



The North American Conference on
**CUSTOMER
MANAGEMENT**

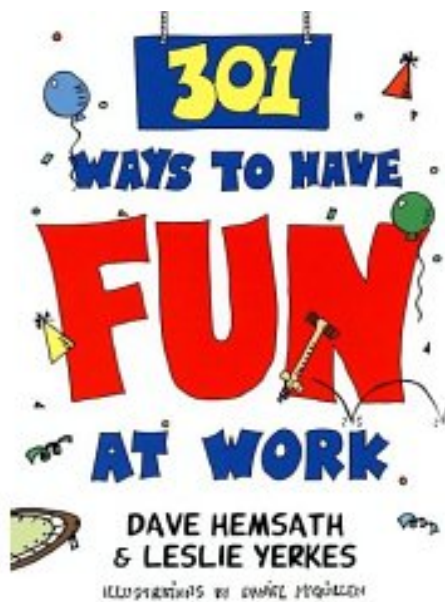
November 16 - 19 2008
Disneyland Hotel, Anaheim, CA

putting the customer at the heart of the business

The North American Conference on Customer Management
(NACCM) www.ecsw.com/naccm
March Book

NEXT NACCM: November 16-19, Disneyland Hotel, Anaheim, California. Use the link to find out more and to reserve your place:

<http://www.iirusa.com/naccm/18095.xml>



301 Ways To Have Fun At Work
Dave Hemsath & Lesley Yerkes
Publisher: Berrett-Koehler
ISBN: 1576750191

Phil Dourado writes: Dave has presented at our NACCM event in the past and was a great hit, waking the audience up at his early morning session with gigantic beach balls that bounced around over their heads, and getting us all up to spell out 'N A C C M' to the tune of YMCA.

Fun at work combats stress and engages people with each other and their work. It raises energy levels. For customer-facing employees, particularly in a downturn, when customers themselves can be more demanding and more stressed, it is essential that you build some fun into the workplace. Dave and Lesley's book helps you do that.