

# Why YOU Should Participate in NCER '09

## Because there are Five Ways to Thrive During Tough Times

Courtesy of Jon Gordon - speaker, consultant and author of the international bestseller *The Energy Bus: 10 Rules to Fuel Your Life* [[www.jongordon.com](http://www.jongordon.com)]



**1. Refuse to Participate in the Recession** - Businesses and people that thrived during past recessions continued to go about their business as usual regardless of market conditions. They stayed positive, worked hard and focused on taking actions to grow their business. Focus on business as usual and while others allow fear to paralyze them, you will charge forward and move ahead of your competition. **Whether you work for the government, a non-profit group a commercial firm, NCER '09 can help you meet challenges, expand your skills and increase vital connections to thrive in during tough times.**

**2. Increase Marketing and Advertising** - It may seem counterintuitive to spend more money on advertising and marketing but with so many people and organizations cutting back on these expenses this is a great opportunity to build your brand, expand your presence and gain market share. **People will still be buying goods and services and they will "buy" from those who they trust and see in the marketplace.** This is a great time to build a strong support base, to let people see what you're doing and to stand out by participating in NCER '09.

**3. Innovate** - Just as the phoenix rises from the ashes, great ideas and new business ventures are born during economic hardships. GE, Disney, and Microsoft were all born during recessions. When times are tough we are more open to new ideas, new products and new ways of doing things. **NCER '09 is an excellent opportunity for you to increase your "toolbox" with cutting edge science, modeling, and data management tools.**

**4. Become a Talent Magnet** - If you are a leader or manager there is no better time to find, attract and hire the best talent. Focus on strengthening your business now and you'll be in a great position to capitalize when the market rebounds. **NCER '09 is a perfect opportunity to make new contacts and network with the who's who of ecosystem restoration.**

**5. Think Big, Take Action** - Consider that both the Empire State Building and the Golden Gate Bridge were built during the Great Depression. Now is a time to think big, create your vision and take action. With more people living in fear and fewer people taking initiative the rewards and recognition will be greater for those willing to work hard and dedicate themselves to building a great business, product, service, and vision. As we know, there is no substitute for hard work and now is a time where those with a positive attitude and great work ethic will shine.

**Consider MORE of the powerful benefits of NCER '09 when pitching attendance to your supervisor...**

- In just a few days you'll get months worth of valuable technical training, education and networking. Piecing together an equivalent experience would keep you out of the office much longer and cost much more.
- Your whole team will benefit from the tips and expert knowledge you gather at NCER '09.
- If you're new to the industry, NCER '09 is the best way for you to make connections that can help you be more effective in your position.
- When you meet face-to-face with others working on similar projects, you'll build more interactive, cooperative relationships and greater savings.
- Your colleagues, and even your competitors, will be there. By joining them, you'll learn from your peers and keep the playing field even.

To learn how you can invite Jon to speak to your company, organization or team, visit:

<http://www.jongordon.com/speaking.html>

**Participate in NCER '09 and maintain visibility for you, your agency, and your organization as a LEADER in Ecosystem Restoration!**

[www.conference.ifas.ufl.edu/NCER2009](http://www.conference.ifas.ufl.edu/NCER2009)