

### **Seminar Topics:**

- Selling Security Services in Today's Competitive Market
- Increasing Demand on Resources: Are the new technologies the answer?
- What to Expect when Selling a Contract Security Company in 2012
- Staying Competitive in the 21<sup>st</sup> Century
- Effective Online Marketing and Selling Techniques



TEAM Software, Inc.

Omaha, NE

[www.teamsoftware.com](http://www.teamsoftware.com)



## SPEAKERS

### **Gary H. Kutry, CEO Kutry Associates, LLC.**

Gary is a nationally recognized management, marketing and sales consultant providing growth strategies, support and training for the contract security profession. A 35-year veteran of the contract security industry, he is also an accomplished lecturer and published writer for various industry publications.

### **Robert Perry, Robert H. Perry & Associates, Inc.**

In 1977, Bob started Robert H. Perry & Associates, Inc., a firm that specializes in managing the sale of privately-held contract security companies. Since that time, RHPA has represented over 150 sellers of contract security companies located in the United States, Canada, Western Europe, South America, the Caribbean, South Africa and the Middle East. Bob manages the day to day activities of the firm and is a frequent guest speaker on the subject of buying and selling contract security companies at many security association meetings.

### **Dennis Hamilton, President, Hamilton Innovative**

Dennis specializes in online marketing through the Internet, websites, and e-newsletters for the contract security and private investigative professions. With keen insight that stems from 25 years in the field support, sales and marketing, corporate education/training, management and ever changing web technologies, Dennis will provide simplified keys you need to make the Internet work for you.

### **Bennett Fierman, Ph.D. – President, Lauren Innovations**

Prior to joining Lauren Innovations, Dr. Fierman was a healthcare provider and administrator for more than 25 years in private, public and non-profit settings. He has served in consulting and leadership roles for a variety of public and higher education environments, healthcare institutions and systems, public and private corporations and governmental agencies. Dr. Fierman has served as a senior executive with responsibility for strategic planning, business development, facility development, operations, marketing, advertising and public relations. He has developed and implemented system-wide service excellence programs and has created Leadership Institutes for Management Development in a variety of organizations.

### **Chris Thornton, President & Chief Operating Officer, A&R Security Services, Inc.**

Chris is a CPA and holds an MBA from Texas State University and a BBA with a major in Accounting from the University of Texas at Austin. Chris joined A&R in 1994 following positions with Waste Management, Radian Corporation & Atlantic Richfield.

## To Register

A value at \$149.00: To reserve a spot at this seminar, please call TEAM Software at 1-800-500-4499 or send an email to [brian.demeo@teamsoftware.com](mailto:brian.demeo@teamsoftware.com). You will be contacted to finalize your registration.

The Hilton Orlando hotel is offering a special room rate of \$139/night (plus tax) for people attending this seminar. To reserve your room, please call 407-313-4300 or go online [www.thehiltonorlando.com](http://www.thehiltonorlando.com) and provide them with the code – “TEA” to receive the special rate. Please reserve your room soon as they are filling up fast.

## AGENDA

8:00 – 8:30	Registration
8:30 – 9:45	Selling Security Services in today's Competitive Market
9:45 – 10:00	Break
10:00 – 11:30	Increasing Demand on Resources: Are new technologies the answer?
11:30 – 12:30	Lunch
12:30 – 1:30	Effective Online Marketing and Selling Techniques
1:30– 1:45	Break
1:45– 3:00	Staying Competitive in the 21 <sup>st</sup> Century
3:00 - 3:15	Break
3:15 – 4:30	What to Expect when Selling a Contract Security Company in 2012
4:30 – 5:00	Q & A
5:00 – 6:00	Cocktail reception - Hosted by Lauren Innovations

