

# Recession.

Historically these down cycles average a year's duration.

**Can you successfully ride this one out?**



## Thriving in an Economic Downturn

If yours is like most businesses, you are struggling to find new business, reduce costs, and survive the lean days ahead. Learn what you can do not only to survive, but also to thrive in the current economy.

**Operations and processes.** Are they designed for profitability?

**Personnel.** If employees aren't with you, they are against you.

**Cash flow management.** How to get the most from Accounts Receivable and Accounts Payable.

**Marketing.** Industry experts tell us 50 percent of the typical marketing budget is wasted. Which 50 percent?

**Please join us for this timely workshop.**

**DATE/TIME:** June 5, 2008, 4:30 p.m. – 8:30 p.m.

**LOCATION:** Hampton Inn, Baymeadows at 9A

**REGISTRATION FEE:** \$179\* includes materials, refreshments and heavy hors d'oeuvres

**CONTACT:** Lennys Campos 904-887-0455

**LEADERS:** Bill Lynch, CWL Management Services  
Bob McKenzie, McKenzieHR  
Lennys Campos, Campos Consulting  
Sandra Brooks, BROOKSLACAYO Advertising | Branding | Public Relations



\*Early bird special. Register by May 23, and save \$50!

# Thriving in an Economic Downturn

The Business Solutions Team is comprised of experienced professionals who routinely work with clients just like you. Take advantage of their know how, observations, and insight.

## Meet the Business Solutions Team

### Lennys Campos, Campos Consulting Inc.

Prior to founding her company, Lennys served as Senior Management/Project Manager Consultant for Arizona Chemical and the REL Consultancy Group. She also held Engineering positions in research and development for IBM Corporation.



She has over 16 years experience in both industry and consulting across a variety of industries. Her core expertise includes Management Consulting in Working Capital Management (Account Receivable Management, Supply Chain Management, and Account Payables Management), Business Process Re-design, and Lean practices.

She is a member of: Jacksonville Regional Chamber of Commerce, Trustee, First Coast Manufacturing Association, First Coast Hispanic Chamber of Commerce, Phi Kappa Phi and Tau Beta Pi-Engineering Honor Societies

Lennys earned her Masters degree in International Business & Marketing from the University of Connecticut. She received her Bachelor's degree in Electrical and Computer Engineering from the University of Puerto Rico. She is bilingual in English and Spanish.

### Bob McKenzie, McKenzieHR

Bob McKenzie is certified as a Senior Professional of Human Resources (SPHR) and has 30 years of human resources management experience. His background includes a wide range of hands-on HR practices including training and development, Equal Employment Opportunity, Affirmative Action Plan Development, development of compensation and incentive programs, performance management systems, recruitment, employee relations, union avoidance and labor contract negotiation. His working experience encompasses the manufacturing, banking, financial services, transportation, government, managed care, information technology and theme park industries.



Bob is a regular contributor of articles for HR.com, an international web site dedicated to the human resources profession and has been cited in a number of Human Resources trade publications. His monthly e-newsletter entitled, The McKenzie Mailer is read by people all over the world. Bob also facilitates a 12-week course for human resource professionals who are preparing to take the human resource certification examinations with an 80% success rate of his students who have passed the exam.

Bob is a graduate of Rider University where he received a Bachelor of Science in Commerce Degree and double majored in Industrial Relations and Organizational Behavior. He currently is a member of the Society for Human Resources Management and is actively involved in the Small Business Resource Network plus a number of other community and professional associations.

### Bill Lynch, CWL Management Services, Inc.

Before founding his company, Bill held the positions of general manager for a family-owned business and plant manager for a medical products manufacturer, and directed two major performance turnarounds. He advises business owners and managers on:



- Developing and implementing business plans that get results
- Improving operating efficiency and financial performance
- Providing effective customer service
- Building Quality into the system

He serves as: A mentor at the Jacksonville Women's Business Center, ATHENA PowerLink Advisory Panel member, member of the Chamber of Commerce's new Second Stage Committee, and Adjunct Professor of Business Administration at Flagler College. He is a member of the Jacksonville Regional Chamber of Commerce, the Small Business Resource Network (SBRN), and Women Business Owners (WBO) of North Florida. Bill is also facilitator for *The Alternative Board*.

He received his M.B.A. from Western New England College.

### Sandra Brooks, BROOKSLACAYO Advertising | Branding | PR

Sandra's diverse experience provides her with a comprehensive understanding of the marketing dynamic and profound insight into strategic thinking and best practices.



Since founding the agency, she has worked with Fortune 500 clients including Allen-Bradley, ABB Robotics, Deere & Company, and Johnson Controls, as well as start-up and small businesses. The agency is multi-cultural, multi-lingual and serves clients worldwide. The agency is the recipient of many professional awards. She has published over 200 articles and contributed to a number of textbooks. She is a frequent lecturer for the Small Business Development Center at UNF, the UNF Coggin College of Business, FCCJ, the Beaver Street Enterprise Center, SCORE, and the Community Access Channel's "Speaking of Business" programming.

Some of her community service activities include: A mentor in the "Marketing Matters" program at the Small Business Center, Chair of the Outreach Committee of the Small Business Resource Network, Board member of WBO of North Florida, and member of the Marketing Task Force of the Jacksonville International Business Coalition

Ms. Brooks is an alumnus of Loyola University, Chicago and holds a Bachelor of Arts degree in English.

Registration

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SEATING IS LIMITED. Fill out the form below and mail to:  
Campos Consulting Inc., 368 Sweetbriar Branch Lane, Jacksonville, FL 32259 - Tel 904-887-0455

Name

Day phone

Cell phone

Title

Email address

Organization

**Enclose check payable to:** Campos Consulting Inc.

Address

**Total enclosed:** \$ \_\_\_\_\_ Remember, you can save \$50 if you register by May 23, 2008.

Address