

19TH ANNUAL INTERNATIONAL PLANNING CENTER METHODS (PCM) CONFERENCE

For additional details or to learn more about this exciting event –
 Call (602) 997-6966 or FAX (602) 997-9776 24 hours daily.
 E-mail: JNorman50@aol.com

To Join Us...

- ✓ Check your calendar and the Agenda – Schedule yourself for the Meeting.
- ✓ Determine the events you want to attend. (Paid in advance)
 - Entire Conference (Friday and Saturday)\$195
 - Friday only: (May 6, 2005).....\$145
 - Saturday only: (May 7, 2005)\$125

If you must pay after the meeting, add \$50 to each of the above.

- ✓ If you have special requirements, register and telephone us at (602) 997-6966

- ✓ Complete the Registration Form below.



Mail completed Registration Form with your payment to:
 Phoenix CPCs Foundation
 P.O. Box 82181
 Phoenix, AZ 85071

Act Promptly. Space is limited to 200 participants.



Please make all checks payable to Phoenix CPCs Foundation

Clip and return

19th Annual International Planning Center Methods (PCMs) Conference

Registration Form

Your Name _____

Your Organization _____

Address _____

City, State, Zip _____

Phone: (____) _____ FAX: (____) _____ E-Mail: _____

I will participate in (check one):

- | | |
|---|--|
| <input type="checkbox"/> Entire Special Meeting (Friday and Saturday) \$195 | <input type="checkbox"/> I have special requirements and will telephone you. |
| <input type="checkbox"/> Friday only (May 6, 2005) \$145 | <input type="checkbox"/> I must pay after the meeting (add \$50 per event). |
| <input type="checkbox"/> Saturday only (May 7, 2005) \$125 | <input type="checkbox"/> My/ Our check for \$ _____ is enclosed. |



Phoenix Creative Planning Centers Foundation, Inc.,
 An Arizona Nonprofit, 501(c)(3) Organization, Presents:

19TH ANNUAL INTERNATIONAL PLANNING CENTER METHODS (PCMs) CONFERENCE

USING STORYBOARDING IN TEACHING, EDUCATING & TRAINING

Topics In This Conference:

Friday

- 8:00 REGISTRATION & COFFEE
- 8:30 OPENING & INTRODUCTIONS
- 9:00 KEYNOTE SPEAKER - DON BUDINGER
- 11:00 SBers OF YEAR - CONSTRUCTING FOR TEACHING, EDUCATING & TRAINING
- 12:00 LUNCH - ON YOUR OWN
- 1:30 TOUR - DESERT BOTANICAL GARDEN & OBSERVE THE \$17 MILLION RENOVATION
- 3:30 BRIEFING BY GARDEN EXEC. DIRECTOR

Saturday

- 8:00 COFFEE
- 8:30 PHX CPC EXPERTS - PLANNING CENTER METHODS (PCMs) OF STORYBOARDING, POWERPOINT, TABLET PC APPLICATIONS IN TEACHING, EDUCATING & TRAINING
- 11:00 GROUP CONVERSATION
- 12:00 END



Keynote Speaker: DON BUDINGER, Rodel Charitable Foundation (One of the most influential leaders in the U.S., along with Bill & Melinda Gates Foundation, on the topic of improving education)

May 6 and 7, 2005 8:00 AM
 ASU Kerr Cultural Center
 6110 N. Scottsdale Road
 (West on Rose Lane South of the Borgata)
 Scottsdale, Arizona

About Planning Center Methods

Planning Center Methods (PCMs) are environments, processes, and tools which dramatically increase the productivity of meetings, projects, and organizational development. These methods often save over 50 percent of the typical time and costs associated with these three activities. The use of these methods continues to grow throughout business, industry, nonprofit and government organizations. This year's program will focus on the Using StoryBoarding In Teaching, Educating & Training. The nonprofit organization concerned with Creative Planning Centers formed in 2000 was expanded to 164 members this year. PCMs expanded into PowerPoint, tablet personal computer applications, and meeting capture and annotation during the year.

The primary tool of PCMs is called Storyboarding. Invented by Walt Disney in 1928, Storyboarding continues to expand and improve. The Phoenix Creative Planning Center is the leader in StoryBoarding research, development, and implementation. The Center's seven-module PCMs Master Program of Training is constantly expanded and enhanced. This year, the first two courses were taught to MBAs at the college level, A PowerPoint Network was developed to organize new StoryBoarding products. Also, a digital war room for PCMs was defined.

19th Annual International Planning Center Methods (PCMs) Conference Using StoryBoarding In Teaching, Educating & Training

Friday, May 6, 2005

AGENDA

8:00 AM - REGISTRATION & COFFEE
8:30 AM - OPENING & INTRODUCTIONS

9:00 - 11:00 AM KEYNOTE SPEECH (STIMULUS)

- **Don Budinger - RODEL Charitable Foundations.**
Don has become one of the most influential leaders in improving education. He customarily and continually communicates with some of the most responsible officials and executives in the U.S. He sits on many boards, groups, and organizations being exposed to the latest research and most compelling issues in education. He has presented to Arizona Town Hall on the capital aspects of education, to civic groups on how education has turned the corner, and to many people on his real motivation in investment in education. He experiences the most advanced communication and education methods available.

Don will share insights on all the above, and answer any question, in a dynamic interaction with the participants in one of the most intimate environments available: Kerr Cultural Center.

11:00 - 12:00 Noon - CONSTRUCTING FOR TEACHING, EDUCATING & TRAINING

- **Brian Rowland and Steve Epstein - StoryBoarders of the Years 2004 & 2005.** These top StoryBoarders, who are MBAs, present provocative ideas on Building for Education and Phoenix CPC Education Opportunities from the StoryBoarding perspective, supplementing the insights shared by Don Budinger.

Noon - 1:30 PM LUNCH ON YOUR OWN (PAUSE)

1:30 - 3:30 PM TOUR OF THE DESERT BOTANICAL GARDEN

- **Group Tour - Staff of the Garden in paid tour.** Rich variety of displays and exhibits, new facilities (hall, learning & research centers, library, courtyard, plaza, shop, and amphitheater.

3:30 - 4:30 PM BRIEFING BY EXECUTIVE DIRECTOR

- **Ken Schutz - Operating a Mature Nonprofit.** How it works.

Saturday, May 7, 2005



AGENDA

8:00 AM - COFFEE

8:30 - 11:00 AM PLANNING CENTER METHODS (PCMs) OF STORYBOARDING, POWERPOINT, & TABLET PC APPLICATIONS USES IN TEACH- ING, EDUCATING & TRAINING (RESPONSE)

- **Jim Norman - moderator**
Opening and introductions, including briefing on progress on teaching "StoryBoarding for MBAs"
- **Steve Epstein - Teaching With Tablet PC**
Composition & music, math, maps, K-12 curricula, PowerPoint Network-Generic and Digital War Room
- **Annette Marino - Nonprofit Educating**
Insights from web development and digital marketing techniques in nonprofit organizations
- **Connie Kadansky - Training With PowerPoint**
One of the top training consultants, and the considerations of PowerPoint and Workbooks
- **Larry Cummings - PowerPoint Limitations**
Edward Tufte concepts on PowerPoint. Using short, medium, & long alternatives with Presentation SB
- **Hamilton Wallace, Phoenix CPC Board - WIKI**
Briefing on the collaborative writing method to be used for virtual users group on the conference topic.

11:00 - Noon GROUP CONVERSATION

- Phoenix CPC expert speakers in a  panel and participants discuss and focus  on the conference topic.

Your Meeting Leader

Jim Norman is one of the nation's leading experts in visual planning methods. His skill in designing, leading, and reporting techniques to document group thinking is enhanced by the use of Planning Center Methods, including Storyboarding. Jim has worked for over 35 years in his Phoenix CPA consulting firm, founded in 1953.

After last year's conference, Jim led projects to use PowerPoint and "meeting capture" in StoryBoarding. Along the way, he developed a PowerPoint Network, which can be used to organize up to 2401 lecture shows. He lectured MBA college classes on the topic of "StoryBoarding for MBAs." He watched the development of technology tools for design and documentation in StoryBoarding

He brings all the elements of the year to this conference, and introduces one of his outstanding past clients and friends, Don Budinger, to conference participants. It is apparent to Jim that the hottest topic this year is "Using StoryBoarding in Teaching, Educating, and Training."



Your Speakers



Steve Epstein, Brian Rowland, Don Budinger

DON BUDINGER

Don is a founder and immediate past President of Rodel, Inc. - the world's largest manufacturer of high-precision surface finishing chemicals used in the manufacture of computer chips, silicon wafers and rigid memory discs.

When the company was sold in 2000, a significant portion of the proceeds were contributed to two Foundations, one of which is in Arizona, and a public policy center called ThinkAZ. The purpose of the foundation is to lead an effort that will result in Arizona having a public education system that is widely recognized as one of the best by the year 2020.

Currently, Don is Chairman and Founding Director of the Rodel Foundations, Chairman of ThinkAZ, a member of the Board of Trustees of Thunderbird - Garvin School of International management, on the board of Greater Phoenix Leadership, University of Arizona Foundation, and All "A's" for Arizona. Don is founder of the Rodel Community Scholars program at Arizona State University's W.P. Carey School of Business, and Rodel Social Entrepreneurial Initiative at University of Arizona. Nationally, Don is a member of the Business Higher Education Forum in Washington Forum in Washington, D.C.



ASU Kerr Cultural Center
6110 N. Scottsdale Road
Scottsdale, Arizona 85253
Telephone: (480) 596-2660

Desert Botanical Garden
1201 N. Galvin Parkway
Phoenix, Arizona 85008
Telephone: (480)941-1225

Scottsdale Hilton
6333 N. Scottsdale Road
Scottsdale, Arizona 85250
Telephone: (480) 948-7750

Marriot Residence Inn
6040 N. Scottsdale Road
Scottsdale, Arizona 85253
Telephone: (480) 948-8666

Locations and Accommodations

StoryBoarders of the Year

BRIAN ROWLAND (2004)

CPA, formerly with KPMG, now V.P. CFO of Rowland Companies, a regional construction management firm. Recent MBA from W.P. Carey School of Business at Arizona State University.

STEVE EPSTEIN (2005)

Consultant, specializing in new product development worldwide. MBA from UCLA. Submarine officer in the U.S. Navy. Long career in technology.

Phoenix CPC Experts Saturday



Annette Marino

Success For Good Foundation
(expert in Information Technology, Web marketing, and nonprofits)



Connie Kadansky

Exceptional Sales Performance
(expert in Call Reluctance training)



Larry Cummings

Shadowbox Studios
(expert in global computer program development and technology)