

## Dynamic speakers will elevate your business at ALCA's 2003 Executive Forum

Find out how to get what you want in life and be your personal best. Learn how to protect, grow, and control your assets. Discover how to market your company effectively and maximize profits. These three vitally important topics will be the focus of ALCA's 2003 Executive Forum, February 13-16, 2003, at Sanibel Harbour Resort and Spa in Fort Myers, Florida.

Following the Forum's theme, "Dare to Live, Care to Lead," three notable speakers and experts in their fields will give participants high-quality, interactive, and inspirational learning experiences. Each full day of the conference will feature a major session by one of the speakers as well as networking opportunities, special events, and time to enjoy the beautiful Gulf Coast resort setting. The speakers and their major sessions are as follows:

■ **Bob Parsanko** of Executive Insights — "Dare to Live, Care to Lead"



**Bob Parsanko**

everyday living as well as to improving one's overall effectiveness as an industry leader.

Parsanko, a longtime adviser to ALCA's staff, is well experienced in motivating leaders. Over the past 15 years, Parsanko has served as a personal coach, confidant, and adviser to business leaders and senior management teams throughout the United States and around the world. Parsanko regularly consults with companies in the areas of senior management team development and strategy formulation.

## EXECUTIVE FORUM

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■ **George R. Daniels** of Estate Integrity Group, Ltd. — "Great Ideas for Business Owners and Executives"

George R. Daniels' seminar offers a 30-year compilation of the best ideas for business owners about how to protect, grow, and control their assets. Some of the strategies Daniels will share include how to reduce income taxes and estate taxes, how to ensure a lifetime income for you and your family, and how to reduce liability risks and exposure to lawsuits. He will present novel ideas about business continuity and key employees, and, for major-



**George R. Daniels**

ity owners, he will present a simple way to triple your family's benefits from a funded buy-sell agreement. He will explain how to transfer wealth to the next generation with minimal or no taxes and why life insurance is rarely the correct solution for estate taxes.

Daniels brings more than 30 years of experience and study of legal, financial, business, and estate-planning tools to his presentation. After having to deal with the tangled financial affairs of his disabled father many years ago, Daniels has made it his personal mission to prevent and solve problems for business owners and their families. He has worked with and gleaned the very best ideas from many pre-eminent United States attorneys, accountants, and planners.



**Judith M. Guido**

■ **Judith M. Guido** — "Marketing Mastery: Positioning Your Company for Smart Growth and Profits"

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