

Are you leading with boots on yet?



"I have never been to anything so well designed, diverse, and profound as the adventure of this retreat...It is priceless."

"It's an investment in ourselves and our organizations that—given the challenges of the times—is more meaningful than ever."

"I would highly recommend this program for any leader interested in exploring their own inner landscape as a means to progress toward their vision to greatness."

"This work has helped me to understand who I am, what I stand for... and how my energy, beliefs and actions impact all of it."



"For someone thinking about going to any of your events - I say GO! This stuff works. Keep doing it. And do more of it. And then do more. It needs to be out there. It is POWERFUL."

"As a result of this retreat, I came away feeling clearer, cleaner, and wiser at living my life."



Boots on? We're doing it again! **Leading With Boots On: Bootist Leadership® Retreat** **Special Two Day Event – April 2010**

Bootism™ is the art of leading and living in a way that is true to you, creates positive energy, and sets yourself up for success to create the desired impact you need to lead well and create the organization and life you most want. Because **Bootist Leadership®** helps individuals and teams align with their most authentic, effective, and energized selves, they're able to create stronger levels of trust with those they lead, stronger, clearer, and more effective resource states to make decisions from, and ultimately better results not only in their businesses, but in their personal lives and relationships as well.

With a **STRONG** emphasis on **energy and presence** (at all three levels – each one will surprise you), **congruency** (internal alignment – you **HAVE** to have this for trust and peace), **relational intelligence**, and **"boots on" leadership**, this work supports participants in creating a clearer path, an authentic **vision**, streamlined systems and action plans to make it so, and positive impact on their relationships, customers, and bottom line results. It's all about energy, action, and people and Bootist Leadership gives you the mindset and tools to lead authentically, intentionally, effectively and with joy.

This is a working retreat, highly experiential, lots of fun, and full of new experiences and mindset shifts to help you take it up a notch (or 10). All learning is applicable to your business and personal life, to leading yourself and your team, and to creating impact internally or externally in service of your bigger game.

If you are a leader who cares about creating better bottom line business results, building connection and trust with your people, and feeling good - all while having fun doing so - we have lots to do! Read on...

Leading With Boots on: A Bootist Leadership® Retreat

Increase Your Leadership Influence, Improve Your Impact, and Create Better Bottom Line Results
Through Congruent Living & Leadership, Intentional Energy Management,
And - of course - Putting Those Boots On...

April 16th & 17th, St. Charles, IL

Early Bootist Bird pricing if you register by March 16th so we can
get our boots on and get ready for YOU! (Save up to \$300)

Ready? Get your boots on...Let's go!



WE'RE HOSTING AN "ENGAGEMENT"! AND IT'S ALL ABOUT YOU!

*"Don't have time to get away? Money's really tight? Sort of stuck in the same old problems?
Can't seem to quite rev up to the high energy you used to have? This retreat is for YOU! "*

WHEN

Friday and Saturday, April 16th and 17th (with a 3rd day intensive option on the 18th)

WHERE

St. Charles, Illinois

WHAT

A 2 day leadership retreat to introduce you to the philosophies and methodology of Bootist Leadership®, to work your own leadership game, and to create a plan to create better energy and results in your life and organization. (In this economy, *especially*, this is crucial – and a wonderful opportunity!)

WHY

Because we're having a great time with Bootism and want to provide this work to people on a larger scale. Because it's fun, it works, and the power of the group provides a unique experience. You'll all learn from each others' experiences and make new friends.

HOW

It's easy; the biggest step is deciding to come! Once you've done that, the rest falls into place...but you have to DECIDE and take action. (Being intentional, deciding, and taking action – *and self-managing yourself and your energy through all of those steps* - are core components of Bootism. In fact, just registering for this event, is part of your mindset and experience – you'll find out WHY – and how it impacts your business - at the retreat.) So here's how you to register:

- 1) Read the invite and description, skip the invite and come based on what you know already, or dive in knowing nothing about it, but as a total leap of faith, and **DECIDE** to join us! (Just notice your mindset and thinking as you explore the decision to enroll or not.)
- 2) **Register** for the retreat on the attached registration page
- 3) Make sure to get in **before March 15^h** in order to **enjoy the early bird rate** (extra \$100 savings if you're an "early take action and decide person", and register by February 16th)
- 4) **Book your hotel** and travel accommodations.
- 5) **Pick out the boots you'll bring, kick your heels up, and make sure to do the LIGHT pre-work before the retreat so you get the best of all of it!**

For all sorts of information on what we'll be doing and a personal note from me, read on. Otherwise, go straight to registration. We can't wait to see you there!

*The insights learned during those two days of the retreat have had an immense impact on how I show up as a leader in my business which, in turn, has directly affected my bottom line. While I've worked with Anese in the past, her Bootist Retreat gave a new dimension to the private work we've done and remains **one of the best investments I've made in my business and myself**...Sandra*



Dear business leader, team member, professional, and fellow human being committed to making a positive impact, building a good life, and leading a meaningful business,

Thank you for your interest in joining us for the next *"Leading With Boots On: Bootist Leadership® Retreat"*. If you're new to me and Bootism, or you're a current client or returning participant, I thought I'd say "hey," give you a bit of information on Bootist Leadership, and share a bit about what we'll be doing at the retreat and the new opportunities I've made available. Think *"boot camp"* meets *"personal retreat"* meets *"business, life and leadership"*...I tend to do everything very interactive and experientially, so I don't want to unfold too much of it here, and this will give you enough to know if you'd like to come and what you can walk away with.

First off, what is Bootism? If you take the best of the *"intangible stuff"* – *energy, intuition, vitality, emotional intelligence, authenticity, and connection*; blend it with the best of the more *"tangible stuff"* – *leadership, communication, business, systems, vision, strategy, planning, money, and your bottom line*...add in a couple of secret ingredients, and *"put your boots on"*...you'll have an approach to leadership that I fondly call Bootism™.

After years of working with individuals and businesses to help them improve their leadership influence and impact, to create better relationships and business results, to get healthy, and to live lives they truly love – I named my philosophy for living and creating results in business, *"Bootist Leadership."*

I make it a pretty good rule not to TELL people what to do; after all, they have to come to it themselves if they're to be fully invested and get the results they want. But with a background in kinesiology, a high sensitivity to energy and its impact, a fascination with effective leadership, and an insatiable hunger for matters of people and the human spirit – I have a unique perspective on what makes people tick, what makes things happen, and how we can make our organizations even better. *"Putting your boots on"* is a really fun and effective way to step into this.

Bootism helps you align yourself spiritually, physically, and mentally, in your business (and in your life), so that the energy flows and better things happen. People get along better. They're more inspired to do good work. They're better with your customers. They're more creative. They create better solutions. And they're just plain happy. Get enough of this going and you have a high energy healthy organization. Get enough of that going, and you're creating more positive impact, making more money, and doing more good work in the world through your business.

I often hear people say that Bootism (*the combo of energy leadership, congruency, communication, emotional intelligence, etc.*) is the *"soft stuff"*, or not *"foundational"* enough for business or that it's a *"luxury"*, or just about *"optimization"* (when people are really just trying to just cover the **basics** in this economy.) I understand, and I respectfully disagree. It may be more of the *"intangibles"* – but it is impacting every *"tangible"* in business you can think of. For those who embrace it, they find that not only is it *not* a luxury (or just about optimization) – but a necessity, and a great solution for problems involving engagement, communication, personal fulfillment, and, yes, even poor business results.

See, it's a little like air, it's all around you, but you forget about it. Sometimes that air is great, and you feel good, and sometimes it's smoggy and polluted and you feel bad – but you're not sure why – or you likely don't even notice it because you're so used to it. ...It's the same thing with the energy in your leadership and in your business, and it is core to creating results. Yes, in many ways it is definitely about "optimization", and in others is about solving a problem. And if you are not actively addressing this in your own leadership and organization – you likely have a problem that you may not even know about. And may even "peg" that problem as something else (low motivation, the economy, Gen-Y, Monday's mornings, etc.) This "problem" is easily addressed, but it takes an out-of-the-box solution oriented leader who is willing to lean into something a bit, eh, non-traditional.

This work is entirely simple, and yet entirely complex. Once people jump into it, it's simple – and they most often can't believe they didn't "see" it before. But before then, it can seem like the most airy fairy intangible mystery of the Universe. I am a strong believer in using the "intangibles", the soft stuff, to create better leadership, AND a strong believer in integrating solid systems and action to create better business. You need both. And that is how we do it in Bootism. Bottom line? If you want to be a better leader, and you want to learn more about how to create better results in your relationships, business, and whole life, then please join me for this retreat, and let's get your boots on.

Past retreats (group and private) have received great reviews and with every retreat we do something new and special. I'm always entertained by how hard it is for people to give up one day, or two days, or more, out of their lives, to create the space to learn and focus on THEMSELVES – only to ask me at the end of the day (usually without fail), if we can do another day's work the next day, and extend the retreat. When I did it with one day retreats, they wanted two, when we moved it to two days, several folks asked for a 3rd. So for this retreat, in order to give people an additional level of support, we're adding on a 3rd day, ½ day intensive, for more personal focus to help you lock it in on an even deeper level, and get access to more personal coaching and group masterminding. Please consider joining us for this 3rd day which, due to the intimate and high energy nature of this level of personal attention, will be limited to 6 participants. This 3rd day option is an opportunity for those of you who want that additional time and personal attention. I expect this to fill fast, so please, if it feels like it's for you, climb on!

My boots are on and ready to go, are yours?



Anese Cavanaugh, Founder & Chief Bootist

For more about the retreat and the 7 Tenets of Bootism, read on. If you're ready to register, head to the registration page below.

I've been to many workshops and retreats in my life, but I've never been to anything so well designed, diverse, and profound as the adventure of this retreat. As a result, I came away feeling clearer, cleaner, and wiser at living my life. I understand that many people might feel that this is a luxury but I promise that you will see it as priceless. This kind of knowledge and experience can't be bought." -Michele



Given the challenges of the times, would it be helpful to you if you were able to...

- ✓ **"Lead your energy" for better leadership, energy & stamina: you need it now more than ever in this economy and business environment. No joke.** Workforce DOWN, productivity requirements and stress UP? Leading and managing your energy and your mindset is one of the best ways I know to handle this.
- ✓ **Learn how to impact the energy of your organization (and your life) - on big and small scales – without spending millions of dollars on engagement initiatives.**
- ✓ **Create space for yourself to "get in front" of "it"** (the work, your day, your vision, your wants, your needs, you name it --- but you've got to get in front of it.)
- ✓ **Learn how to make good goals individually and as a team using CRISP & CLEAN leadership.**
- ✓ **Work your mindset before it "works" you:** Are you moving towards what you want? Away from what you don't? Have you bought into your story? Is your energy creating the same story for the people around you? Decide what's serving you, what's not, and what to do about it.
- ✓ **Learn how to align yourself physically, mentally and spiritually for more effective (and sustainable) leadership,** greater well-being and "personal sustainability." This "soft stuff" is not so soft as it impacts everything you do in your business. Everything. (Besides, what about a "boot" is soft?)
- ✓ **Do a "congruency check" in the moment (and/or for the long term)** to make sure you are truly in alignment with yourself (and therefore at peace) in your business, life and leadership. Learn how to align yourself internally (with your beliefs, goals and values), with your external actions and results (Bonus: make it "in service of" and become an unstoppable force.)
- ✓ **Manage your resource state more effectively** for "congruent" leadership, make clearer and cleaner decisions.
- ✓ **Do things "your way" (while collaboratively, hmm...) AND have a positive impact doing it** through the WAY you see and engage those on your team. Learn how to engage and collaborate in a manner that "brings people with you" vs. "shuts them down and leaves them behind."
- ✓ **Ditch the "shoulds" and the cultural definitions of what success looks like in business, life and leadership,** and design your own "code" to live/lead by; one that is congruent for you and therefore more easily achievable and compelling to others.
- ✓ **Use the Bootist Leadership Model, and the mindset of Bootism, to make the vision – for your business or life – a reality.**

If these sound good to you, join us for this event as these are the types of things we'll be working on...

- ✓ **And of course, increase your leadership capacity and the ability to create impact...WHILE you get away. Have fun. Get at least "24 Hugs & 2 Cupcakes." And relax without guilt.** Because everything you take back will serve you and your organization over and over again.

*"I can pretty much guarantee that anyone who's equally open to it will **benefit from what Anese is offering, many times over. It's an investment in ourselves and our organizations that—given the challenges of the times—is more meaningful than ever.**" – Ari*



The 7 Tenets of Bootism and the principles we'll be diving into during the retreat...

Bootist Leadership helps you create more *congruent and conscious leadership*, *clear and intentional resource states*, *higher energy*, *stronger relationships*, and ultimately *better impact and bottom line results*. It consists of the **7 Tenets of Bootism** (core beliefs/principles), actions and tools to support each of the tenets, and of course “12 hugs and cupcakes” (come to the retreat to load up on yours!)
The 7 Tenets are:



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- **Tenet 1: We're all on our own personal path;** it's dynamic and evolving...It's yours, you lead it, you follow it. It's got to be congruent.
- **Tenet 2: Self awareness is key** for determining who you are, what you want, how you'll get there, and what is congruent for you.
- **Tenet 3: Conscious energy leadership & vitality are the secret weapons** to sustainable leadership and a core component for creating impact.
- **Tenet 4: People make the world go round...**The quality of your relationships and engagement with those around you significantly impacts the quality of your leadership and your influence.
- **Tenet 5: Intentional presence & mindset drives better results ...**Whether we acknowledge it or not, we create impact without saying a word, through our “way of being,” our “leader's presence,” and through our mindset.
- **Tenet 6: Authentic systems, structures, and caring, co-designed relationships create the foundation** to “get it done” in a more rewarding and effective way.
- **Tenet 7: Leadership is a way of being and leading is a verb.** Bootism is all about leading and doing it as positively and proactively as possible to help you build an even more rewarding life and an even more effective organization.

During the course of the two days we'll also look at **Darecteristics** (characteristics that take leadership from bland to bold and support you on your Bootist Path), “12 Hugs” (how you get them, how you give them, why Bootist Leaders love them, and what they REALLY mean to you personally), and “Cupcakes” (why Bootists love to bring that extra element of joy and full engagement into their life that is unlidged, unabashed, and simply delightful.)

By attending this 2 day experiential retreat, you will be able to:

- ✓ Understand Bootism: What it is, how it serves you, and what you can do with it to improve your own business, life and leadership...
- ✓ Learn how to create better resource states, energy, and strategies that align as a congruent leader, in order to get your leadership “driving” and your people “thriving.”
- ✓ Apply the 7 Tenets of Bootism and walk away with immediately actionable tools and steps to take back and serve you in assimilating Bootist Leadership into your business and life for better results and relationships.
- ✓ Connect with likeminded business leaders who want to create a positive impact in the world, value relationships, have good energy, and value having lots of joy in their own personal life.

*“I've learned that as a leader, I can't lead past where I am within myself.
The Bootist Retreat met me where I was in the present moment and supported me
in moving forward in my path...” - Pat*



Frequently Asked (and answered!) Questions from the last retreat:

Why is energy and its impact so important in leadership and business?

Because it impacts everything. It's all about the energy. I talk about 3 kinds of energy in Bootism. (They are not what you think.) I can't tell you what they are here, as that's part of the experiential training, but I can tell you that energy you bring to your leadership, your relationships, and your whole life has a direct impact on your ability to:

- Influence others and create impact,
- Create trust and quality relationships,
- Create desired results and outcomes (good and bad),
- Use your presence and body for intended impact,
- Access your best decision making and leadership resource states,
- Sustain yourself so you have the energy and vitality to get it all done,
- And make your peers, customers, employees, kids, and spouses, etc., want to be around you more.

You are always creating an impact. Whether you use it consciously, and make it work for you, or unconsciously, and let it drive you, is totally up to you. It's very cool. The work we'll be doing at this retreat, is all about creating intentional positive results in your business and life – and doing it in a way that is congruent with who you really are and what you really believe. Congruent leadership is a crucial element to building trust and engagement, people know when it's missing, and not only do they suffer for it, but so does the leader. It's a painful spot, and often people find themselves there just because they're so busy, they don't have the time to think about what's truly congruent for themselves. Hence the retreat and the tools we'll be giving you.

This retreat is about helping you get aligned, within yourself, your leadership and your vision; so that you can create better energy and use it more intentionally to positively influence your life in every facet. Not only will we be looking at your own internal game, because that's where it starts, but also at how to use it all productively in order to build trust and connection with your employees, your customers, your family, and the other relationships in your life.

What are the key areas of focus at the retreat?

This retreat is a chance to bring your "boots, 12 hugs and cupcakes" into your life and leadership in a deeper way. Unlike other more traditional business retreats where you spend a day or two working on your vision, strategic plans, your numbers, and all things on your business, these two days will be spent working on YOU, as a congruent, engaged and energized leader, in your business. You will have space to work on your vision, but the work that we do on YOU as leader will make your time with your vision and strategies much easier and more productive.

Learning the Bootist Model and having two 2 days to learn, reflect and focus on you as leader IN your life, will support you in doing your own internal work so that you are even better and clearer to do the external work. From here, you can also more easily get your team more engaged in the external work (because you're "clearer" and your presence and energy are more enrolling), and to ultimately create more happiness and better results in your business.

Some of the outcomes you can expect from doing this kind of work include being able to:

- Increase your leadership capacity, and ability to create impact,
- Lead and manage your energy more effectively,
- Communicate more effectively with employees,
- Create a more compelling and inviting leadership presence (so people want to work harder for you and engage more),
- Make cleaner and clearer decisions,
- Increase engagement on multiple levels,
- Drive stronger and more congruent strategic plans, numbers, and all things business,
- Increase the joy, reward, and impact factor in your life.

I consistently find, for myself and my clients, that the more you're aware of and working your own inner game, leading from the "inside out" (looking internally vs. looking externally for the answers, validation, and leadership), the better your external results can be. The "higher up" you get in your role and leadership responsibilities, the more important it is to be able to manage your energy, impact, and space, and "do the work."

Some of the things we'll be exploring to support you in this are:

A lot of this work is based on the premise that leading a congruent life, building from the inside out, and taking great care of ourselves—emotionally, spiritually and physically—enables us to bring our best selves to work, to make better decisions, and to truly enjoy and have more fun in the process. Bootism is about leading and living your life your way - a way you believe in, that feels right to you. It's not about "making do" and "fitting in" with what others tell you you're "supposed to do" to succeed. It's about looking inside and trusting your own answers, "knowing" and creating shifts from within...taking full ownership for your outcomes, and again setting yourself up for success to do it. It's about leading in your organization congruently AND effectively in a way that honors yourself, your mission and the people you work with in order to create your intended outcomes. It's your own unique path. Bootism helps you "put your boots on" to find it, walk it and stay true to it. In order to help you get clearer on what "staying true to it" means to you and how you can more effectively impact those around you, we'll explore things like...

- How you engage people around you,
- What your presence is,
- What YOU want,
- What your true leadership style is,
- How you manage your energy,
- What kind of energy you create,
- What "drives" you in leadership,
- How you view the world (the lens you look through),
- How you make decisions that are congruent with your values and presence.

*"There is so much I learned from this event it is hard to express...I've learned that the **more aligned we are internally, the easier and better our leadership.** [Bootism] has helped me to understand (and do something about) who I am, what I stand for, where I want to go in life, what steps I need to make in order to achieve my mission, how to better engage my team, and **how my energy, beliefs and actions impact all of it.***

This stuff works. It is POWERFUL." - Cheryl



In Their Words...Extended Comments About Bootism...

*"I don't personally know of anyone who's doing the work that Anese is with Bootism; teaching people how absolutely critical it is to **align one's physical and emotional health with the way we live our daily lives at work**; encouraging each of us to get at our true passions and to pursue a single, coherent life that's true to who we are; making clear that the more effectively we're able to do that every day the **more effective our leadership is going to be**; and that the more effectively we're able to do all of that the more effectively our organizations are going to run. Now that I've heard it framed that way from her, it's all incredibly 'obvious', so much so that I wish I'd have thought to put it together that way a long time ago. It's certainly fully in synch with what we do and teach here at Zingerman's, but Anese is doing it in her own, **very effective**, uniquely . . . Bootist way. There's a Zen saying that 'when the student is ready the teacher will appear.' I guess I was ready. From what I know and have heard, I can pretty much guarantee that anyone who's equally open to it will **benefit from what Anese is offering**, many times over. **It's an investment in ourselves and our organizations that—given the challenges of the times—is more meaningful than ever.**"*

Ari Weinzweig

CEO & Co-Founding Partner

Zingerman's Community of Businesses ("Coolest Small Company in America"- Inc. Magazine 2003)

*"I was very lucky to attend Anese Cavanaugh's first Bootist retreat and it was a gift to me. I say it was a gift because I went in thinking I was going to get what I wanted and ended up getting what I really needed. That's the beauty of this work with Anese, **she has an innate ability to uncover what her clients need and then gives it to them** in a way that makes the individual thankful as well as the participants that experience it in the room. I've been to many workshops and retreats in my life, but I've never been to anything so well designed, diverse, and profound as the adventure of this retreat. As a result, I came aware feeling clearer, cleaner, and wiser at living my life. **I understand that many people might feel that this is luxury but I promise that you will see it as priceless. This kind of knowledge and experience can't be bought.**"*

M. Serro

Bootist Retreat Participant

Sr. Business Leader

*"It's hard to describe the experience of attending one of Anese's Bootist Retreats – the retreat location, the other participants and the agenda all combine for a fabulous environment in which you can delve deeply into your most personal self. **The insights learned during those two days have had an immense impact on how I show up as a leader in my business which, in turn, has directly affected my bottom line.***

*While I've worked with Anese in the past, **her Bootist Retreat gave a new dimension to the private work we've done and remains one of the best investments I've made in my business and myself.**"*

Sandra Martini

Founder & President

SMG Communications

*“There is so much I learned from this event it is hard to express, but I think some of the key factors are that each of us has a path, we get there different ways; **the more aligned we can be in getting there, the easier it is, and the better our leadership.** [Bootism] has helped me to understand (and do something about – this is not passive work or all talk, no action) who I am, what I stand for, where I want to go in life, what steps I need to make in order to achieve my mission, how to better engage my team, and how my energy, beliefs and actions impact all of it. I’ve also learned about **being in alignment with myself, how to align with others, what it feels like to be truly engaged and listening in relationship, and how to meet people where they’re at, without giving myself away.** There is so much more, too much for words. But for someone thinking about going to any of your events - I say GO! They are welcome to call me and I am HAPPY to discuss with them. **This stuff works. Anese, keep doing it. And do more of it. And then do more. It needs to be out there. It is POWERFUL.**”*

Dr. Cheryl Perlis
Physician, Women’s Health & Cosmetic Medicine
Founder, Perlis Wellness Center

*“The way of the true leader is an intensely personal journey. Over time, I've learned that as a leader, **I can't lead past where I am within myself.** The Bootist Retreat met me where I was in the present moment and supported me in moving forward in my path. It presented me with a tremendous opportunity to experience and share myself with myself and others in a deeply moving way and it gave me many new tools to use along the way. **I would highly recommend this program for any leader interested in exploring their own inner landscape as a means to progress toward their vision to greatness.**”*

Pat McGraw
Human Resources
Zingerman's Community of Businesses



Join me? Here's how...

This two day retreat in St. Charles includes all training materials, coffee/tea/good snacks, a fantastic lunch, a relaxing, invigorating and productive experience, special resources (not available to non-participants), a lot of fun, and my personal Bootist Satisfaction Guarantee. The investment for the 2 day event is **\$1,495**, however I'm a big believer in making things simple and easy and having plenty of time to plan, so if you are an Early Bootist Bird and register by March 15th, your investment will be \$1,295. (*Registration fees do not include lodging expenses.*) If you'd like to join us for the 3rd day option – the Bootist Intensive, please mark your spot below – again, we have 6 spots for this, so if it's for you, act fast.

The specific location of the retreat and the hotel will be released with your registration confirmation letter. Please register as soon as possible so we can ensure availability of accommodations for you. The retreat fees do not include your hotel accommodations or meals. **Your registration for the event itself is refundable minus a \$500 fee up until 2 weeks before the event (April 2nd .)** I highly recommend you book early as the rooms will fill up fast and I want to make sure you get your early bird tuition – and a great room! The early bird literally will get the “Cupcake Worm” (you remember those, right? Scary, but delicious! In fact, if we hit our goal participation for this event, Izzie (my 4 year old and I) will personally make “cupcake worms” for this retreat. You DO NOT want to miss these. These are worth the cost of the retreat alone!)

Ready? Boots on? Join us!

Toll Free: 877-994-3273 (Gina @ extension 1)

Direct: 630-443-5137

Info@DareToEngage.com

Bootist Satisfaction Guarantee: I'm so confident that the information you'll learn at this Retreat will give you what you need to transform your energy and leadership mindset, and your ability to use your energy and create intended impact more effectively, that if, at the end of the first day, you feel I'm not delivering on what is promised in this invite, you can choose to turn in your materials, exit the event, and I will personally refund your tuition for this event.

Leading With Boots On Retreat Registration Form

April 16th and 17th, 2010
With Bootist Intensive 3rd Day Option on April 18th
St. Charles, IL

To secure your spot, please complete this simple registration form and fax back to us with your payment. We will contact you within 24 hours** (excluding the weekend) to confirm your registration and provide you with hotel and travel information. If you have questions, call me, we'll talk about it, and I'll register you myself!

- YES, I am an **Early Bootist Bird (register by 3/15/10)**, please count me in!* \$1,295
- YES, I am ALSO an **EARLY DECIDER (by 2/16/10)** \$1,195
- THANKS, but I'd prefer to register for this event at **regular tuition (after 3/15/10)** \$1,495
- YES, Please register me for the **special 3rd day ½ day Bootist Intensive option** to get more personal attention and lock it all in \$ 995

TOTAL: _____

*I understand that my full event fee is non refundable after 4/2/10 and that should I cancel before then, my tuition will be refunded minus a \$500 fee. I also understand that it is my responsibility to arrange for my accommodations which I will receive all details on upon registration. (****Early Deciders: the venue will be announced on 2/23/10 and we will contact you personally to let you know where to book your stay!**)

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Credit Card Number: _____ Exp Date: _____

Authorized Signature: _____

Fax this form to 877-994-3273 or email it to Info@DareToEngage.com ASAP!

We look forward to seeing you soon!