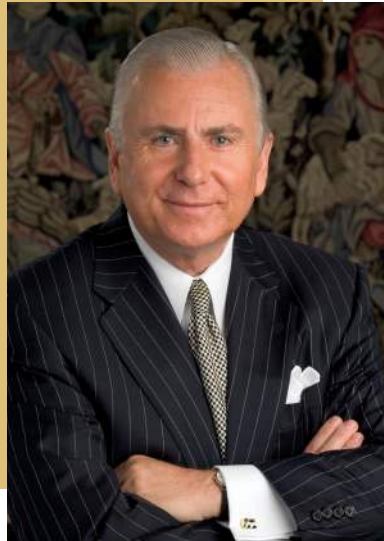


Qubein shares proven strategies to give you and your company
THE WINNING EDGE

UNIVERSITY PRESIDENT AND BUSINESS LEADER NIDO QUBEIN, CSP, CPAE

PARTIAL CLIENT LIST:

AT&T
Aetna
American Airlines
American Cancer Society
American Furniture Manufacturers
American Pharmaceutical Association
American Greetings
American Payroll Association
Amoco
Arby's
BB&T
Bama Foods
Banc One
Bassett Furniture
BellSouth
Best Western Hotels
Blue Cross & Blue Shield
Boeing
Borden Dairy
California Beer Wholesalers
CNN
CoBank
Coldwell Banker
Con Edison of New York
Cox Broadcasting
Credit Union National Association
Data General Corporation
Diamond Shamrock Corporation
Dollar Rent A Car
Dominos Pizza
Electronic Industries Association
Euronet
Family Fare Convenience Stores
Fifth Third Bank
FTD
Food Marketing Institute
General Electric
Georgia Pacific
Golden Corral
Hatteras Yachts
Hilton Hotels
H&R Block
INA USA Corporation
INC Magazine
Institute of Internal Auditors
Int'l. Foodservice Manufacturers
Int'l. Management Council
Jacobs Engineering
JC Penney
Krispy Kreme
LabCorp of America
La-Z-Boy
Life Insurance Underwriters
Lowe's Companies
Milliken & Company
Minnesota Health Care Facilities
Mobile
Morgan Keegan
NCR
Nabisco
National Spa & Pool Institute
National Tool Association
New Image International
New Jersey Automobile Dealers
Northrup Corporation
Nynex
Oakwood Homes Corporation
Oil Dealers of Washington
Old Dominion Freight Line
Olympic Stain Corporation
Panda Express
Progressive Concepts
Prudential Insurance
Qdoba
Radio Shack
Real Estate Lenders of America
Realty World
Retail Bakers of America
Rockwell International
Servpro Industries
Sir Speedy
Snelling & Snelling, Inc.
Society of Manufacturing Engineers
Sony Ericsson
Specialty Tools and Fasteners
Virginia Bankers Association
Wrangler

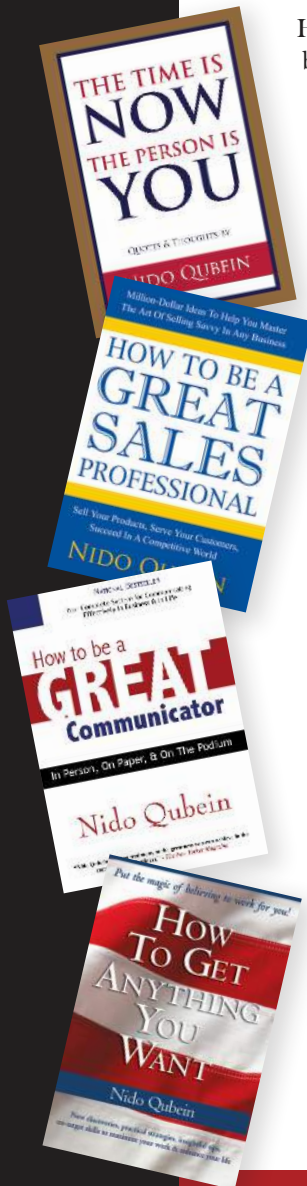


Dr. Nido Qubein is president of High Point University, which enrolls 4,300 undergraduate and graduate students from more than 35 countries and 47 states. He has authored more than two dozen books and audio programs distributed worldwide in 20 languages. His foundation has granted hundreds of scholarships to college students nationwide.

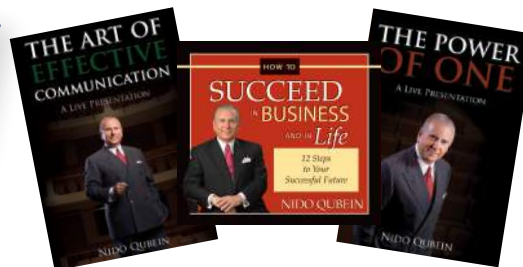
He came to the United States as a teenager with little knowledge of English and few resources. His life has been an amazing success story. He has been the recipient of many honors including the Ellis Island Medal of Honor, Horatio Alger Award for Distinguished Americans, Sales and Marketing International's Ambassador of Free Enterprise and induction into the Global Society for Outstanding Business Leadership and the International Speakers Hall of Fame.

He serves on numerous boards including BB&T, a Fortune 500 company with \$175 billion in assets and La-Z-Boy Corporation, one of the world's most recognized brands. He is also chairman of Great Harvest Bread Company with 220 stores in 43 states.

Toastmasters International named him Top Business and Commerce Speaker and awarded him the Golden Gavel Medal. He is the founder of the prestigious National Speakers Association Foundation and addresses many business and professional groups around the world each year.



- **PRESIDENT, HIGH POINT UNIVERSITY**
Undergraduate and graduate institution with 4,300 students from 35 countries and 47 states
- **EXECUTIVE CHAIRMAN, GREAT HARVEST BREAD COMPANY**
220 stores, 43 states (and still growing)
- **EXECUTIVE COMMITTEE MEMBER & CORPORATE DIRECTOR, BB&T CORP.**
Fortune 500 company with \$175 billion in assets
- **CORPORATE DIRECTOR, LA-Z-BOY CORPORATION**
Globally recognized furniture manufacturer and retailer



“Over 75 percent of Nido’s business comes from companies that have utilized him before... He puts on a memorable program.”

MONEY MAGAZINE

Popular Topics Tailored to Your Specific Needs and Goals

RAVE REVIEWS

"A great pleasure to have you speak to our sales force. Your name and ideas were referred to all weekend. We all learned a lot from your terrific presentation." CNN

"You were a huge success at our conference! The group was motivated, energized and entertained by your presentation. A few quotes I have heard: 'The best speaker we have had in years!' 'He grabbed the audience and kept our interest.' 'He motivated and entertained a great mix.' And many more. Thank you for helping to make our conference a great success!" NESTLE USA

"You are a classy guy who gives 100% in everything you do. Your presentation was extremely well received by all of our regions. Thanks for a great job!" PRUDENTIAL

"Nido is a dynamic speaker with a rich background of personal and business success. He has the ability to speak to a diverse audience and provide specific direction and take-home value for all audience members. His high-energy presentation was designed to meet our specific needs, delivered with warmth and charm." HARLEY-DAVIDSON

"Nido's purpose definitely is to serve his clients. He does a fantastic job of communicating the information. His biggest value, though, is the information the audience takes home - it inspires people to take action." PROGRESSIVE CONCEPTS

"Nido really knows how to move, motivate and communicate with people. His presentation had a positive impact that reflected in increased performance and results." NEW IMAGE INTERNATIONAL

BRANDING & RECULTURING... *Throw The Box Out Of The Window*
Throwing the proverbial box out of the window is the primary mantra of the transformation process Nido Qubein is undertaking at High Point University where he serves as president and with Great Harvest Bread Co. where he serves as chairman. Through powerful points and humorous anecdotes, he shares examples of successful branding and reculturing initiatives that have propelled these large organizations to new heights. By translating the essence of each principle into useful ideas for every organization, he takes the audience on a life-changing journey that can alter their thought process and strategic mindset.

MOTIVATION...

From Success To Significance

A powerful and inspiring presentation on focus, balance, and meaning in business and in life. Nido Qubein cites major differences between creativity (how can we do this differently) and innovation (how can we do this better). He distinguishes among tasks, goals, and purpose humorously yet persuasively with thoughtful impact.

LEADERSHIP...

Expecting and Managing the Unexpected

Nido Qubein will show you how to prepare your employees for high productivity and your company for maximum profitability - how to grow a well trained, educated and motivated team. You can train people to do the mechanical tasks related to your business but you can't train them to seek excellence. Attitude changes through consistent input that appeals to an individual's self-interest and organizational spirit.

SALES...

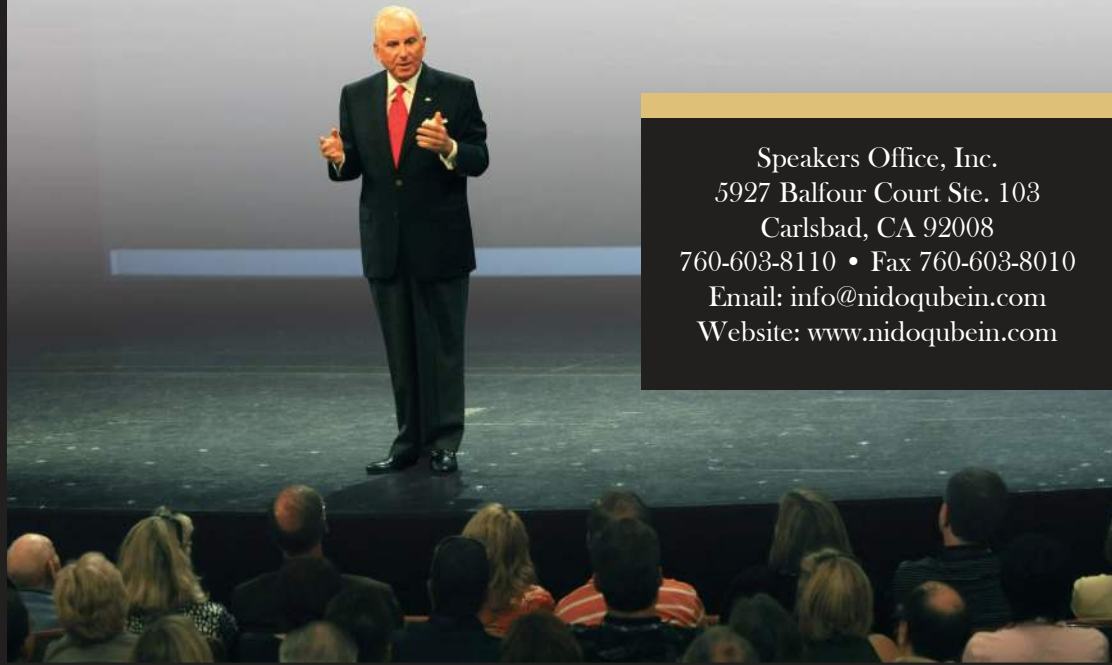
How To Sell, Serve, and Succeed

To sell effectively in today's ever-changing, competitive world, one must master sales skills and behavioral knowledge. Nido Qubein teaches both with humor and audience involvement. He focuses on the Law of Identification (when something becomes personal it becomes important). He emphasizes: Prospects don't want to buy your product; they want to buy the product of your product.

POSITIONING...

If I Wanted To Buy What You Sell, Would I Buy It From You?

Why should people do business with you? How easily can someone else imitate what you do? Do your customers think of you first? Nido Qubein shares dynamic principles for personal and corporate achievement. It doesn't matter how much you know or what you can do. What matters is what your customers and colleagues believe and perceive you can do for them...how well they understand and value what you are offering.



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