



# Table Talk

**Consultants Roundtable Monthly Newsletter – Jeff Freers, Editor**

## **JUNE MEETINGS**

**JUNE 2 MEETING** - Tom Dobson led the roundtable in a discussion of the lessons that can be taken from the May program on the current banking environment. Topics discussed covered how consultants can prepare their clients to navigate the banking environment, what role the consultant should play in the loan acquisition process, and how we should be compensated for that service.

**JUNE 16 MEETING** - Consultants Roundtable member Dick Wooden substituted on short notice for State Senator John Broden who was not able to attend due to the extra legislative session called by the Governor. Dick's company, Success with CRM Consulting Inc. focuses on customer relations management and the use of technology in customer relations. He presented an informative talk on the importance of social networking as a tool to use in marketing, with an emphasis on building relationships using current social networking sites such as Facebook, Twitter, and particularly, Linked-In. There are currently 200 million subscribers to Facebook, 25 million to Twitter, which is used for micro-blogging; and 40 million to Linked-In, which is primarily a business network. The largest growth segment on Facebook is Baby Boomers, but all can be used to expand a network. He emphasized the importance of developing a business social network in order to create a source for referrals, recommendations, and testimonials, and gave specific instructions on how to establish a Linked-In account.

## **JULY MEETINGS**

**JULY 7 MEETING** - Discussion Chairman Tom Dobson will lead the RoundTable in a discussion of a timely and pertinent topic of general interest to consultants.

**JULY 21 MEETING** - Dr. David Hagen, Ph.D. of AcrossTech, a noted specialist on energy technologies and the world's declining energy resources and a member of the Consultants Roundtable will speak on "Alternatives for Peaking Oil". Dr. Hagen has written a best selling review of methanol as a potential future fuel, and has developed 10 patents on clean, efficient combustion and power. With the world consuming crude oil at 10,000 gallons a second, Dr. Hagen will demonstrate why no single energy resource can displace the global demand for oil over the short term, and why oil production worldwide may have actually peaked in 2005.

THERE WILL NOT BE A CONSULTANTS ROUNDTABLE PROGRAM MEETING IN AUGUST

"Whether it be joy or prosperity or romance, all are made better by summer" - Author Unknown

"Someone's sitting in the shade today because someone planted a tree a long time ago." - Warren Buffett

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CONSULTANTS ROUNDTABLE