

LODGING

Hyatt Place North Charleston
843-735-7100

Fairfield Inn & Suites by Marriott
North Charleston
843-300-3100

Springhill Suites North Charleston
843-572-8866

For additional hotels please visit:

<http://www.hotelplanner.com/Hotels/6090-NEAR-Trident-Technical-College>

For directions to Trident Tech please visit:

http://www.tridenttech.edu/mainFac_17531.htm



Continuing
Education Credit



The South Carolina College of Pharmacy (SCCP) is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of Continuing Pharmacy Education. This program has been accredited for 6 hours of live credit. Attendance must be acknowledged at the registration desk upon arrival. Participants will be able to print their CE Statement at home/work after completing their online evaluation.

The Program numbers are: (6 hours credit)

ACPE # 0062-9999-12-001-L04-P

ACPE # 0062-9999-12-001-L04-T



SCCP—MUSC Campus
280 Calhoun Street
MSC 140
Charleston, SC 29425

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Non-profit organization

What Makes the Great Ones Great?

Saturday, January 21, 2012

The College Center at Trident Technical College
Building 920
7000 Rivers Avenue
North Charleston, SC 29406



A Knowledge-Based Program

Hosted by:

Beta Chi Chapter
Phi Lambda Sigma Leadership Society
South Carolina College of Pharmacy
MUSC Campus

Target Audience:

All healthcare professionals and
health professions students

OVERVIEW

Don, a cancer survivor, relates lessons taken from those who have encountered great challenges and become better, not despite them, but because of them. Attendees will learn that adversity is one of the most potent forces in life – it can build you up or tear you down. Your reaction to adversity – big or small – shapes your character, clarifies your priorities and defines your path.

Using rich, personal accounts gathered from more than 20 years of interviews with many of today's sports legends and business leaders, Don has distilled Sixteen Consistent Characteristics of Greatness. He will share with the audience these characteristics - in how they think, how they prepare, how they work and how they live – that truly make the great ones great. Then he'll explain how every audience member can apply these characteristics to their personal and professional lives.

Lastly, Don will help you understand the importance of a positive public image by connecting with you on a personal level. You are a BRAND, just like Mercedes, Starbucks or Nike. Any time you speak with the people surrounding the field of health care, it is a true business opportunity. You can either promote your BRAND or tear it down. But before you can focus on protecting your BRAND, you must know what it is! Don spends time in each session helping you define your personal BRAND, selecting the words that you want others to associate you with after interacting with them.

PROGRAM OBJECTIVES

- Examine how one can turn adversity into an advantage
- Identify how you can improve your professional standing by reviewing your associations
- Examine how great competitors think different from others
- Break down each characteristic of greatness and how great competitors display them
- Apply these characteristics to both your personal and professional life
- Offer suggestions as to where and how greatness can be applied
- Provide reasons for investing in your own personal brand
- Help facilitate others in becoming aware of your expertise
- Create in an employer's mind a reason to buy (hire) you
- Create in a customer's mind a reason to buy from you



SPEAKER

As an award-winning keynote speaker, business leadership coach, New York Times best-selling author and longtime Associate Editor for Sports Illustrated, Don Yaeger has fashioned a career that spans several decades. He has worked with audiences as diverse as Fortune 500 companies and cancer survivor groups, where he shares his personal story. He is primarily sought-out for his lessons on achieving greatness, learned from first-hand experiences with some of the greatest sports legends in the world. Additionally, Don has been engaged as a media coach to countless high-profile athletes, business leaders and elected officials. Throughout his writing career, Don has developed a reputation as one of America's most provocative journalists and has been invited as a guest to every major talk show – from Oprah to Nightline, from CNN to Good Morning America. To learn more about Don and view a speaking demo, please visit his web site at:

<http://www.donyaeger.com/>

AGENDA

- 8:30 am** What Makes the Great Ones Great?
- Must be driven by a strong distaste for failure
 - Understand the value of association
 - Use adversity as fuel
 - Do unto others
- 10:00 am** Break
- 10:15 am** What is Greatness? - 16 Characteristics of Greatness
- How you think
 - How you prepare
 - How you work
 - How you live
- 12:30 pm** Lunch
- 1:30 pm** Building & Maintaining YOUR Personal Brand
- What is a personal brand?
 - What is YOUR brand?
 - Investing in yourself
- 3:00 pm** Break
- 3:15 pm** Personal Branding Session cont.
- 4:00 pm** Conclusion

REGISTRATION FORM

FIRST NAME _____

LAST NAME _____

TELEPHONE (HOME) _____

TELEPHONE (CELL) _____

TELEPHONE (BUS.) _____

ADDRESS _____

PROFESSION (MD, RN, PharmD, etc.— if student, indicate college) _____

EMAIL _____

TUITION

\$90 for health care professionals
\$45 for health professions students (with proof)

Please make checks payable to :
Phi Lambda Sigma

Send registration form and payment to:

Cathy Worrall, PharmD, BCPS, BCNSP, FAPhA
South Carolina College of Pharmacy
280 Calhoun Street
MSC 140 QE223
Charleston, SC 29425

For questions please contact Cathy Worrall:
(843) 792-8451 or worrallc@musc.edu

Registration Deadline:
Friday, January 13, 2012

NO REFUNDS AVAILABLE AFTER THIS DEADLINE