



THE MICHAUD GROUP

170 May Street, Elmhurst, IL 60126
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Dear Meeting Planner,

Thank you for your interest in our dynamic programs. In this packet, you will find information about ways I can help make your meeting a success, as well as information about my qualifications.

As you consider the information in this package, please know that I customize my programs to fit your specific audience needs and desired outcomes. My goal is to help make your meeting a memorable event while assuring your attendees walk away with material they can use immediately.

As a **third-generation owner** and executive of Beltone Electronics for nearly 20 years, I was instrumental in growing sales by over 300% in less than two decades by focusing on sales, marketing, and most of all, people. I led the company's sales department to gross over \$150 million in revenue. I intimately understand the challenges facing today's family businesses.

Today, as owner of The Michaud Group, I share my expertise with businesses across the country. Although my knowledge can be applied to businesses of all types, my emphasis has been family owned businesses. As an **author, speaker** and **business coach**, I have worked with thousands of family businesses nationwide. It is this extensive experience that I will bring to your meeting in order to connect with your participants on a personal level.

Once you have had a chance to review my materials, I am confident you will see ways I can positively impact your meeting and provide valuable information for your attendees. If you have questions, please contact me at (630) 835-0333 or send e-mail to laura@lauramichaud.com. I look forward to hearing from you.

Sincerely,

Laura Michaud

Providing proven solutions for family businesses!

LAURA MICHAUD

*When your company's
bottom line counts...*

*Dynamic
Programs
&
Executive
Coaching*

that Improve
Performance and
Profitability

count on Laura Michaud.



LAURA MICHAUD

When you think personal and business success... think Laura Michaud

Laura Michaud delivers thought-provoking presentations and offers individualized consulting to organizations that want to strengthen their corporate image, motivate their employees, and ultimately increase their bottom line. A proven expert in business and motivation, Laura provides insight that has helped thousands of organizations and individuals reach the success they desire. She can help your organization, too.

INCREASE YOUR COMPANY'S PRODUCTIVITY AND PROFITABILITY

Drawing on her 19 years experience as VP of Sales and Marketing and board member for Beltone Electronics, Laura will give you a fresh perspective to the challenges facing business leaders today. From your front office staff to your top executives, your organization will be able to work at optimum performance. No matter which program or service you choose, you'll get enjoyable and high-energy assistance from a business professional who delivers real-world experience and a guarantee to improve your group's overall productivity and performance.

*"Wow! Awesome! An overwhelming positive response...
I want to thank you for being such an integral part
of our annual meeting and Expo.*

- Kip Eads
**International Association
Of Exhibition Management**



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170 May Street Elmhurst, IL 60126

Phone: 630-835-0333 Fax: 630-833-4478 Laura@LauraMichaud.com

www.LauraMichaud.com



Laura will speak specifically to your group on the following topics:

INCREASE SALES THROUGH CUSTOMER LOYALTY

- Increase referrals and repeat business
- Develop exceptional customer rapport and loyalty
- Establish and deepen relationships with your existing customers

FAMILY-OWNED BUSINESS SUCCESS

- Develop strategies for a successful succession
- Learn proven ways to effectively communicate as family and business associates
- Balance work and family for mental and physical well-being

STRESS & BALANCE

- Manage stress and use it to your ultimate benefit
- Bring fun into your work life
- Use your time and energy more effectively

EMPLOYEE RETENTION

- Increase your bottom line through better employee management
- Create a work environment that promotes growth and creativity
- Reduce and practically eliminate employee attrition



LAURA MICHAUD

Laura has been featured in these fine publications



Partial List of Publications:

- Agency Sales Magazine
- American Way (American Airlines)
- ASBA Today (American Small Business Association)
- Business Advisor
- Business Profile Magazine
- CMA Management
- Construction Connection
- Crain's Chicago Business
- Dartnell - Motivated to Sell
- Doors and Hardware
- Dynamic Business Magazine
- Elevator World
- Emerging Business
- Entrepreneur Magazine
- ESM Magazine (Employee Service Management)
- Executive Excellence
- Executive Sales Briefing
- Fairs & Expos
- Family Business Magazine
- Florists Review
- For the Record
- Franchising
- Fuel Oil News
- Healthcare Industry Executives
- Home Business Journal
- Home Business Magazine
- Home Healthcare Nurse
- Indoor Comfort
- Inland Empire Business Journal
- InterMountain Contractor
- IPMA News
- Irrigation & Green Industry
- Jewelers, Inc.
- Journal of Manufactured Housing
- Manage Magazine
- Marketing Industry
- National Public Accountant
- Opportunity World
- Rental Management
- Training & Development
- Turf Grass Production International
- Self-Employed America



THE MICHAUD GROUP



LAURA MICHAUD



Look what others have said about Laura Michaud

Everyone who hears Laura speak offers praise and enthusiastically boasts about her presentation. Her memorable messages give her audiences timely tips they can use today, in every aspect of their lives.

“Thank you so much for your tremendously powerful and dynamic presentation!! The combination of your personal experiences with family businesses and the comfortable manner in which you presented created an ideal environment for learning”

- Annika Sieler
**University Of Southern California,
Family Business Program**

“I was overwhelmed at the outpouring of the positive comments from our participants regarding your keynote address. Everyone rated your presentation with excellent marks.”

- Robert Manning Au.D
Audiologist, President, **Ada**

“You were definitely one of our favorite speakers. We would recommend you highly to any group – business or pleasure.”

- Mary Ann Parks, President, Alumnae
Association Of Kappa Kappa Gamma

“Your enthusiasm and unique method of presentation provided a positive lift to everyone’s spirits along with a valuable message. It was precisely the message I was hoping would come across during this somewhat trying time for Ameritech employees.”

- Gary Kueltz, Manager, **Ameritech**

Partial List of Clients:

- Academy of Dispensing Audiologists
- Ameritech
- Bradley Fixtures Corporation
- California State University Family Business Forum
- Chicago Area Healthcare Recruiters
- Cox Industries
- Frio Country
- Indiana University, Johnson Center for Entrepreneurship
- Intergovernmental Risk Management Agency
- International Association of Exhibition Management
- Kappa Kappa Gamma Alumnae Association
- Laboratory Corporation of America
- North American Retail Dealers Association
- Professional Association of Innkeeper International
- R. R. Donnelley & Sons Company
- RollerSkating Association
- Santa Clara University
- State Farm Insurance
- SUPERCOMM / Telecommunications International Association
- United Guaranty, Inc.
- University of Hawaii
- University of South Carolina
- University of Southern California, Family Business Center
- University of Southern Maine
- University of Wisconsin-Madison, Family Business Center
- Wheeling/Prospect Heights Area Chamber of Commerce and Industry
- Wing Hing Noodle Company



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A family business leader with real-world experience

When it comes to growing and operating your family-owned business, classroom theory cannot substitute for real-world experience. Learn from someone sensitive to family business issues and who's been in the trenches herself.

LAURA MICHAUD HELPS FAMILY OWNED BUSINESSES:

- Increase effectiveness through better communication.
- Complete succession and successor development plans.
- Build strong relationships between non-family and family employees.
- Balance business and family time successfully.
- Manage the stress that's inherent in family-owned businesses.
- Develop and hold successful family meetings.
- Set up board of advisors/directors for the success of the business.



As VP of Sales and Marketing, board member, and third-generation member of her own family's business, Beltone Electronics, Laura has hands-on, practical experience not usually found among most family business speakers or consultants. Her specialized background has earned her membership to the Family Firm Institute, an association of family business consultants, and gives her the ability to thoroughly analyze a family business challenge and formulate the best solution for your company.

Whether you need assistance with transition, succession planning, finding balance in your family business, or creating a more harmonious environment for non-family member employees, Laura can help you devise the best strategy for success. Put her expertise to work for you.

*"We all appreciate so much what you have been doing.
There is progress!"*

- Elena Yee-Chang
Wing Hing Noodle Company



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