



## HCap has brewed up the most unusual workshop you'll need this year! *(and maybe next year, too)*



Whether you're the CEO, a marketing guru, an entrepreneur, or a senior executive, you know that, just like life, all business involves negotiations of one kind or another. You might also know that once in a rare, rare time may come along some real answers to the questions that sometimes keep you awake at night:

- Have I gotten the best deal for my company – no matter the deal?*
- Have I established our brand as the leader in our industry?*
- Am I as profitable as I can possibly be right now?*
- What will it take to position my team for the future?*
- Does my sales team have all the right tools to function competitively?*

HCap will answer these questions by introducing two phenomenal people to you in an all day workshop at Boulevard Brewing's state-of-the-art brewery on September 25<sup>th</sup>.

Our guest speakers will be:

- *Bill Garcia, international negotiations trainer whose common-sense approach based on psychological wisdom will be as useful to you in real life as it will in your business and*
- *Bob Sullivan, Chief Sales and Marketing Officer, for Boulevard Beer who will show you the way to integrate sales and marketing through all facets of the organization and improve the profitability of the organization.*

We'll cap off the day with beer tasting and conviviality in the beautiful Boulevard Tasting Room!

Keep reading to learn more about this interactive workshop and what it can actually accomplish for you and your folks . . .



- The culture of training and education
  - Enlightenment at every point of contact, both internal and external
- Sounds of success
  - Bringing it all together using various media

With Bob at the helm of sales and marketing, Boulevard has become the Midwest's best-selling craft beer and the 18<sup>th</sup> largest brewery in the U.S. In 1990, the first full year of operation, Boulevard produced 1747 barrels of beer. In 2008, the company will sell over 140,000 barrels.



REGISTRATION FORM / INFORMATION

Join us for this unforgettable day dedicated to improving your profitability through some key tools. You'll learn how to improve your power of negotiating based upon increasingly strong sales and marketing from a lasting brand. You'll learn some lifelong skills that will improve your and your company's performance. And you'll learn, it's not just about the beer. (But that helps!)

YES – I will be attending the workshop on September 25<sup>th</sup>.

FULL NAME AND TITLE \_\_\_\_\_  
 EMAIL ADDRESS \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 MAILING ADDRESS \_\_\_\_\_  
 CITY, STATE, ZIP \_\_\_\_\_  
 TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_  
 NUMBER ATTENDING \_\_\_\_\_

Please list additional information for those attending.

PAYMENT INFORMATION

The investment, per person, is \$199 for a full day (lunch will be provided).

Register by July 30<sup>th</sup> and pay \$179 per person.

Groups of 5 or more pay \$179 per person.

**All payments are due 2 weeks before the workshop.**

Confirm by one of the following methods:

EMAIL

Send the information requested above to [kgustin@hcap.us](mailto:kgustin@hcap.us)

PHONE

913-744-3311

FAX

913-663-2090

MAIL

(send check, money order or complete the credit card information section)

HCap International  
 600 Broadway, Suite 690  
 Kansas City, MO 64105

Check # \_\_\_\_\_ Check amount \$ \_\_\_\_\_

Charge to: MasterCard / Visa

Card number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

NOTE: Cancellations up to five working days before the workshop are refundable, minus a \$25 registration service charge. After that, cancellations are subject to the entire fee. If you don't cancel and you don't attend, you are still responsible for payment.