

Desktop		
<p>Accounting Aspects of Desktop TMA</p>	<p>This session will look at the basic TMA accounting structure and how you can use it to track costs whether you charge back to other departments or not. The session also includes a look at the TMA Universal Financial Interface (UFI) developed for transferring data to other financial packages such as Banner and PeopleSoft.</p>	<p>Brown, D TMA Systems</p> <p>Th 8:30 Salon C Th 10:00 Sycamore</p>
<p>Basic iReport Report Writing for TMA v9.0</p>	<p>TMA v9 incorporates a powerful new report writer that will enhance your ability to create and modify reports. This session provides an overview of iReport and will demonstrate some of the many options it can provide for your reporting.</p>	<p>Prado, T TMA Systems</p> <p>Th 10:00 Salon B Th 2:30 Salon B</p>
<p>Case Study - Project Management</p>	<p>When you try to define project management, one definition you come across is "an effort to get something done where limitations of time, resources, and finances are real and where progress toward completion requires the integration of varied resources and skills." Along with this is the notion that if you ask several experienced project or construction managers how to manage a project effectively, you hear several underlying philosophies on how to complete the project. Each is valid in their own environment. This brings a third perspective. We are all managing in and affected by our unique work or corporate environments. The good news is that TMA's Project Management module will help us get the job done in all these environments. It's all in the setup and what senior management wants/needs to hear.</p>	<p>Leach, R Brevard County Public Schools</p> <p>W 1:00 Salon C Th 10:00 Salon C</p>

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<p>Case Study: Life Safety Practices</p>	<p>Via Christi Health System has a tradition of utilizing leading-edge technology to offer quality care. The Facilities Management team is dedicated to maintaining that tradition. This session reviews the role of TMA in helping to meet code requirements in the healthcare setting and other industries.</p>	<p>Jantz, M Eberts, M Via Christi Health System</p> <p>W 1:00 Salon B Th 8:30 Salon B</p>
<p>Contracts/ Contractors</p>	<p>Contract Management in TMA allows you to manage your outside contractors by tracking work orders issued, contract history, and ratings related to past work performance. This session is an overview of the features of this module and how it can be applied to your contract-related operations.</p>	<p>Hilmer, T TMA Systems</p> <p>Th 2:30 Pecan</p>
<p>Implementing and using mobileTMA for Desktop</p>	<p>Do your technicians feel they are 'tied to a computer' and can't get their work done? If so, this session will demonstrate how mobileTMA can increase efficiency by allowing TMA data to be entered into a mobile device for adding and updating work orders, completing PM tasks, tracking assets and equipment, updating odometer readings, and taking inventory. The session will include 'Lessons Learned' for implementation as well as 'Tips and Tricks' for getting the most out of mobileTMA.</p>	<p>Key, M University of Arkansas</p> <p>T 10:00 Salon D T 1:00 Salon D</p>
<p>iServiceDesk Advanced</p>	<p>Processing work order requests is only one of multiple capabilities available with iServiceDesk. This session will review the more advanced uses of iSD including best practices using LDAP and security groups. In addition, we will look at how modifications can be achieved within the allowed parameters of HTML to modify your iServiceDesk to create and publish selected data to an unlimited number of end users or specific sites. Note: This session does not include HTML training.</p>	<p>Prado, T Young, JT TMA Systems</p> <p>W 2:30 Sycamore T 4:00 (Panel) Salon E Th 1:00 Salon A</p>

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<p><i>i</i>ServiceDesk Basics</p>	<p>Everyone needs to have more time. <i>i</i>ServiceDesk provides your maintenance organization with the ability to process work orders quickly and efficiently. At any time, end users can request repair work, generate real-time status reports, and access facility news, emergency procedures or links to other sites. This session will review the basics of this very useful tool.</p>	<p>Cox, G TMA Systems</p> <p>T 10:00 Salon A W 10:00 Sycamore</p>
<p>Key Management - Desktop</p>	<p>TMA Key Management provides the most efficient method to track key information on areas (rooms, spaces, etc.) as well as the movement of keys held by individuals. This session reviews the features of this module, including the links with <i>i</i>SD and tips on processes found to be effective.</p>	<p>Prado, T TMA Systems</p> <p>T 1:00 Pecan Th 8:30 Salon A</p>
<p>Maintaining Your Database through Cuts, Layoffs and Hiring Freezes</p>	<p>Looking for ways to improve your technician's work flow? Fort Lewis College has looked at their processes and found ways to keep the technicians working and still retrieve the data needed to run an efficient and effective maintenance department. Attend this session to find out what they did and learn from their successes.</p>	<p>Gross, T Fort Lewis College</p> <p>W 2:30 Salon B Th 10:00 Salon A</p>
<p>Planning for the Update to TMA v9.0</p>	<p>The update to TMA v9 will be virtually seamless. However, preparing for a major software upgrade does require some planning. This session is designed to help with the planning process, to answer questions that you may have, and to help set expectations for your users.</p>	<p>Pino, J Young, JT TMA Systems</p> <p>W 8:30 Salon B W 10:00 Salon B</p>

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<p>Scheduled Maintenance in TMA</p>	<p>Scheduling equipment maintenance is aimed at the prevention of breakdowns and failures. The primary goal of preventive maintenance is to preserve and enhance equipment reliability by replacing worn components before they actually fail. A well-planned maintenance program maximizes the life of the asset. This session will discuss what preventive/scheduled maintenance is, what it is applicable to, and how to apply it based on options available in the TMA software.</p>	<p>Olofson, L Iowa State University</p> <p>T 1:00 Salon C W 1:00 Salon E</p>
<p>Scheduling and Time Management in TMA Desktop</p>	<p>In this time of budget stress, it is essential to be able to justify maintenance responsibilities that are being accomplished and the economics related to efficient use of time. TMA desktop offers the opportunity for scheduling work and tracking both work time and indirect (non-work order) hours for technicians. This session will review how to use the scheduler and the options related to keeping up with hours.</p>	<p>Cox, G TMA Systems</p> <p>Th 10:00 Dogwood Th 2:30 Salon A</p>
<p>Set-up and Basics of the Custodial Module</p>	<p>This session will provide an overview of the setup and basic duty of this powerful tool that is used to efficiently manage your custodial staff, work flow processes (routes), and cleaning supplies. The module utilizes ISSA 447 Cleaning Times and APPA's Custodial Staffing Guidelines as the basis for developing cleaning schedules for routine and project work. These national standards make it easy to estimate staffing requirements for organizations that outsource custodial services or perform these services in-house.</p>	<p>George, K TMA Systems</p> <p>W 8:30 Magnolia Th 2:30 Magnolia</p>

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<p>Setup and Using mobileTMA in a Secure Wireless Environment</p>	<p>Architect of the Capitol chose to use mobileTMA wirelessly for the shops and Jurisdictions across their Washington, DC facilities. This session will review technologies used to create a secure, stable, cellular environment for the handhelds and the obstacles they have overcome in day-to-day usage and support for more than 50 mobile devices.</p>	<p>Willing, T Architect of the Capitol Koehler, GJ TMA Systems</p> <p>W 10:00 Salon C W 2:30 Salon C</p>
<p>Tips & Tricks 1 and 2</p>	<p>This popular session provides the quick and easy shortcuts to more efficiently perform everyday tasks when using TMA. Learn to take full advantage of those features not always obvious to a casual user that can save you time every day.</p>	<p>Pino, J Marlow, L TMA Systems</p> <p>Part 1 W 1:00 Salon D Th 1:00 Salon C Part 2 W 2:30 Salon D Th 2:30 Salon C</p>
<p>TMA Report Manager</p>	<p>This session is designed to acquaint you with the ready-to-use reports found in TMA. There will be special attention given to the features available including graphic reporting.</p>	<p>George, K TMA Systems</p> <p>T 10:00 Pecan Th 8:30 Pecan</p>
<p>TMA v9.0 Integration - What's Available</p>	<p>TMA v9.0 is designed to be flexible enough to provide integration with other software packages of various types. This session will discuss what options are readily available with Version 9.</p>	<p>Brown, D TMA Systems</p> <p>W 8:30 Salon C Th 1:00 Salon D</p>

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TMA v9.0 Progress and Update	TMA embarked on a complete re-write of the desktop product using a powerful new Java development tool called Servoy. Deployable as a SmartClient or via an Internet Browser, we are in the final stages of completing the initial release. A must-attend session for users of our current desktop product line.	Schaecher, G TMA Systems T 10:00 Salon B T 1:00 Salon B
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General Topics		
<p>Are You Thinking About a Warehouse? (Basic Parts setup)</p>	<p>Have you been considering implementation of your warehouse functionality in TMA? This presentation is a combination of theory and real life experience outlining what Greece Central School District did to create parts records, warehouse, and processes developed to utilize the iSD functionality of TMA along with OTP parts purchases to track purchases and sales. Whether you are in education, healthcare, or other industries, the principles will apply.</p>	<p>Critchley, B Greece Central School District</p> <p>W 10:00 Salon A W 2:30 Salon A</p>
<p>Capital Planning and Facilities Condition Assessment</p>	<p>Maintaining and maximizing the longevity of your facility's assets is becoming more and more essential. While in the final stages of design for the impending release, we demonstrate how the Facilities Condition Assessment module, as part of a complete multi-year capital planning solution, allows you to accomplish these tasks. The FCA tool is designed with the flexibility to work with many third-party condition assessment software tools or, function as a stand-alone product.</p>	<p>Schaecher, G Schaecher, T TMA Systems</p> <p>Th 8:30 Sycamore</p>
<p>Finding Your Way - TMA and Geographic Information Systems (GIS)</p>	<p>TMA is moving forward with leveraging current technology in the development of a GIS solution. This session will include ESRI representatives who will define their product and features and how they can benefit you. Additionally, TMA staff will demonstrate the current WebTMA functionality and where we plan to go in the future with GIS, including v9.</p>	<p>Smith, P Pino, L Powell, R TMA Systems</p> <p>T 1:00 Salon E W 10:00 Dogwood</p>

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<p>Full Circle Work Order Management</p>	<p>This session will demonstrate work order management from request to close using UNLV's methodology and documentation as real-world examples. You will follow a work order scenario live in TMA with a Power Point presentation to illustrate the more in-depth points. You will see how information collected is key to obtaining output for meaningful reports, graphs, tables, and statistics. New clients will get a sense of how the TMA work order module functions, gain insight on what should be considered when designing a process flow, and acquire knowledge that can insure a successful implementation.</p>	<p>Lucas, F University of Nevada-LasVegas</p> <p>T 1:00 Salon A W 8:30 Salon A</p>
<p>JasperServer and Cloud Computing: <i>What are they and how can they be used?</i></p>	<p>This session is technical in nature.</p> <p>The visual report design tool for TMA Version 9 will be iReport, based on the JasperReports engine, and part of the Jaspersoft Business Intelligence product suite. JasperServer is a high-performance report server that can be deployed as either a standalone application or integrated with other applications. Jan Aleman, CEO of Servoy, will talk about JasperServer and the role it can serve in your IT environment.</p> <p>Jan is also a distinguished global thought leader on Cloud Computing, and will speak on this revolutionary topic coming to the forefront of technology</p>	<p>Aleman, J Servoy</p> <p>W 8:30 Dogwood</p>
<p>Proposed Fleet Maintenance Enhancements</p>	<p>Considering the economy and the need to keep vehicles for longer periods of time, the need to more efficiently track fleet maintenance has become more essential. TMA is in the planning stages of enhancing the role of the TMA Desktop and WebTMA applications related to fleet maintenance. We welcome your feedback in this open discussion.</p>	<p>Schaecher, G TMA Systems</p> <p>W 8:30 Birch W 1:00 Dogwood</p>

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<p>Room Inspections</p>	<p>Step-by-Step process of how Kendal on Hudson made the decision to install and implement the Room Inspection Module. How Inspection criteria was created for different Room Types to better serve the Departments and the Residents.</p>	<p>Neavin, T Kendal @ Hudson</p> <p>W 10:00 Salon D Th 2:30 Salon D</p>
<p>Streamlining the Work Order Process</p>	<p>The University of Wisconsin-Whitewater will demonstrate how they evaluated all the steps of the work order process and determined what is truly necessary versus "that's the way we've always done this". By detailing the process on the "micro" level, wasted time becomes apparent and can be addressed without personal feelings getting in the way. The value of evaluating and stream lining the process shows the strengths and weakness of each step as it occurs. The session will include details of the "action steps" developed because of this initiative.</p>	<p>VanSchoonhoven, R Univ of Wisconsin, Whitewater</p> <p>T 10:00 Salon C Th 1:00 Salon B</p>
<p>Using TMA and WebTMA in the Biomed Environment</p>	<p>TMA has designed both the TMA desktop and WebTMA applications for use in the biomed environment. This session demonstrates how the software can track and ultimately report on many of the biomed requirements for The Joint Commission as well as the day-to-day needs of the biomed technicians and management.</p>	<p>Quinton, W TMA Systems</p> <p>T 10:00 Dogwood Th 1:00 Dogwood</p>

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WebTMA		
Advanced Materials Management in WebTMA	This session covers the more advanced use of Materials Management in WebTMA; it includes tracking purchase requisitions, purchase orders, internal distribution of parts (sales orders), approval routing, receiving, and on-hand adjustments. The session will also include a review of the new invoicing features.	George, K TMA Systems W 1:00 Pecan Th 1:00 Sycamore
Basics of mobileTMA for WebTMA (Not a Hands-on Session)	An overview of the basic features and functions of mobileTMA for WebTMA.	Kim, H Edwards, D Th 10:00 Salon E
Contracts/Contractors – WebTMA	Contract Management in TMA allows you to manage your outside contractors by tracking work orders issued, contract history, and ratings related to past work performance. This session is an overview of the features of this module for WebTMA and how it can be applied to your contract-related operations.	Hilmer, T TMA Systems W 2:30 Pecan Th 10:00 Pecan
Custodial Management for WebTMA	The Custodial Management module provides a seamless approach to managing your facilities, materials, and personnel records so you can easily track your organization’s custodial requirements. This session will be an overview of how the features and functionality can benefit any organization.	Hashim, I TMA Systems W 10:00 Pecan Th 2:30 Sycamore

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<p>Executive Dashboard for WebTMA</p>	<p>The Executive Dashboard feature in WebTMA offers a real-time graphical picture of pertinent information for users and managers. This session demonstrates how you can use this tool to benefit your operation.</p>	<p>Peterson, A TMA Systems</p> <p>T 1:00 Magnolia W 10:00 Magnolia</p>
<p>Facility Scheduler – Event Scheduler – Fleet Management for WebTMA</p>	<p>These useful optional modules provide an excellent resource for managing, utilizing, and scheduling your organization’s resources. This session provides insight on the applicable benefits each of these modules can bring to your operational environment.</p>	<p>Leon, L TMA Systems</p> <p>Th 8:30 Magnolia Th 10:00 Magnolia</p>
<p>General Inspections</p>	<p>Learn how to simplify and streamline inspections throughout your organization with the General Inspections module. This valuable tool gives you a way to confirm completion of tasks for all maintenance-worthy items. In addition, the General Inspections module stores and communicates hazards or issues that require immediate or future attention, retains records for future reference, and collects data for predictive maintenance analysis.</p>	<p>Bujold, H Cirque du Soleil</p> <p>W 8:30 Salon D Th 10:00 Salon D</p>
<p>Implementing mobileTMA in a Wireless WebTMA Environment</p>	<p>Putting your mobileTMA Pocket PC to work raises many questions from how to introduce the device to your technicians - to processes for getting the greatest value from your investment. This session gives insight from an actual user’s perspective on what they have found worked best for their healthcare facility environment.</p>	<p>Faye, R North Mississippi Health System</p> <p>T 10:00 Salon E Th 8:30 Salon D</p>

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<p>Key Management – WebTMA</p>	<p>This session details how to initiate the use of the Key Management module. Presents the benefits of this module in managing your locks and keys along with the various features and functionality it offers, e.g., keys, locks, key holders, rings, history, etc.</p>	<p>Kim, H TMA Systems</p> <p>T 10:00 Magnolia Th 1:00 Magnolia</p>
<p>Managing and Using Task Codes - WebTMA</p>	<p>What can Task Codes do for you? Whether you use the ‘canned’ set of Task Codes or establish your own, this session provides an in-depth discussion on how Task Codes can assist you in tracking both general and specific areas of the work your technicians are required to perform. In addition, learn how to establish the unique Task Codes used for your own operations.</p>	<p>Hashim, I TMA Systems</p> <p>T 10:00 Sycamore T 1:00 Sycamore</p>
<p>Project Management in WebTMA</p>	<p>WebTMA can be a used to easily manage your facility maintenance projects. This session will align the features and functionality of the Project Management module with the requirements of implementing and completing a project.</p>	<p>Hashim, I TMA Systems</p> <p>W 1:00 Magnolia Th 1:00 Salon E</p>
<p>Responsibilities of the WebTMA Administrator</p>	<p>The WebTMA System Administrator holds the key to success when it comes to the ability of the application to perform at its full potential. This session will cover how to manage your data, including user access, and how to effectively communicate with your users and customers.</p>	<p>Peterson, A TMA Systems</p> <p>W 2:30 Dogwood Th 2:30 Salon E</p>
<p>Scheduled Maintenance in WebTMA</p>	<p>You understand scheduled maintenance is necessary; however, how should this be approached for efficient use of resources? How do you schedule maintenance in WebTMA?</p>	<p>Brown, D TMA Systems</p> <p>W 2:30 Magnolia Th 2:30 Dogwood</p>

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<p>Scheduling & Time Management in WebTMA</p>	<p>WebTMA's Time Management module allows you to schedule current and future work orders by technician or technicians while graphically viewing their workload as a list view, on a calendar, or as a Gantt chart. Learn to use this module to manage and easily change direct and indirect (sick time, training time, etc.) labor time based on priorities, work type, start time, or end time. The session includes a review of the Time Management, Review Assignments, and Batch Attendance features.</p>	<p>Leon, J TMA Systems</p> <p>T 1:00 Dogwood Th 1:00 Pecan</p>
<p>The WebTMA Report Manager - Classroom</p>	<p>This session is designed to acquaint you with the ready-to-use reports found in WebTMA. In addition, special attention will be given to some of the new features available.</p>	<p>Kim, H TMA Systems</p> <p>W 8:30 Sycamore W 1:00 Sycamore</p>
<p>What's New in WebTMA (CAFM, GIS, Authorization Routing, medTester)</p>	<p>WebTMA has added new modules and features. This is an overview of those modules and will provide you with an understanding of how you can use them to expand the ROI of the WebTMA application both within your department as well as within other areas of your organization.</p>	<p>Meldrum, S Powell, R Kurtzweil, J TMA Systems</p> <p>W 8:30 Pecan Th 8:30 Dogwood</p>

Management Track		
21st Century Carrot & Stick - Feedback and Recognition Skills for Management	Research shows that employees actually want constructive feedback on performance, and that supervisors often don't like giving it – and that employees do want recognition, but supervisors often don't give that either. Learn these simple and effective tools for improving performance in your organization and building competence and trust at the same time	Joels, K. TMA Systems W 10:00 Salon E
Improve Your Effectiveness through Becoming a Strong Leader	Learn how to lead through understanding the basic leadership qualities that are the necessary tools for becoming a strong leader.	Smith, J TMA Systems W 2:30 Salon E
Striving for Excellence in a Shrinking Budget Environment	The discussion focuses on the programs and process modifications instituted at UNLV to save money while still providing the level of service customers deserve and expect.	Storlie, R University of Nevada, Las Vegas W 8:30 Salon E Th 8:30 Salon E
Tune Up Your Negotiation Skills	Better negotiations lead to higher profits. Human interaction and the ability to persuade others are among the most important skills affecting your success in business today. These skills are particularly vital during formal and informal negotiations. This program will help you improve and sharpen the skills necessary to create greater value as a negotiator. You will also learn to identify factors that significantly impact negotiation through a series of discussions and practical examples.	Dr. Andrew Urich Associate Professor of Business, Oklahoma State University W 1:00 Salon A

<h2>Workshops</h2>	<p>Pre-registration is required for ALL workshops. E-mail to requests to UC2010@tmasystems.com</p>							
<h3>Executive Dashboard for Desktop</h3>	<p>Today's facility managers are faced with many challenges in day-to-day business life. Staying on top of important aspects of your organization's operations is, of course, extremely important to everyone. The TMA Executive Dashboard is a tool that TMA makes available to assist you with monitoring key performance indicators (KPIs.) This hands-on session provides you with the knowledge and experience to effectively use the Executive Dashboard module so you are always aware of current operations</p>	<p>VanCleve, S University of New Mexico</p> <table border="0"> <tr> <td>W</td> <td>8:30</td> <td>Redbud</td> </tr> <tr> <td>Th</td> <td>10:00</td> <td>Redbud</td> </tr> </table>	W	8:30	Redbud	Th	10:00	Redbud
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<h3>Hands-on Report Writing in WebTMA 4.0</h3>	<p>The WebTMA Report Writer in v4.0 has a new look and feel. This hands-on session provides instructions for creating basic reports and how to manage the options to print, e-mail, or download to MS Excel.</p>	<p>Kim, H TMA Systems</p> <table border="0"> <tr> <td>W</td> <td>10:00</td> <td>Redbud</td> </tr> <tr> <td>W</td> <td>2:30</td> <td>Redbud</td> </tr> </table>	W	10:00	Redbud	W	2:30	Redbud
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<h3>mobileTMA and CellularTMA Basics for TMA Desktop</h3>	<p>This is a hands-on workshop demonstrating the functionality of the TMA mobile solutions for TMA Desktop. The workshop will also include a review of using CellularTMA.</p>	<p>Edwards, D TMA Systems</p> <table border="0"> <tr> <td>Th</td> <td>1:00</td> <td>Redbud</td> </tr> </table>	Th	1:00	Redbud			
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<p>TMA Desktop for Dummies</p>	<p>New clients and new users will appreciate this hands-on review of the fundamental and basic functions of using TMA. You are in a hands-on environment that takes you from requests through closing a work order including options for entering data, basic reports, and resources for help when you need it.</p>	<p>Barnett, B TMA Systems</p> <p>T 1:00 Redbud Th 2:30 Redbud</p>
<p>WebTMA for Dummies</p>	<p>New clients and new users will appreciate this hands-on review of the fundamental and basic functions for using WebTMA. You are in a hands-on environment that takes you from requests through closing a work order including options for entering data, basic reports, and resources for help when you need it.</p>	<p>Wong, S TMA Systems</p> <p>T 10:00 Redbud Th 8:30 Redbud</p>

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Panels/Optional Sessions		
<p>Interactive Demonstration:</p> <p>Barcoding with mobileTMA</p>	<p>Test your skills and learn the barcoding features available with mobileTMA. Space is limited. Please pre-register at uc2010@tmasystems.com</p>	<p>Edwards, D TMA Systems</p> <p>W 4:00 Redbud</p>
<p>Maintaining the Desktop TMA Database and Upgrading the Application</p>	<p>Open discussion on maintaining the TMA database and tips for upgrading the TMA application</p>	<p>Cox, G Young, JT Saw, J TMA Systems</p> <p>T 4:00 Salon D</p>
<p>Panel Discussion: Getting Started with Inventory Management</p>	<p>Open discussion on recommendations and experiences with setting up parts inventory in TMA and WebTMA</p>	<p>Cox, G TMA Systems Critchley, B Greece Central School District</p> <p>W 4:00 Sycamore</p>

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Using TMA and WebTMA in Biomed	Question and answer session on using TMA and WebTMA features and functions in a biomed environment.	Hussey, S Quinton, W TMA Systems T 4:00 Salon E
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Bonus Sessions		
Customizing HTML for iSD	<p>The open and modifiable HTML in iServiceDesk provides your organization with the ability to create and publish selected data to an unlimited number of end users or specific sites. This session looks at where and how modifications can be achieved within the allowed parameters. Note: This session does not include HTML training.</p>	Prado, T Fri 9:00 Sycamore
Hands-on Report Writing in 4.0	<p>The WebTMA Report Writer in v4.0 has a new look and feel. This hands-on session provides instructions for creating basic reports and how to manage the options to print, e-mail, or download to MS Excel.</p>	Kim, H Fri 9:00 Redbud
Creating a Basic Project in TMA Desktop	<p>TMA's Project Management feature is a useful and efficient method for tracking status, cost and other important aspects of your projects. Join this session for a hands-on look at how you can make TMA projects a vital part of your operation.</p>	George, K Fri 9:00 Pecan

<h2>Special Guest Speaker – Dr. Andrew L. Urich</h2>		<p>T 11:30 (Lunch)</p>
<p>Andrew L. Urich J.D., Associate Professor of Business Spears School of Business - Oklahoma State University www.andrewurich.com aurich@okstate.edu</p> <p>Bio</p> <p>Andrew L. Urich is the Puterbaugh Professor of Ethics & Legal Studies in the Spears School of Business at Oklahoma State University and has served in this capacity for over twenty years. He is also a member of the Executive MBA faculty at Zayed University in Abu Dhabi & Dubai. Prior to joining the faculty at OSU, Professor Urich practiced law with a major corporate law firm in Ohio.</p> <p>Dr. Urich has worked with corporations around the country presenting training in the areas of Influence, Negotiation, Ethics, Critical Thinking, and Professional Image since 1993. His goal is to help business professionals create value and accomplish their goals.</p>		
<p>Perfecting Your Professional Image</p>	<p>Although you may not always be aware of it, you are constantly selling yourself, your ideas, and your organization. Great products and ideas don't sell themselves—they need marketing—and so does every businessperson. In this program, we look at "you" as the product, and we work on your personal marketing strategy by developing your own personal brand. Four steps to accomplishing the goal: 1) develop a full appreciation of the importance of image; 2) learn to project a better image by improving your self-image; 3) look at yourself through the eyes of others; and 4) take control, have the world see you as you want to be seen.</p>	<p>Dr. Andrew Urich Associate Professor of Business Oklahoma State University</p>