

**21ST 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 4, 2007).....\$145
  - Saturday only: (May 5, 2007) .....\$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 50 participants.



Please make all checks payable to Phoenix CPCs Foundation

Clip and return

**21ST 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):

- Entire Special Meeting (Friday and Saturday).....\$195
- Friday only (May 4, 2007) .....\$145
- Saturday only (May 5, 2007) .....\$125
- I have special requirements and will telephone you.
- I must pay after the meeting (add \$50 per event).
- My/ Our check for \$ \_\_\_\_\_ is enclosed.

Please Note: The two afternoon training sessions on SAW Storyboarding will be nominally priced separately, depending on the number of people interested. Check if interested



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

**21ST ANNUAL INTERNATIONAL PLANNING CENTER METHODS (PCMs) CONFERENCE**

**BUILDING WITH STORYBOARDING**

**Topics In This Conference:**

**Friday Morning - Casa (Stimulus)**

- 8:00 REGISTRATION & BREAKFAST
- 8:30 KEYNOTE SPEAKER - PAUL JOHNSON
- 9:15 INNOVATION OF YEAR - JOHN WEBSTER
- 10:15 2007 SBer OF YEAR - STEVE CRIST
- 11:00 SAW STORYBOARDING - KEN BRATZ

**Fri. Afternoon - Casa (Pause)**

- 12:00 LUNCH - CASA DINING ROOM
- 1:00 SAW STORYBOARDING TRAINING I, or
- 1:00 PERSONAL/GROUP TIME AT THE CASA
- 5:00 DINNER -CASA DINING ROOM

**Saturday - Casa (Response)**

- 8:00 REGISTRATION & BREAKFAST
- 8:30 PHOENIX CPC EXPERTS - RESPONSES
- 11:00 GROUP CONVERSATION
- 12:00 SAW STORYBOARDING TRAINING II, or
- 12:00 OPTIONAL ACTIVITIES AT CASA



Keynote Speaker:  
 PAUL JOHNSON, Old World Communities; former Phoenix Mayor and Arizona gubernatorial candidate, now visionary builder and businessman.

May 4 and 5, 2007 8:00 AM  
 FRANCISCAN RENEWAL CENTER (The Casa)  
 5802 E. Lincoln Drive, Paradise Valley, 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 **BUILDING WITH STORYBOARDING**. The nonprofit organization concerned with Creative Planning Centers formed in 2000 completed 6-years this year. PCMs expanded into Tablet PCs led by Steve Epstein, inexpensive telecommunications under Dick Engel, the Cisco Telepresence pursued by John Webster.

The primary tool of PCMs is StoryBoarding (SBing). 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 7-module PCMs Master Program of training was used successfully in a 3-year apprenticeship program completed in August, 2006. This year, SBing was used successfully to win a Tucson law case during the year by Jim Norman serving as his own attorney, supported by 30 SB people.

### 21st Annual International Planning Center Methods (PCMs) Conference

BUILDING WITH STORYBOARDING

Friday, May 4, 2007

#### AGENDA, THE CASA (STIMULUS)

**8:00 AM - REGISTRATION & BREAKFAST**

**8:30 - 9:00 AM - KEYNOTE SPEECH**

- **Paul Johnson** - *Old World Communities*

"The Knowledge Worker and the Creative Class - The Opportunities and Challenges for Our Future and the Future of Phoenix" is the topic of this speech to set the theme for the next year. Paul will share insights from his work with people around Phoenix, the State of Arizona, and the U.S., from his company, his years as Phoenix Mayor, and his leadership in Arizona organizations.

**9:15 - 10:00 AM INNOVATION OF THE YEAR**

- **John Webster:** "Cisco Telepresence" program based upon travel to see Bob McIntyre\*(next page) & research this year.

**10:15 - 10:45 AM - 2007 SBER OF THE YEAR**

- **Steve Crist** - "Profiting from StoryBoarding"  
SBER for many years at Bell Helicopter and Edson Electric with challenging thoughts about making money with SBing.

**11:00-Noon Systems Analysis Workout STORYBOARDING**

- **Ken Bratz** - "Introduction to SAW StoryBoarding"

#### AGENDA, THE CASA (PAUSE)

**Noon - 1:00 PM LUNCH AT THE CASA DINING ROOM**

**1:00 - 5:00 PM SAW STORYBOARDING TRAINING I**

- **Ken Bratz** - "Facilitation of SAW StoryBoarding"

or

**1:00 - 5:00 PM PERSONAL/GROUP TIME AT THE CASA**

- **Jim Norman** - Time on your own and with others.

**5:00 - 6:00 PM DINNER AT CASA DINING ROOM**

**6:00 PM - CLOSING PERSONAL/GROUP TIME (OPTIONAL)**

Saturday, May 5, 2007

#### AGENDA, THE CASA (RESPONSE)

**8:00 AM - REGISTRATION & BREAKFAST**

**8:30 - 11:00 AM PHOENIX CPC EXPERTS - PLANNING CENTER METHODS (PCMs)**

- **Jim Norman, Moderator** Opening & Introductions.

- **Tammy Adams (Intro. Brenda Paulsen, Board)**

Project meeting facilitation insights.

- **John Webster (Intro. Hamilton Wallace, Board)**

Final thoughts of 2006-7 SBER of the Year.

- **Steve Crist (Introduced by Tom Zandler, Board)**

2007-8 StoryBoarder of the Year's response.

- **Kathy Jacobs (Intro. Fred Linch, Board)**

Perspectives of a Microsoft MVP.

- **Steve Epstein ) Introductions by**

- **Robert Lane ) Jim Norman**

Two top technology members respond.

- **Steve Mason (Intro. by Dick Melick, Board)**

Co-founder's and Assistant Director's views.

**11:00-Noon GROUP CONVERSATION**

- Phoenix CPC expert speakers and participants discuss and focus on the conference topic & theme.

**Noon -5:00 SAW STORYBOARDING TRAINING II**

- **Ken Bratz** - "Conclusion of SAW StoryBoarding."

or

## Your Meeting Leaders

Jim Norman is one of the nation's leading experts in visual planning methods, and he is currently developing Enhanced StoryBoarding based upon 30-years research. Jim is co-founder and executive director of the Phoenix CPC Foundation. After last year's conference, Jim spent much of his time using StoryBoarding as a co-defendant in an eleven-month lawsuit. He used the Franciscan Renewal Center (the Casa) on Saturdays to focus away from the lawsuit. He brings his 52-week experience at one of the finest retreat and learning facilities, located in Paradise Valley, Arizona, to participants of this conference.

Steve Mason is the other co-founder of the Phoenix CPC Foundation, and took over much of the activities of the Foundation in Fall, 2006, as Assistant Director of the Foundation. At right, Steve is shown skiing after 15-years and thousands of hours of rehabilitation from an automobile accident. Steve introduces his boss and outstanding builder, Paul Johnson, as keynote this year to conference participants.



## Your Speakers Providing the "Stimulus" Friday Morning



### PAUL JOHNSON

In 1990, Paul Johnson was elected Mayor of Phoenix, at 30, the youngest mayor of a major American city. He is recognized for his innovative approaches. He has a B.S. in History from Arizona State University, a B.S. in Business Management (U. of Phoenix), and attended Kennedy school at Harvard. Paul has founded several multimillion-dollar companies in construction and telecommunications, and has large real estate holdings. He has developed large-scale projects. His service on committees has given him understanding of regulatory, development, & entitlement processes.

**KEN BRATZ** - Leadership Resources & Consulting, Palestine, Texas  
*SAW Storyboarding Training*



**STEVE CRIST** - Bell Helicopter Tiltrotor Plant, Amarillo, Texas  
*2007 StoryBoarder of Year*



## Phoenix CPC Experts "Respond" Saturday

### • Tammy Adams

Chaosity, LLC., Phoenix, Arizona  
Certified Professional Facilitator.  
Expert in facilitation, co-author of *Facilitating the Project Lifecycle*



### • John Webster

netsupport.com, Phoenix,  
2006-7 StoryBoarder of the Year. Expert in computers & technology



### • Kathy Jacobs

Call Kathy Solutions, Phoenix, Microsoft MVP. Expert in MS PowerPoint2007, OneNote2007, & teaching Tablet PC operations.



### • Steve Epstein

Media2eye, Phoenix. Expert user of Tablet PCs/ tablet software, the subject of research for 4 years by the Phoenix CPC.



### • Robert Lane

Aspire Communications, Tucson. Expert in Relational Presentation. Author of book and leader of team developing software on *Guide to Relational Presentation* just published.



\* (Previous page) **Bob McIntyre** is an Advisory member at Scientific Atlanta & is involved with "Cisco Telepresence."

## LOCATIONS AND ACCOMMODATIONS

Franciscan Renewal Center (The Casa)  
5802 E. Lincoln, Paradise Valley, Arizona  
1(800) 356-3247 Phone (480) 948- 7460  
JW Marriott Camelback Inn  
5402 E. Lincoln, Paradise Valley, Arizona  
1(800) 242-2635 Phone (480) 948-1700

Scottsdale Resort & Conference Center  
7700 E. McCormick Parkway, Scottsdale, Arizona  
Phone (480) 991-9000  
The Phoenician Resort & Spa  
6000 E. Camelback Road, Scottsdale, Arizona  
Phone (480) 941-8200

