

# **FORTUNE** **SMALL BUSINESS** **FORUM**

**October 24-26, 2005**  
**Dallas, Texas**

## **SUNDAY, OCTOBER 23**

4:00pm - 11:00pm      **PRE-REGISTRATION**

## **MONDAY, OCTOBER 24**

7:00am      **REGISTRATION**

7:30am - 8:00am      **CONTINENTAL BREAKFAST**

8:00am - 12:00pm      **GROWING FROM GOOD TO GREAT**

The Forum kicks off with a unique opportunity to join best-selling author Jim Collins for a four-hour in-depth working session. Don't miss this chance to gain insights into how your company can achieve enduring greatness and get a sneak preview of his latest research and findings.

Speaker:

**Jim Collins**

Author

*Built to Last* and *Good to Great*

12:00pm - 1:00pm

**LUNCHEON AND ADDRESS**

Michelle Peluso's distinct entrepreneurial spirit drove her to found the leading online last-minute travel website: Site59. Now president and CEO of Travelocity, she will lead you on an exploration of the business strategies that will help your business innovate and grow.

Speaker:

**Michelle Peluso**

Chief Executive Officer

Travelocity

1:00pm - 3:00pm

**TOPGRADING TO ATTRACT AND HIRE A-PLAYERS**

Executive leadership coach Geoff Smart wants to boost your hiring success rate from 25 to 90%! He'll show you what a Topgrading interview looks like and by the time this working session is over, you'll be able to wring forthright answers from reluctant candidates; get honest opinions from referrals; and measure a candidate's fit with confidence. People are the building blocks of great companies-you don't want to miss this chance to learn how to build your team for greatness.

Speaker:

**Geoff Smart**

Co-author

Topgrading: Interview and Hire A Players [DVD]

3:15pm - 4:30pm

## **BREAKOUT SESSIONS**

### **OPTION #1**

Speaker:

**Kaihan Krippendorff**

Author

*Art of the Advantage: 36 Strategies to Seize the Competitive Edge*

### **OPTION #2**

Speaker:

**Jim Murphy**

Author

*Flawless Execution: A Fighter Pilot's Guide to Perfect Individual Performance and Success*

### **OPTION #3**

Speaker:

**Gordon Walker**

Professor and Chairman of the Strategy and

Entrepreneurship Group

Edwin L. Cox School of Business

SMU

4:45pm - 5:30pm

## **WIN THE TALENT WAR**

Jeff Taylor knows the true meaning of a "monster idea."

Learn from the creator of the world's leading online career site how you can win the talent war. This is your opportunity to receive the kind of career and business-building advice you can't afford to ignore.

Speaker:  
**JEFF TAYLOR**  
Founder  
Monster.com

7:00pm - 10:00pm

**FSB 100 GALA DINNER**

We will honor America's fastest-growing small-cap public companies, the 2005 FSB 100.

Host:  
**Joshua Hyatt**  
Executive Editor  
FORTUNE Small Business

Guest Speaker:  
**John Thompson**  
Vice President and General Manager, Americas Solution  
Partners Organization  
HP

**TUESDAY, OCTOBER 25**

8:00am - 8:30am

**CONTINENTAL BREAKFAST**

8:30am - 9:45am

**KEYNOTE ADDRESS**

Speaker to be announced.

10:00am - 12:00pm

**OVERCOMING THE FIVE DYSFUNCTIONS OF A TEAM**

Pat Lencioni, who wrote the field guide on teams, will expertly take you through the human behaviors that corrupt teams and provide explicit instructions to overcome them. Find out how you can restore and maintain teamwork at your company.

Speaker:  
**Pat Lencioni**  
Author  
*Five Dysfunctions of a Team*  
and  
*Death by Meeting*

12:00pm - 1:00pm

**LUNCHEON**

1:00pm - 3:00pm

**IT'S ALL MARKETING NOW**

Refreshingly unconventional, Seth Godin will demonstrate

why all marketers are liars and the power of telling authentic stories in a low-trust world. Take this opportunity to challenge your thinking and learn how to create something that's phenomenal and counterintuitive.

Speaker:

**Seth Godin**

Author

*Purple Cow and All Marketers Are Liars*

3:15pm - 4:30pm

## **BREAKOUT SESSIONS**

OPTION #1

### **THE FSB 100 ON STRATEGY**

Speaker:

**Patrick (Rick) W. Smith**

Co-founder and CEO

Taser International

Additional Speakers to be announced

Moderator:

**Brian Dumaine**

Editorial Director

FSB: Fortune Small Business

OPTION #2

### **WINNING WORKPLACES: BEST BOSS WINNERS PANEL**

Speakers to be Announced

Moderator:

**Ellyn Spragins**

Editor at Large

FSB: Fortune Small Business

OPTION #3

### **BUSINESS MAKEOVER**

Speakers:

**Amie Sikes**

Co-founder

The Junk Gypsy Co.

**Janie Sikes**  
Co-founder  
The Junk Gypsy Co.

**Jolie Sikes-Smith**  
Co-founder  
The Junk Gypsy Co.

Moderator  
**Joshua Hyatt**  
Executive Editor  
FSB: Fortune Small Business

4:30pm

**FREE TIME TO EXPERIENCE DALLAS**

**WEDNESDAY, OCTOBER 26**

8:00am - 8:30am

**CONTINENTAL BREAKFAST**

8:30am - 9:45am

**KEYNOTE ADDRESS**

Speaker:  
**Chip Ganassi**  
Founder  
Chip Ganassi Racing

10:00am - 12:00pm

**DOMINATING YOUR INDUSTRY**

Verne Harnish will close the forum by digging into how you can double your operating cash position in 2006—and what the right cash position means for your business model. Use this chance to work with him on setting your brand strategy and business theme for 2006.

Speaker:  
**Verne Harnish**  
Author  
*Mastering the Rockefeller Habits*

12:00pm

**FORUM ADJOURNS**