

Local Connection To Ministry Of Finance, Financial Literacy Task Force

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PRESS RELEASE

Alan Rowell, President of The Accounting Place, Stoney Creek, Ontario has a special connection to the Independent National Task Force on Financial Literacy announced

this morning by the Honourable Jim Flaherty MP and Minister of Finance. Evelyn Jacks, President of The Knowledge Bureau, Winnipeg, Manitoba, has been appointed to serve on the independent committee. The Knowledge Bureau

(www.knowledgebureau.com) is a certified post-secondary institute and home of the Distinguished Financial Advisor (DFA) and Master Financial Advisor (MFA) designations for practicing professionals who serve individuals and business owners with financial services.

"This is a very big day for Evelyn Jacks and a wise decision of the Finance Department. Achieving greater financial understanding will give small and medium-sized businesses a greater advantage in this extremely competitive marketplace," noted Mr. Rowell.

The Accounting Place recently sponsored a one day educational seminar in Hamilton, Ontario called "Reboot Your Business" to help small and medium-sized businesses operate through this economic crisis and Evelyn Jacks was one of four keynote speakers. At the seminar Ms. Jacks alluded to the announcement today but could not reveal details for obvious reasons. **EL**

For more information on Alan Rowell and The Accounting Place and the services it provides, please visit www.theaccountingplace.net or contact:

Alan Rowell, DFA, President
The Accounting Place
tel: 905.664.1010
fax: 905.664.6801
arowell@theaccountingplace.net



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"...Achieving greater financial understanding will give small and medium-sized businesses a greater advantage in this extremely competitive marketplace..."

Alan Rowell was responsible for nominating Evelyn Jacks to serve on the committee and he filed his nomination through the local constituency office of MP Dean Allison. Mr. Rowell is also a faculty member of the Knowledge Bureau and a strong believer and promoter of improved financial literacy, especially among small to medium-sized business owners.

Now Is The Time To Rise Up, Be Counted, And Kick Butt.

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...computer and say, "In order to serve you better..." Who the hell are they kidding? (Answer: themselves.)

Out-communicate. Throw away the "policy manual" and your "corporate speak". It's no longer valid in these times. Any fool quoting "policy" or avoiding direct answers in times of economic chaos is certain to lose now and into the future.

Out truth. One day the bank says they're in great shape. The next day they lay off 30,000 people. All truths are eventually revealed. Why not just start with it? The more truth you tell your customers, BOTH external and internal, the more they will respect you, and remain loyal to you.

Out-Google. This is the easiest one of all. When your customers go shopping for whatever it is you sell, make certain you're number one in your name, and at or near the top in your product or service. This is solely dependent on your "Googlejuice"—not your size. When your customer needs an answer or a resource, they Google it—just like you do.

Out-surprise. Even in these times you can still be memorable. Create a budget to surprise customers. Anything from a pizza, to lending an employee for a day or two, will be appreciated—and remembered.

Want to climb the Google ladder? Everyone does. I will share a list of things you can do to help raise your ranking, both in name and subject. Go to www.gitomer.com, register if you're a first-time visitor, and enter the word GOOGLEJUICE in the GitBit box. **EL**

Jeffrey Gitomer is the author of *The Sales Bible* and *The Little Red Book of Selling*. President of Charlotte-based Buy Gitomer, he gives seminars, runs annual sales meetings, and conducts Internet training programs on selling and customer service at www.trainone.com. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com

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