



CPA • LAW SOCIETY OF VENTURA COUNTY



THE EAST VENTURA COUNTY CHAPTER

PRESENTS:

“THE SCIENCE OF HEARING, THE ART OF LISTENING”

Presented by
ANDREA B. EDWARDS

**NOVEMBER 17, 2006, FRIDAY
12:00 - 1:30 p.m.**

Westlake Village Inn

**31943 Agoura Road, Westlake Village, CA 91361
818.889.0230/800.535.9978
www.westlakevillageinn.com**

**SEATING IS
LIMITED
RSVP ONLY**

CONTINUING EDUCATION

**CPAs/Attorneys:
1.0 Hr CPE/MCLE**

This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount of 1.0 hour. VCBA certifies that this activity conforms to the standards for approved educational activities prescribed by the rules and regulations of the State Bar of California governing MCLE. Additionally, this organization follows the CE requirements specified in the California Board of Accountancy Regulations.

SPEAKER



Andrea Edwards is the Director of Client Results, Western Region, for FranklinCovey, based in Southern California. Her primary focus is helping clients achieve their important goals through our Execution Process. In addition, Ms. Edwards lends her expertise in sales performance and support in mastering the art of selling. Clients she has worked with include Symantec, IBM, Solomon Great Plains Software, Progress Software, 8e6 Technologies, Altet, and Torani. She is twice past president of The National Association of Professional Saleswomen and a member of The National Association of Women Business Owners. In addition, Edwards sits on numerous advisory boards in the Los Angeles area

PRESENTATION

Ms. Edwards will discuss the art and application of empathetic listening. You will learn how to really listen and understand another person's frame of reference, to see things from their point of view. By being empathetic, you can gain much more insight as to your client's business goals, your partners' perspectives, and opposing counsel's mindset. As CPAs and attorneys, this skill is one that can be learned and improved, ultimately benefiting you and your practice.

RESERVATIONS

Price Includes Lunch, Coffee/Tea, Dessert and 1 hour of MCLE/CPE credit. The cost is \$35 for members of the CPA/Law Society and \$45 for non-members. Please make checks payable to "CPA/Law Society of Ventura County" and mail to Hemming Morse, Inc., 2815 Townsgate Road, Suite 110, Westlake Village, CA 91361. **Please make your reservations and lunch selection** (Char-Grilled Petit Filet, Pollo Pizza Rostadoro, or Vegetarian Alternative) by email to cpalaw@hemming.com by November 14, 2006. Please call Ruth Feldon at 805.381.0500 if you have any questions.

LUNCH CHOICES

Char-Grilled Petit Filet:
With Sautéed Prawns, White Wine, Garlic, Lemon, Fresh Herb Butter with Roasted Potato

Pollo Pizza Rostadoro:
Smoked Mozzarella, Roasted Chicken Breast, Caramelized Onions, Oven-Drive Tomato and Fresh Basil

Vegetarian Alternative:
House Choice

(PLEASE SELECT ONE)