



“ My companies consistently perform an average of 10-15% better than the benchmark companies do. I attribute that to Vistage. ”  
 — Frank E. Martin, President, Martin-Harris Construction, Las Vegas, Nevada

## NEXT WEBINAR

Friday, September 25



**Strategic Compensation: Connecting Goals and Incentives for Measurable Progress**

William Liccione, speaker

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**Friday, September 25**  
**Strategic Compensation: Connecting Goals and Incentives for Measurable Progress**  
 William Liccione, speaker  
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**Friday, October 9**  
**Tending to Business Success in Turbulent Times**  
 Kraig Kramers, speaker  
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**Friday, October 23**  
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 David Houle, speaker  
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“ In Kraig's presentations, he earned scores of 4.7 out of 5.0 for content and presentation skills. If this were baseball, the name Kraig Kramers would rank with Hank Aaron and Babe Ruth. ”

— Vice President, Executive Agenda, Milwaukee, WI

**SPEAKER: Kraig Kramers**

**WHEN: Friday, October 9  
11:00 a.m. PST**

(1:00 p.m. CT / 2:00 p.m. EST)

**DURATION: 60 minutes**

[Register for this Webinar](#)

Join Kraig Kramers, 28-year veteran Vistage speaker, recipient of Vistage Speaker of the Year and Lifetime Achievement Awards, for this timely Webinar presentation focused on responding to today's economic downturn. The current recession is dramatically different from all prior recessions – it's the first to be credit driven and has already changed how business is done in America. It has altered how cash, credit, business commitments and business conduct are perceived and carried out.

This Webinar will explore these changes and the responses business can successfully undertake to thrive during the remaining downturn and developing recovery. These include:

- Top tools for getting and maintaining more volume
- Managing expenses and costs more adeptly
- Controlling cash while corraling credit
- Searching out unique opportunities for your specific business

### Who Should Attend?

CEOs, top financial executives and managers

### Staff Training

Ideal for staff training or multiple listeners - Use a speakerphone and as many people as you want can listen in. Dial-in information will be sent when you register. Many Vistage members use the "Fridays with Vistage" Webinars as a cost-efficient, time-efficient means of training supervisors, managers, and staff and reinforcing issues in a fresh new manner that they will remember and act on.

### Question for the Speaker?

We are taking questions for the speaker before the Webinar.

E-mail <mailto:webinars@vistage.com> now to submit questions for the Q&A portion of the program.

**Mark Wiskup**  
**Don't Be That Boss:  
 How Great  
 Communicators Get the  
 Most Out of Their  
 Employees**  
*Listen*

▶ **Gini Dietrich**  
**Social Networking is  
 Here to Stay: Get on the  
 Bandwagon... Now!**  
 Part 1: Understanding  
 Social Media: An  
 Introduction  
*Listen*  
 Part 2: Developing Your  
 Social Media Strategy  
*Listen*

▶ **Lynda Resnick**  
**Demystifying the  
 Marketing Process:  
 How You Can Build  
 Successful, Sustainable  
 Brands Even During the  
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 to Success:  
 Operating with Strategic  
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**Upgrade Your Team  
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 Economy**  
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### About the Speaker



Kraig W. Kramers, an experienced and seasoned business executive who has been CEO of eight companies in widely diverse industries, is president and CEO of Corporate Partners Inc., a leading consulting firm.

Kramers speaks more than 100 times annually to numerous large industry and trade associations and CEO groups. He is a author of the acclaimed "CEO Tools: The Nuts-n-Bolts of Business for Every Manager's Success."

Kramers holds an MBA degree from Stanford in finance and marketing. He is an active member of Vistage 151 in Atlanta.