

**FACULTY RETREAT
Fall, 2004**

**9am-4pm
Wednesday, August 25, 2004
502 Westwind Circle (My home)**

AGENDA

9am Summer Update

10am Curriculum

Noon Lunch

1pm Dr. Rachel Underwood, Business Protocol

**3pm Program Areas discuss "Distinctive Identity"
STRATEGIES FOR MARKETING (see attached article)**

- 1. Know thyself**
- 2. Focus on strategic goals**
- 3. Make decisions on empirical basis**
- 4. Integrate everything**
- 5. Commit for the long haul**