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## Wealth of knowledge available at upcoming conference

Saturday, February 16th, 2008

Doug Hall — author, legendary brand manager and Eureka Ranch founder — is coming to Idaho. Having been to the Ranch myself, I can report that the upcoming March 4 E! Day 2008 Manufacturing & Innovation Conference that will feature Doug Hall as a speaker promises to be a worthwhile investment.

Hall's presentations speak to more effective marketing messages — capturing new customers — and choices for new products, services or business models. In short, if you are ready to grow your business, stretch your thinking and expand your possibilities for success, this is a session not to miss.

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Additional conference speakers will include MEP Innovator of the Year Steve Hatten; National Manufacturing Practitioner of the Year finalist Don Hansen; Dr. Larry Stauffer, the director of the College of Engineering at the University of Idaho;

and Brian Maskell, who will present a case study of Buck Knives.

The conference is sponsored by TechHelp, which provides solutions for manufacturers. TechHelp's services run the gamut, from assisting with quality processes for manufacturers to building prototype products.

"Jumpstart Your Business Brain," a book by Doug Hall, is a great resource for doing just that — jump-starting new business thinking. We all get stuck in ruts — some good and safe, some not so healthy and lacking in innovation. So, consider all the ways you can "juice your brain" and get new and productive ideas flowing.

Another book worth checking out is "Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table," by Reed K. Holden and Mark R. Burton. The authors begin with "why pricing is so hard" and then go on to present 10 rules for setting prices that earn you and your company what you and your products and services are worth.

For instance, Rule Two is "Understand the Value You Offer to Your Customer." How many of us really understand all of the value we bring to customers? And how many of us are charging accordingly?

Rule Seven is "Force Your Competitor to React to Your Pricing." Rule Ten is essentially the title of the book, "Price with Confidence." The authors include some charts and diagrams that you may have seen in business school. Then they go further to create a viable sequence for increasing your pricing and earning what you are worth.

Action items: To register for the conference and to learn more about all of TechHelp's services, visit [www.techhelp.org](http://www.techhelp.org). Separately, keep learning and exploring new ideas.

Jana Kemp is the author of the books "NO!" and "Building Community in Buildings." Her newest release is "Moving Out of The Box." She provides expert meeting facilitation to add to your workplace productivity. Reach Jana at [jana@janakemp.com](mailto:jana@janakemp.com) or 367-1701.

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