



NEWS RELEASE

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Maui Deep Dive Conference Allows Executives to Combine Business and Vacation

Limited attendance event in winter 2009 offers an innovative way to get to Maui

Novato, California (November 11, 2008) – In today's challenging economic environment, a growing number of business professionals are stretching their dollars by combining business training seminars with vacation time.

Edward Ip, president of IUG Business Solutions in New York City, will be heading out to the Maui Deep Dive on January 29 - February 4, 2009, to learn how his business can set sales records and introduce new services that build momentum through the recession, resulting in explosive growth once the economy turns around.

“I chose the Maui Deep Dive conference because it is limited to 50 executives and the focus of the sessions is targeted to small businesses like mine,” he explains. “I want to understand how to better engage my employees, so we can improve our bottom line and develop the necessary momentum for record sales in 2009 and beyond. I also like the way the conference is structured to give me time to reflect on my unique business challenges and interact with other attendees.”

“I chose the Maui Deep Dive conference because where else can you have an opportunity to get away and learn to improve your business at the same time,” continued Mr. Ip. “It is limited to a small group of small business execs like me, with sessions focused on improving different areas of my business. The structure of this conference allows me to network and learn from the experiences of other business owners.”

Some people question whether the event is a real business opportunity, or an opportunity to write off vacation as a business expense. David Russell, CEO of Success With People, claims the work done during four half-day sessions -- plus one-on-one meetings with executives attending the 40-50 person event -- will inform and inspire participants to grow their business through better <http://www.successwithpeople.com/store.htm> [employee engagement]. Topics include how to grow your business to the next level, develop momentum in your company, the future of employee performance and even global perspective on managing top performers.

Russell stresses that the event is a legitimate use of executive time. "It is a small gathering of serial entrepreneurs and business executives," he notes. "They will have opportunities to learn from their peers that are not typically available. Each session includes exercises to fully explore the topic, and attendees leave with specific actions that can be taken upon their return to the office. It's equally about removing yourself from office distractions and expanding your knowledge of how to be an <http://www.successwithpeople.com/store.htm> [effective leader]."

But why a six-night stay on Maui when the conference could be done stateside in two days? "Every executive I meet lacks time and space to think clearly," Russell replies. "At typical conferences our clients race from seminars to expo floors to parties. Our clients asked for the Maui Deep Dive because the event incorporates time to think along with time to learn from our sessions and one-on-one meetings with others. It is the ultimate business trip."

The event is open to all entrepreneurs and executives. Space is limited. For more information on the Maui Deep Dive, visit <http://www.successwithpeople.com/maui.htm>.

About David Russell, CEO, www.SuccessWithPeople.com

David Russell is CEO of Success With People and author of two books on how leaders can overcome their addiction to poor management habits. He specializes in helping small-midsize companies increase profits by systematically utilizing employees. His clients include Microsoft, Cisco, Intel, Ingram Micro, Tech Data and Catalyst Telecom. He also works with global nonprofits such as Opportunity International and Christian Children's Fund.

About Success with People

[Success With People](#), Inc. offers coaching, consulting, assessments and services focused on helping entrepreneurs, managers and business owners manage people and priorities more effectively. Our driving passion is to develop life-changing solutions to big problems.

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