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Continued Education Proves a Must in Times of Tight Budgets

When money is tight, should seminars and other forms of professional education be eliminated? "Definitely not," was the conclusion of 90 per cent of the businessmen surveyed recently. In fact, they pointed out that it becomes all the more essential to keep up-to-date at such times, thereby becoming familiar with cost savings techniques.

Obviously, not all educational programs will offer the same potential value to you; therefore, the following recommendations are offered:

1. Determine your desired learning objectives and/or areas of weakness and review all program proposals with a view toward meeting those requirements.
2. Make every attempt to attend those programs nearest you or those which can be attended in conjunction with other travel.
3. Look for potential programs both within and outside of your own professional circle.
4. Closely check Internal Revenue Service regulations for the tax deductibility of attending educational programs.

While attending an educational program, the following suggestions may be useful:

1. Listen to each speaker analytically.
2. During a presentation write only brief notes and fill them out during a break.
3. Prepare a list of questions before the seminar begins, and get answers while you are there.
4. During off-hours, make as many professional contacts as possible, and encourage "shop-talk."
5. At all times maintain a list of new ideas to try or things to discontinue or alter upon your return.

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Editors note: These above suggestions should be of value for getting the most out of the upcoming Minneapolis conference.

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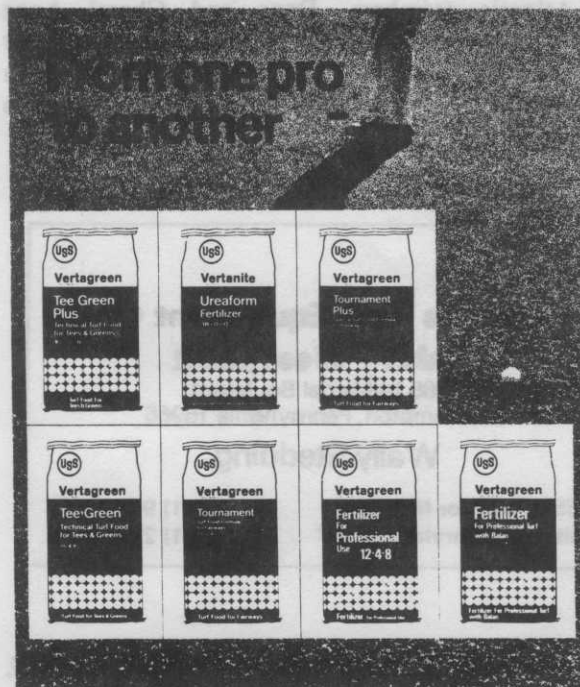
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