



OnBoard Bootcamp

*The changing environment is providing more opportunity,
for the prepared, to join corporate boards*

On Board Bootcamp is an insider's guide to help master the selection process including how to:

- Determine if you have what decision-makers want
- Position yourself so you're in the right place at the right time
- Become visible
- Create a strategy checklist
- Manage an "uncampaign"/ Who do you know that can help?
- Get your name on the short list
- Make a match that's right for you
- Become an effective Corporate Director

In this timely, interactive seminar, you'll get the most up-to-date "insider's scoop" on obtaining a board seat. You'll meet and interact with experienced directors and search executives who will share with you "lessons learned" along the way.

**The next *On Board Bootcamp* is on
Tuesday, September 18th to Wednesday, September 19th in New York.**

(Please note the following is a Sample Program)

Why You Should Attend this Brainstorming/Bootcamp Seminar:

- ❖ **Turbo-charge your search for a Corporate Board.** This seminar will provide a jump-start and ensure that you don't underestimate.
- ❖ **You'll build your board acumen.** Through this program, you will develop a good overview of board governance and boardroom dynamics and improve your knowledge about the responsibilities of board members. You'll get hands on knowledge about what is happening and where the action is, facts and perceptions, strategies, and tactics to become an effective director.
- ❖ **There will be no canned speeches or corporate sponsors.** Each adjunct professor will be open and forthright. Coming from different industries and businesses, the speakers are in a unique position to visualize new opportunities for you. Corporate Directors and faculty experts will spot vulnerabilities you can address and opportunities you can capitalize on. Your coaches will have the right mix of skills and connections to expand your networks.
- ❖ **This practical seminar will use an interactive approach.** You will learn from real world examples with frank lessons learned, practical applications, and will participate in interactive discussions with your peers and Corporate Directors.

Who should attend?

- ❖ This seminar is designed to benefit those who:
 - Are already on a non-profit or small company board and would like to be selected by a larger one
 - Are about to become a board member
 - Would like to be selected for a board
 - Would like to establish an action plan for getting on boards in the future

TWO-PART PROGRAM:

- **Day 1:** On Board Bootcamp Seminar: September 18th, 2007
- **Day 2:** On Board Personalized Coaching: September 19th, 2007
(Optional, but Day 1 Seminar is a prerequisite)
Includes Networking Cocktail and Dinner Event the night before.

DAY 1 ON BOARD SEMINAR PROGRAM: September 18th, 2007

9:00-9:30 AM - Registration, Continental Breakfast and Networking

9:30-10:15 AM

Speakers: Carolyn Chin, Chairman and CEO of Cebiz

Susan Stautberg, President of PartnerCom Corporation

I. Welcome and Board Seminar Overview of the Risks and Rewards

- Latest Board trends

- Rewards
- Risks
- What are the requirements to be “financially literate”
- The board road map:
 - Types, in general
 - Advisory Boards
 - Privately held small/medium/start-up
 - Pre-public
 - Public - Large Corporate
 - Requirements of Directors .at different stages of the corporation’s life cycle (start-up/new/rapid growth/maturing/distressed)
 - Who currently sits on boards
- The unintended consequences of Sarbanes/Oxley
- What type of due diligence should you do before accepting a directorship
- Once on the board, what is expected from directors

10:15-12:00 PM

Speakers: Carolyn Chin, Susan Stautberg,

II. Duties and Responsibilities. What is Expected from a Director/ Multiplicity of Roles

- Education on the rules that govern the relationships
- How to differentiate between duties of management and those of the board
- How can directors get all the information they need to understand a company’s core issues
- Best practices
- Role of Key Committees
- Key Issues for Directors

12:15-1:30 PM **Informal Networking Lunch and Speaker**

Luncheon Speaker: TBA, Top speaker from Heidrick & Struggles, Inc.

III. The Latest Trends in the Executive Search

1:45-4:15 PM

Speakers: Carolyn Chin, Susan Stautberg,

IV. How to Secure a Board Seat: Road Map for Implementation

- The advantages of Advisory Boards and how to get on them
- How to differentiate yourself
- Publications you should be reading or at least skimming
- How to develop a realistic marketing plan for yourself. Use a checklist.
- Self assessment: honestly reviewing your qualifications for the board
- Identify the strengths you can bring to a corporate board
- How to develop the right resume and bio
- Getting your name on the short list
- How to network and get into the search networks
- Which non-profits to join
- How to ask for help in obtaining a seat at the table and always reciprocate
- How to interview for a board position

- Before accepting a board seat, 2 questions to ask
- Once on a board, the 10 questions you should ask to fulfill your role as a Corporate Director.
- Boardroom Resources/ Bibliography
- How entrepreneurs can showcase their talents

4:15-4:30 PM

Closing Comments/Wrap Up

For Those Attending Day 2

Optional Networking Dinner on September 18th, 2007: Meet corporate board directors and board recruiters at this reception and dinner in a New York midtown location. Perfect opportunity for visibility, networking and advice.

Guest Speakers: Reginald K. Brack, Chair Emeritus Time Inc., and Bernee Strom, a founder and principal of Revitalization Partners, LLC, and Chairman of Ensequence, Inc. **The Differences Between Being a Corporate Director and Running a Large or Growing Company**

DAY 2 ON BOARD PERSONALIZED COACHING WORKSHOP: September 19th, 2007

9:30-10:30 AM

Speaker: **George Weathersby, PhD**, Corporate Director and CEO of Genesys

A Live Case Study of the Selection Process of Directors for Holcim, Traps to Avoid, Questions and Answers.

10:30-11:00 AM

I. “Selling” Yourself for Success

- How to make sure you leverage your strengths and make the best first impressions the basics
- The power of the “mass-customized” resume and bio
- Case studies: see how resumes can be clarified or improved to address the needs of board recruiters and enhance your probability of making the short list and getting selected
- What’s hot and what’s not for skills and experiences that boards are seeking
- Self-assessment survey to help develop your best bios and resumes, which will be personally assessed by a mentor

11:00-11:15 AM Break

11:15-12:30 AM

II. Getting on the Radar Screen

- Research: how to find out what’s available and suitable
- Networking: organizations, events, volunteer opportunities
- Search firms: how to get on their data bases, get referrals
- Case Studies on how individuals from various backgrounds get on boards
- Self-survey on potential lead generators (to be personally assessed by a mentor)

12:30-2:00 PM **Luncheon and Speaker**

Luncheon Speaker: **Kim Bishop**, Managing Director at Korn/Ferry International.

III. Latest Corporate Director Research by Korn/Ferry

2:00-3:30 PM

IV. How to “Ace” the Board Interview

- You have only one chance to make a great first impression
- How to prepare for the interview
- What to wear and other hints
- Primer on key questions and answers so you are prepared!
- Role-playing sessions to test and hone your skills

3:30-3:45 Break

3:45-4:30PM

V. Your Personal Road Map and Wrap-up

- How to develop your personal road map and next steps for you. We will provide lists and worksheets.
- Each participant will be asked to develop a bio, resume and personal road map that can be sent in and reviewed by a mentor and the professors for a scheduled personal follow-up session by phone or in person with advice, referrals, etc.

Day 2 participants will also receive a one-on-one follow-up consultation and advice.

Seminar fees:

- One day On Board Bootcamp Seminar: September 18th, 2007: \$795 (including breakfast, lunch and educational materials). Discounts for groups of 5 or more (corporations, non-profits, etc.) available.
- Two day program with Seminar and Personalized Coaching: September 18th-19th 2007 at \$1495 including breakfast, lunch and educational materials for both days plus a networking dinner with current board directors and recruiters. Group discounts are available.
- Cancellation by September 10th, 2007 for refund minus \$100 administrative fee or fee payment can be applied to future seminars.
- Credit cards accepted (with additional 3% processing fee) - Amex, Visa, MC

To register, please call or e-mail **Vaiva Razgaitis** at 212.987.6070 or vrazgaitis@partner-com.com or mail a check (payable to PartnerCom) to:

PartnerCom
17 East 89th Street, Suite 7D
New York, NY 10128

Seminar Location: The Union Club, 68th Street and Park Avenue, New York, NY
Time: **9:00am - 4:30pm**

(Bios of faculty/invited speakers Kim Bishop, Reg Brack, Carolyn Chin, Anne Lim O'Brien, Susan Stautberg, Bernee Strom, and George B. Weathersby are included. Bios for other speakers and panelists will follow.)

Faculty

Carolyn Chin is a technology and e-business savvy senior executive with general management, strategy, marketing, technology and operations experience in information technology, financial services, retail, media, telecommunications, health, education and small business market segments. She has extensive start-up and turnaround expertise and a strong track record for breakthrough problem solving, profit and market share improvement, speedy results, talent recruitment and team-building.

Carolyn is Chairman and CEO of Cebiz, a consulting and investment/management firm. Her prior work experience includes senior executive positions at IBM, Reuters, Citibank, AT&T, Macy's, and the US Departments of Health, Education and Welfare and Housing and Urban Development.

Carolyn has served on over 30 corporate boards of directors, corporate advisory boards and non-profit boards. Since 2001, she has been Chairman of the Board of Commtouch (Nasdaq CTCH) of Mountain View, CA and Netanya, Israel, a leader in anti-SPAM solutions. In .01-.02, she served as Chairman and interim CEO for KindMark (a leader in e-philanthropy and automated giving technology and services). In 2003, she was elected to the Board of Directors of CH2M Hill, a \$2B+ infrastructure services firm. She has recently joined the boards of State Farm Bank of State Farm Insurance (the fastest growing community bank in America) and Holcim NA (the North American subsidiary of the Swiss company that is the world's leading provider of cement).

Carolyn has served on a number of corporate boards and advisory boards including: stockjungle.com (financial community and mutual funds); Emediat (provider of Linux rapid application design tools); CEO Global Resources (database and community software and services firm); Allegiance Bank; EJV Partners (broker-dealer consortium); RWDOG (Reuters Web Development Operations Group); CRS (Citicorp Retail Services); MediaPearls (streaming and multi-media) Advisory Board; Northwestern Mutual Life Internet Advisory Board; Global Asset Management Advisory Board; Avis Advisory Board; Swissotel Advisory Board; San Francisco Chronicle Advisory Board, and has recently joined the Indentrus (security, identification) Advisory Board. She has extensive negotiation experience and served as a member of the US delegation, working with David Rockefeller, to the Dartmouth Conferences for bilateral discussions with the USSR. Also, she was a US delegate, with Ambassador Woodcock, to bilateral discussions with China on trade and Taiwan.

Carolyn received her MBA from the Harvard Business School and BS in Engineering from Rensselaer Polytechnic Institute (receiving the highest honor for leadership) and was a White House Fellow (America's most prestigious leadership program). Her other honors include selection as one of Glamour's Outstanding Young Working Women, Outstanding Woman of New Jersey, Who's Who in America. She is a frequent speaker at conferences and has appeared in numerous TV shows and press articles.

Faculty

Susan Schiffer Stautberg is president of PartnerCom Corporation, which creates and manages turn key global advisory boards globally for corporations, emerging companies, non-profits and a country. She has served on Presidential Commissions, Foundation Boards, and numerous Advisory Boards in the US, South America, Canada, and the UK. She was named a 2006 Purpose Prize Fellow.

One of the youngest White House correspondents, Susan was the first woman to head a Washington TV bureau, and the first journalist to be chosen as a White House Fellow, where she worked for Vice President Nelson Rockefeller and Secretary of State Henry Kissinger. She has been Director of Communications for the United States Consumer Product Safety Commission as well as for McNeil Consumer Products and Touche Ross (now Deloitte & Touche). The entrepreneur founded MasterMedia Ltd., the only company to combine publishing with a speaker's bureau.

In her capacity as Corporate and Civic Director, Susan has served on or created the Advisory Boards for Ashbridge, Avis Rent-A-Car, Avon, Bank of America, Bayer Diabetes Care Division, CIGNA, Center for Women's Business Research, Council on Competitiveness, Deutsche Bank Private Wealth Management, Envision, Flexjet, Goldman Sachs, Investment New Zealand, Key Bank, Link Staffing Services, Merrill Lynch, Microsoft, Northern Trust, Northwestern Mutual, Oppenheimer Funds, PNC Advisors, STRATCO, Sun Trust/AMA, Third Age, TIGER 21, and The United Nations Office for Project Services.

Susan co-founded the Belizean Grove and TARA, constellations of diverse, influential women, who meet at preeminent retreats to share knowledge and connections. She also co-founded Women Corporate Directors, with 195 members on over 300 Corporate Boards, and On Board Bootcamp, an interactive seminar that shares the most up-to-date insider's scoop on the selection process for obtaining a corporate board seat.

WCD is the only national community of Women Corporate Directors who meet for regional dinners, at national conferences, and are connected by email for updates, to distribute board opportunities and to conduct surveys. WCD has chapters in 5 cities: Boston, Washington D.C., Chicago, New York, and Atlanta with interest in creating chapters in Los Angeles/Orange County, San Francisco, Seattle, Phoenix, Charlotte, Dallas, Cleveland, and London.

She holds a BA from Wheaton College, a Master's in Public and International Affairs from George Washington University and completed an Executive Education Program at the Harvard Business School. As an adjunct professor at GW, Susan taught a graduate course on "Strategic Planning for Multinational Corporations/Organizations."

Susan has lectured extensively, written five books and numerous articles and op-eds for major publications including *The New York Times* and *The Wall Street Journal*. Her on-air experience include *The Today Show*, *CBS Evening News*, *Oprah*, *Sally Jesse Raphael*, CNN, and many others.

Speaker

Kim Bishop, Managing Director in the New York office of Korn/Ferry International, specializes in the recruitment, assessment, and leadership development of senior-level executives.

Prior to joining Korn/Ferry, Ms. Bishop spent 16 years at First Data Corporation, a worldwide leader in electronic commerce and payments. Most recently she was Executive Vice President of Strategic Financial Services. She also served as Executive Vice President of Client Development, where she was a member of the Executive Team responsible for the \$2B card issuing division, including the commercial payments and debit business. Prior to FDC, she held positions at Mid City Bank.

An effective public speaker, Kimberly is frequently asked to talk about trends in financial services, best practices in leadership, executive development and banking before a wide variety of business groups and organizations. Most recently, she was an invited guest at the 2005 Women as Global Leaders Conference in Dubai, United Arab Emirates. She has also served as a panelist at the ABA Bankcard Conference in 2003 and has been widely quoted in trade publications on leadership, talent, finance, credit and payments topics.

Kim is a Board Director of the FWA (Financial Women's Association), Harvard University's Leadership Board at the Kennedy School of Government, the Corporate Committee of the International Museum of Women (IMOW), and is a member of the Advisory Board of The Center for Women's Business Research. She is also member of such organizations as Women's Corporate Directors (WCD), The Committee of 200 (C200), the International Women's Forum, and the Belizean Grove. Ms. Bishop has been a member of the Board of Directors of American Banker's Association (ABA) School of Management, Wells Fargo Merchant Services, Opera Omaha, and Encompass New Opera Theatre.

Ms. Bishop received her Bachelor of Science in Organizational Communications and her Master of Arts in Leadership from Bellevue University in Omaha, Nebraska. She is currently completing her Doctorate in Organization and Management at Capella University.

Speaker

Reginald K. Brack is the former Chairman and Chief Executive Officer of Time Inc., a wholly owned subsidiary of Time Warner Inc. and the publishing arm of the corporation, having served as the company's Chairman until June 30, 1997. With revenues of more than \$6.0 billion, Time Inc. is the largest magazine publisher in the world and one of the largest book publishers.

Time Inc. publishes *Time*, *Life*, *Fortune*, *Sports Illustrated*, *Money*, *People*, *Entertainment Weekly*, *Sports Illustrated for Kids*, *Parenting*, *Health*, *In Style*, *Time for Kids*, *Sunset*, and the magazines of Southern Progress Corporation. Its book publishing operation consists of Warner Books, Little, Brown and Company, Oxmoor House, and Sunset Books. Time Life Inc. and Book-of-the-Month Club are Time Inc.'s direct marketing companies. Mr. Brack was named Chief Executive Officer of the publishing company in December 1986 and served as both Chairman and Chief Executive Officer of Time Inc. until August 1994 and Chairman until 1997.

During Mr. Brack's tenure as Chief Executive Officer, Time Inc. increased the number of magazines it published from eight to twenty-four, grew its revenues from \$2.1 billion in 1986 to \$4.1 billion in 1996, and launched *Entertainment Weekly*, and the highly successful *In Style*, the company's first foray into the fashion field. Mr. Brack completed numerous mergers and acquisitions including Martha Stewart Omnimedia, Inc. Mr. Brack was CEO of Time Inc.'s Books Group from August 1984 until December 1986, when he was named CEO of the Magazine Company. He also was Chairman, President and Chief Executive Officer of Time-Life Books, Inc. from November 1982 to October 1986. From May 1980 until November 1982, he served as the founding Publisher of *Discover*, Time Inc.'s magazine of science and technology, which was sold to Family Media Inc. in July 1987. Mr. Brack was Associate Publisher of *Time* magazine from 1976 to 1980 and was Chief Operating Officer of the magazine worldwide. He held the positions of *Time's* worldwide Advertising Sales Director (1974-76) and Director of *Time International* (1971-74).

Mr. Brack is former Chairman of the Board of Trustees of the National Urban League, and a Trustee of the EarthJustice Legal Defense Fund. He is a former Chairman of the Magazine Publishers of America and the Advertising Council, which he continues to serve as a Director. Mr. Brack is also a Trustee of the Center for Strategic & International Studies (CSIS), a Director of the Business Council for International Understanding (BCIU), a Director of The Interpublic Group of Companies, Inc. (IPG), and a Director of Quebecor World Inc (IQW). Mr. Brack has served on numerous public and private corporate boards.

In March 2001, Mr. Brack was inducted into the Advertising Hall of Fame. In January 1994, Mr. Brack received The Henry Johnson Fisher Award, the magazine publishing industry's highest honor. He was selected as one of the nine most outstanding corporate directors in 2002 by Director's Alert.

Born on August 26, 1937 and raised in Dallas, Texas, Mr. Brack received a B.S. degree from Washington and Lee University in 1959. In June 2002, Mr. Brack received a Doctor of Letters degree from Washington and Lee University. Mr. Brack and his wife, Barbara, have three grown children, Elizabeth Flock, Reginald and Peter, and reside in Greenwich, Connecticut, and Northeast Harbor, Maine.

Speaker

Anne Lim O'Brien is a Senior Partner at Heidrick & Struggles, based in the New York office where she began her career with the Firm's Senior Chairman, Gerry Roche, in 1987. Anne is an active member of the firm's Global Consumer, Private Equity, and Board of Director Practices. From a talent tracking perspective, Anne has focused interest on Next Generation CEOs, Internationalists, and Women/Diversity Executives. Anne's 19-year career at Heidrick & Struggles is distinguished by her work with Gerry Roche, partnering with him on almost all facets of his CEO and Board searches for Fortune 500 companies in her first ten years with the firm. She continues to collaborate with him on high profile searches.

Anne led the firm's Global Consumer Products Practice for two years until end of 2005. Today, she dedicates most of her time to serving Fortune 500 clients for searches in general management (CEOs, COOs, Divisional Presidents) and Corporate Board

positions. She has managed the firm's major client relationships with Avon Products, Campbell Soup Company, and PepsiCo, Inc. Her other consumer industry clients have included ConAgra, K-mart/Sears Holdings, and Time Warner Cable.

Anne also works actively with premier private equity firms on CEO and CFO needs for companies in their portfolios. Some of these clients have included AEA Investors, Kohlberg Kravis Roberts & Company (KKR), MacAndrews & Forbes, and Forstmann Little & Company.

Anne began in executive recruiting as an Associate Consultant with Price Waterhouse, working out of Singapore and covering the surrounding Southeast Asian countries.

A native of Singapore, Anne graduated magna cum laude from New York University with a BS in Accounting. She also earned a Management Diploma from the Singapore Institute of Management. Anne and her husband, Tom, have two sons, Michael and Christopher. They live in Larchmont, New York. Anne is a member of The Larchmont Yacht Club.

Speaker (Invited)

Berne D. L. Strom is a founder and principal of Revitalization Partners, LLC, a business advisory firm working with both high growth and turnaround companies. Ms. Strom also serves as Chairman of Ensequence, Inc., whose software provides cross-platform Interactive Television (iTV) solutions for digital broadcast networks. Previously, she served as President of InfoSpace Ventures, LLC, and President and COO of InfoSpace, Inc. She served on the board of Walker Digital, and was founding CEO of Walker Digital's first spin-out, Priceline.com. Prior to joining Walker, Ms. Strom was president and CEO of USA Digital Radio (currently known as iBiquity). Ms. Strom is a founder and was a principal of the Gemstar Development Corporation (currently Gemstar-TV Guide International) where she was responsible for developing and implementing the business strategy and marketing for VCRPlus+® worldwide. She was also a founder of MBS Technologies, which developed Filerunner®, a synchronization software product.

Ms. Strom, a business executive with over 25 years' experience, serves as a current or former member of the board of directors of Benchmark Electronics (NYSE), Hughes Electronics (NYSE), the Polaroid Corporation (NYSE), and ImageX.com (NASDAQ), and is chairman of Ensequence Corp. She served as a director of Krug International (AMEX), DDL Electronics, Inc. (NYSE), Software Publishing Corporation (NASDAQ), and InfoSpace (NASDAQ), iGrandparents.com, PassKey, and eLetter.com (private companies). She also serves as a Trustee of the National Public Radio (NPR) Foundation. She is on the board of advisors of the J.L. Kellogg Graduate School of Management of Northwestern University and the Women's Leadership Board of the Harvard University Kennedy School of Government. Ms. Strom has served as a judge, on both the regional and national levels, for the Ernst & Young Entrepreneur of the Year awards.

Ms. Strom received the Luminary Award from the Committee of 200 as its "Technology Innovator." She was named by the Star Group as one of the "Leading Women Entrepreneurs of the World" at a ceremony in Venice, Italy, where she also received the Technology Award from IBM. The Seattle Chapter of the Forum of Women Entrepreneurs also named her "Entrepreneur of the Year".

She is a graduate of New York University with a bachelor's degree, (summa cum laude) in mathematics and history and, Masters and doctoral degrees (ABD) in mathematics and mathematics education. She received an MBA with highest honors in finance from the Anderson School at the University of California, Los Angeles.

Speaker

George B. Weathersby, PhD, Founder, Chairman, and CEO of Genesys, brings more than twenty years of experience at the President/Chief Executive Officer level. George was President and CEO of the American Management Association, which is the world's largest, not-for-profit professional development company; Oxford Management Corporation, where he managed a \$50 million pool of private capital; the Ontario Corporation, an aerospace manufacturing and service company, and the Curtis Publishing Company.

George has also been an active member of the academic world for many years. He held faculty and administrative appointments at Harvard University and the University of California, Berkeley, and he served six years as Indiana Commissioner for Higher Education. He received a PhD in Decision and Control Theory from Harvard University, and a Master of Business Administration, a Master of Science in Nuclear Engineering, and a Bachelor of Science in Engineering Physics from the University of California, Berkeley.

George's leadership was recognized by his selection as a White House Fellow and Special Assistant to the Secretary of State, as well as a Kent Fellow and University of California Regents Scholar.

George is a published author of six books, more than fifty articles, and has extensive experience on the Boards of Directors of several major companies including Ideal Basic Cement, Holcim (US), USA Group (financial services), ffi, Inc. (manufacturing), Electronic Retailing Systems International (retail technologies), and IMED (biotech).