

The following PDF contains the copyright protected highlight notes from Ross Shafer's presentation for the Emergent Conference Dec. 11, 2015 in Colorado Springs.

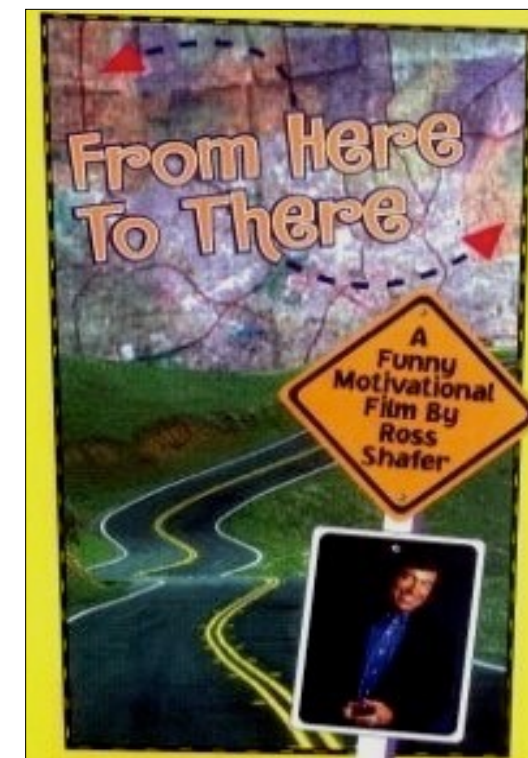
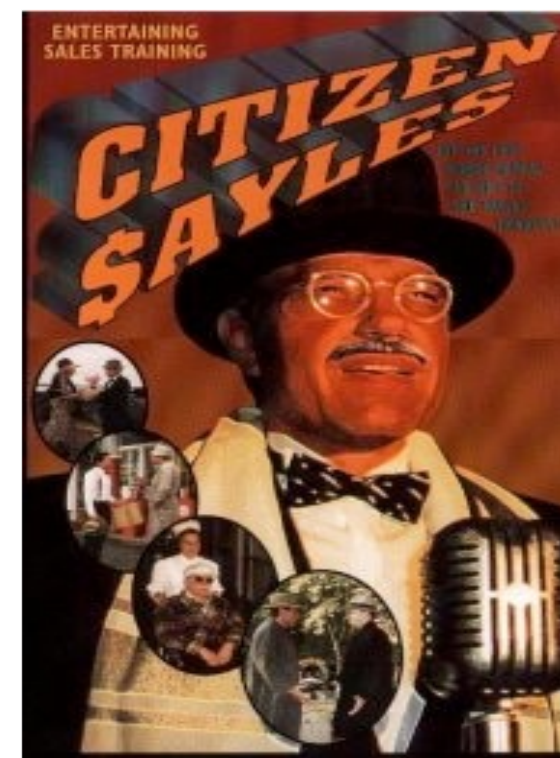
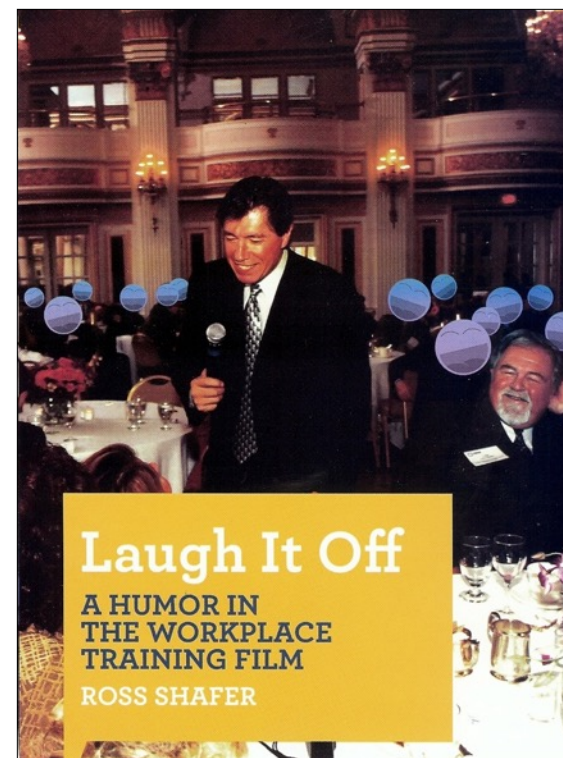
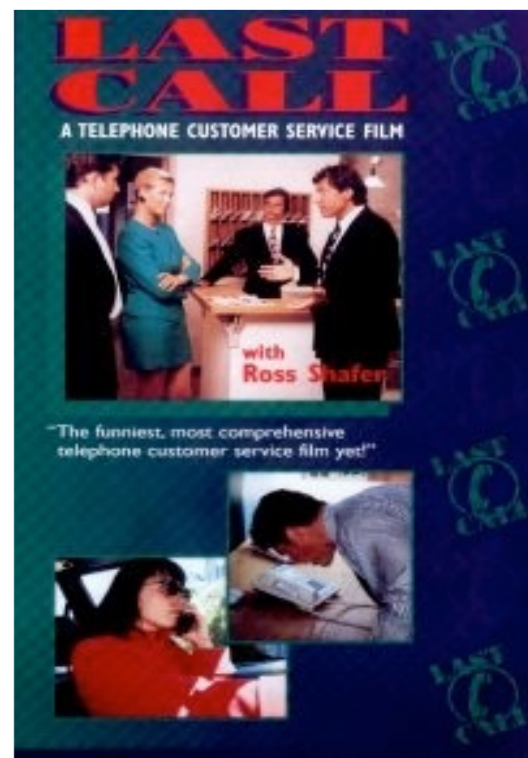
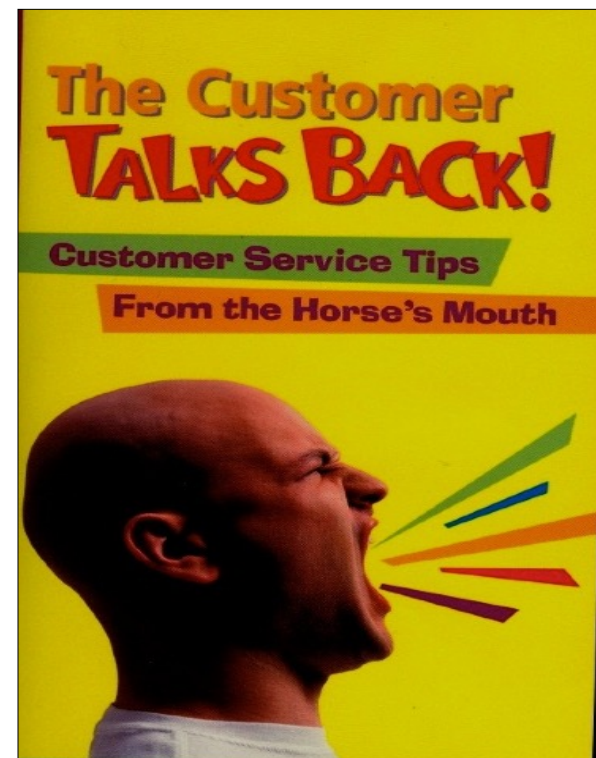
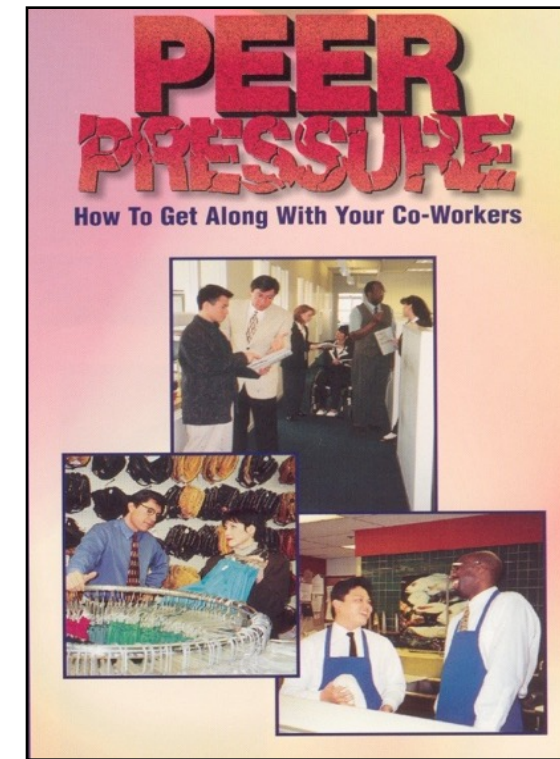
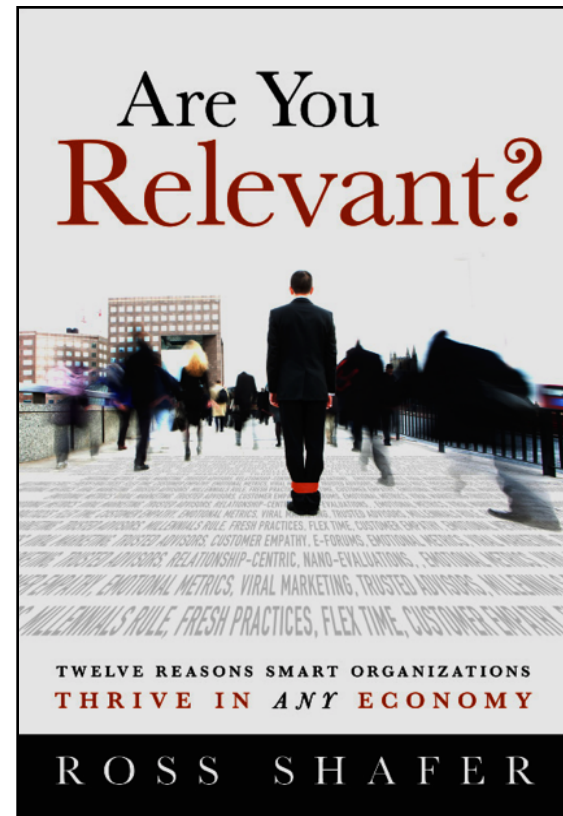
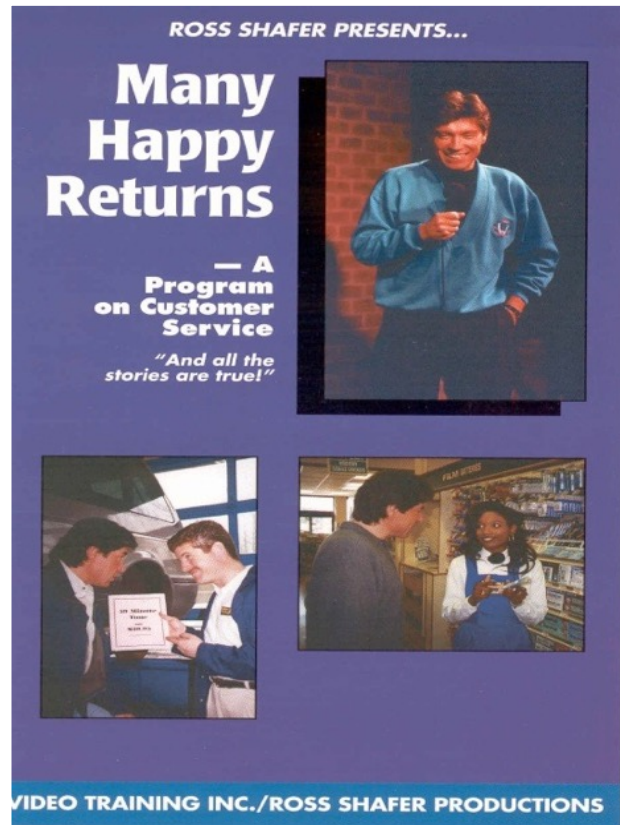
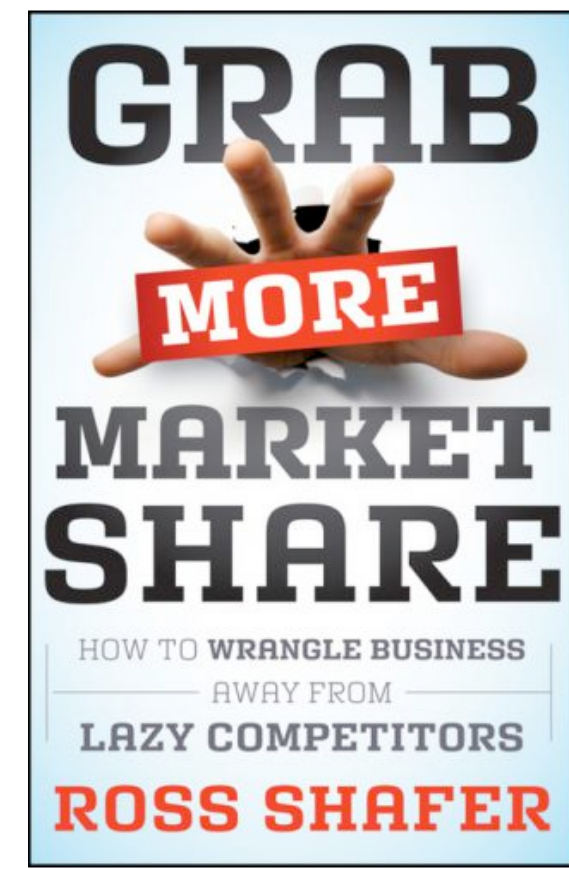
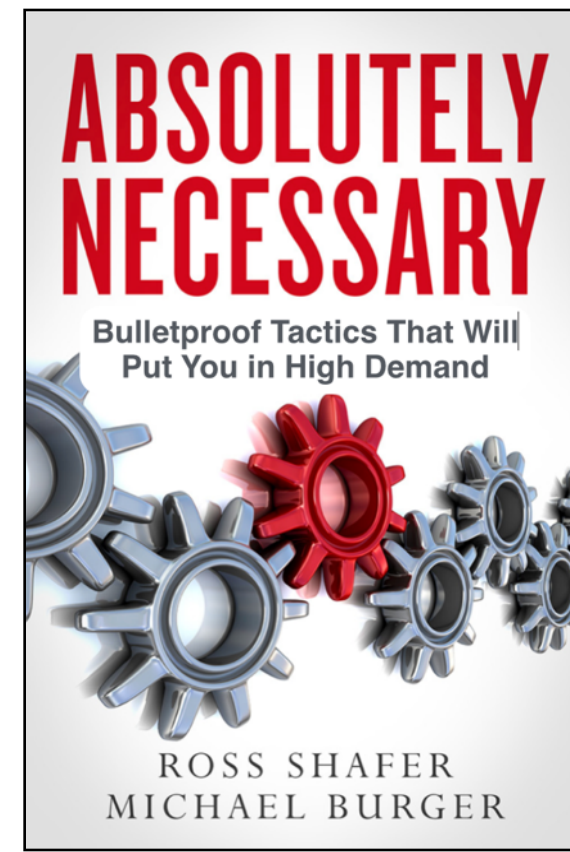
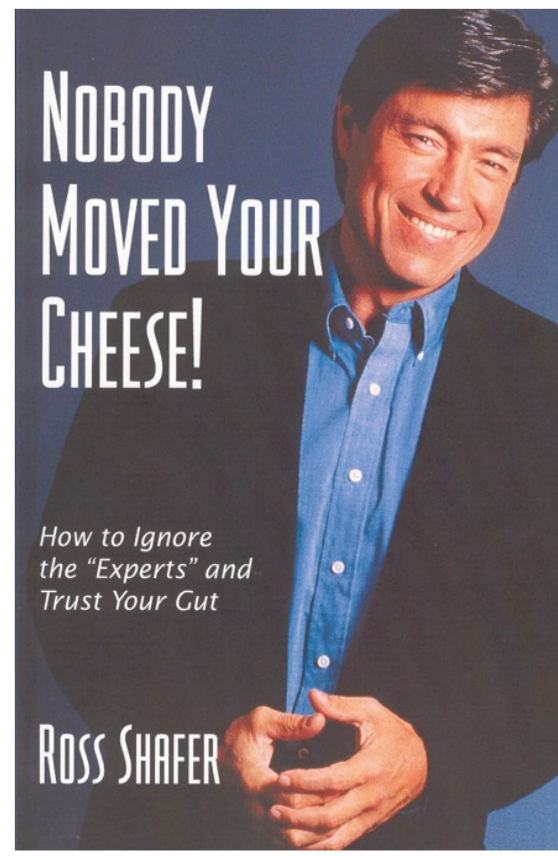
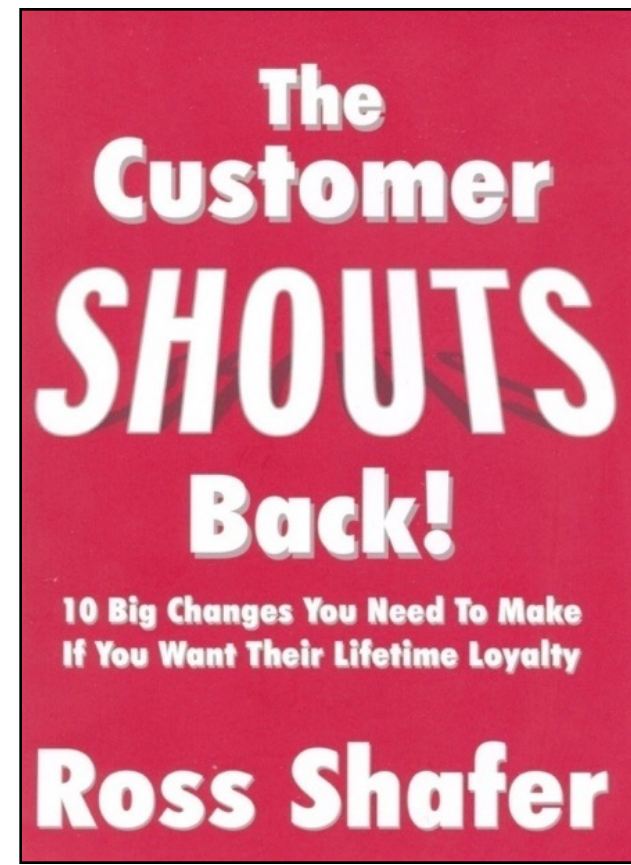
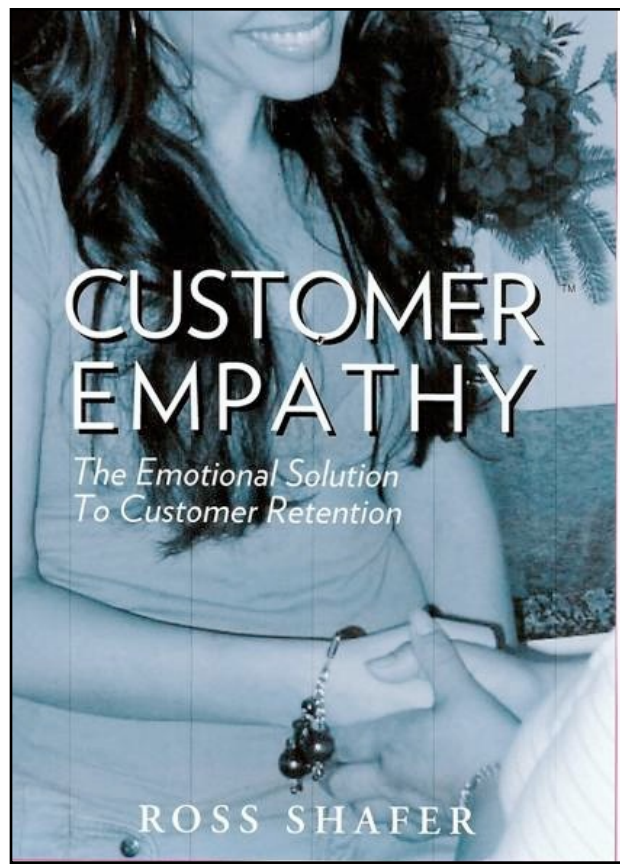
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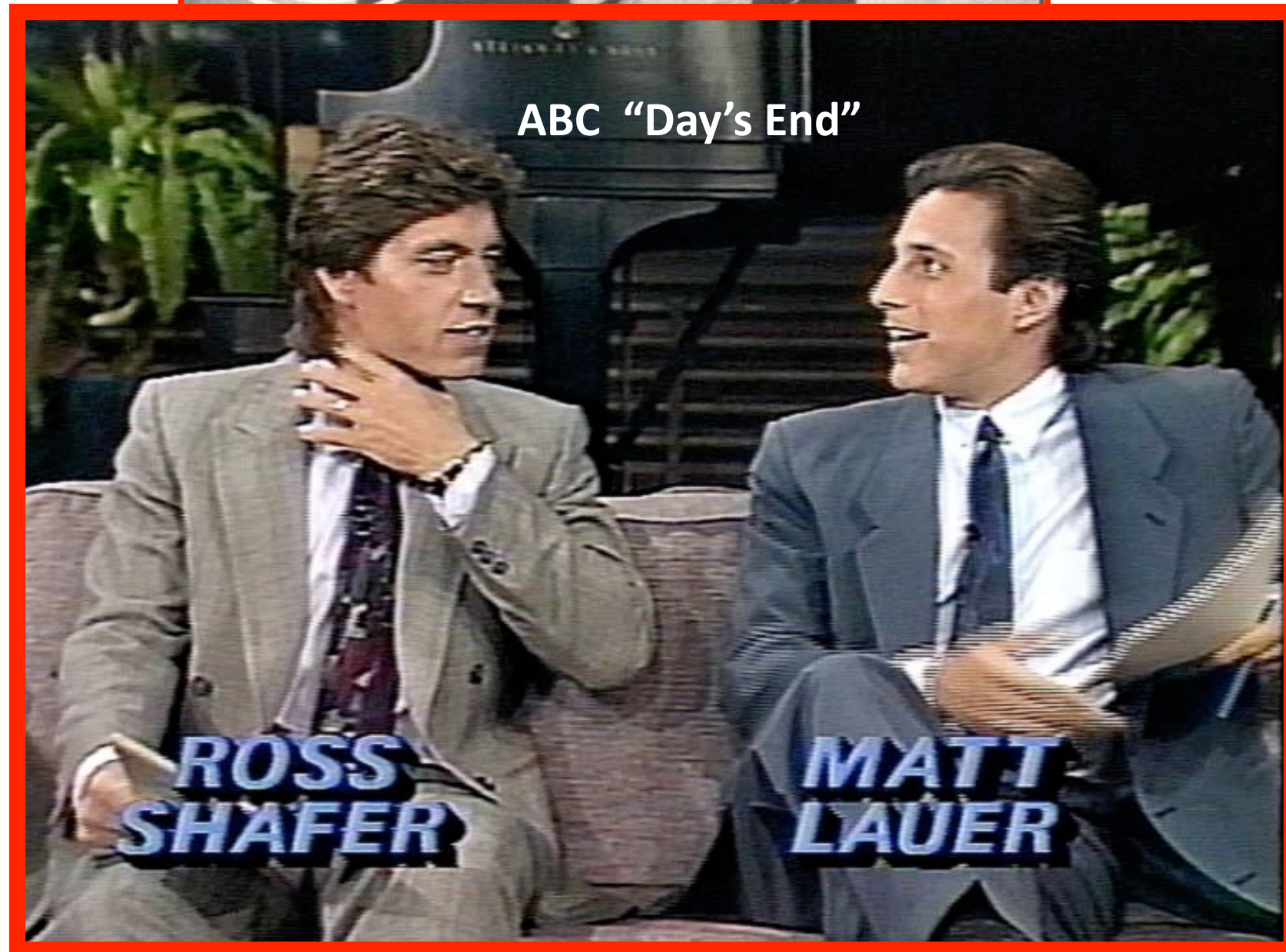
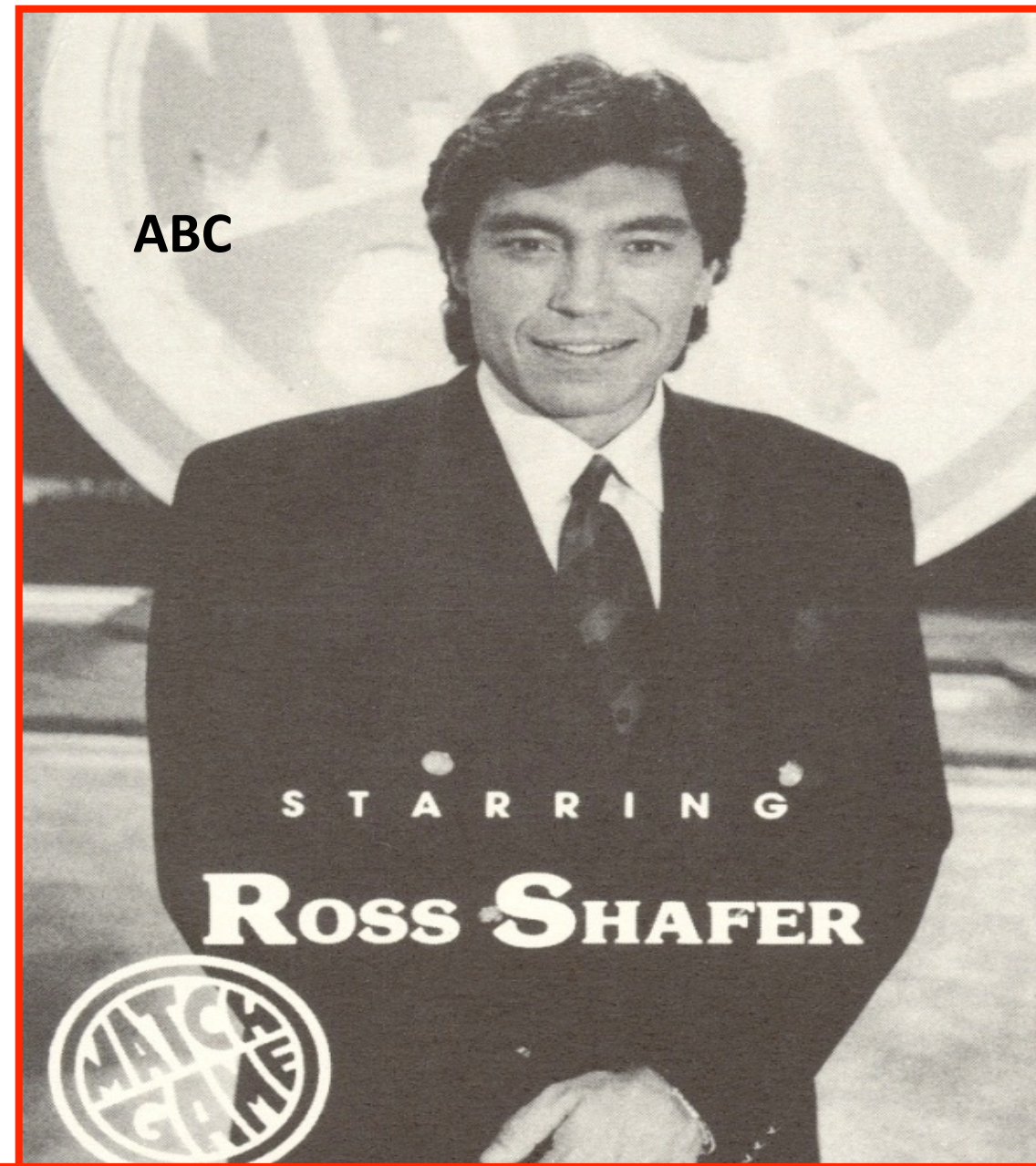
**If you would like to book Ross Shafer...
CONTACT: Helen Broder (910)256-3495**



Who Are You?
Why Does It Matter?







COOK-LIKE- A-STUD

* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer



It's NOT who you know.

It's NOT who you know.

It's who knows YOU.

**So, how do you become
“Known?”**



“Find Your Song. Sing Your Song.”

Ray Hughes



Jake Weidmann

“I’m preserving the past and forging the future.”

Want More Joy? Be an Artisan.

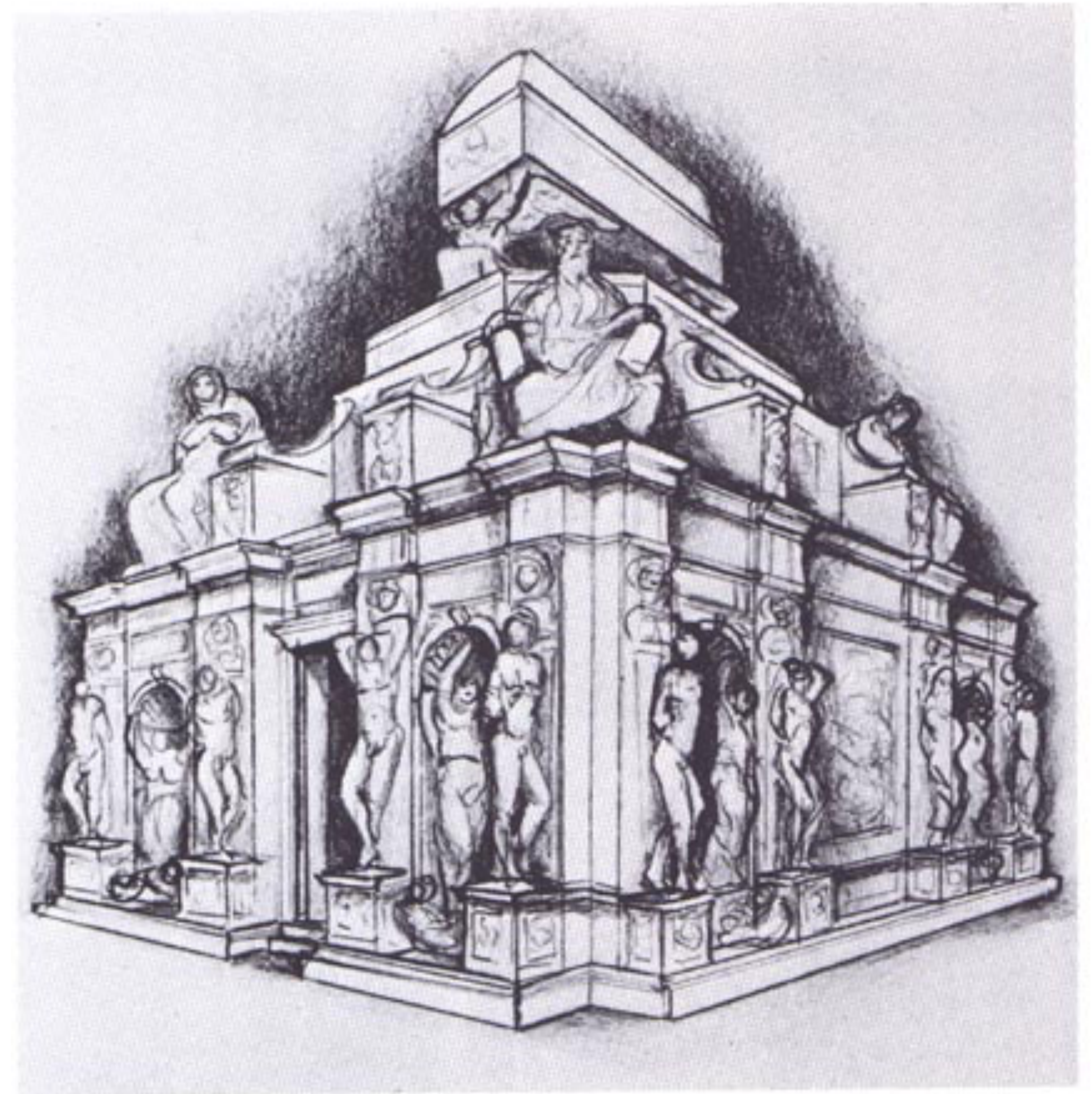


Michelangelo Sistine Chapel



The Creation

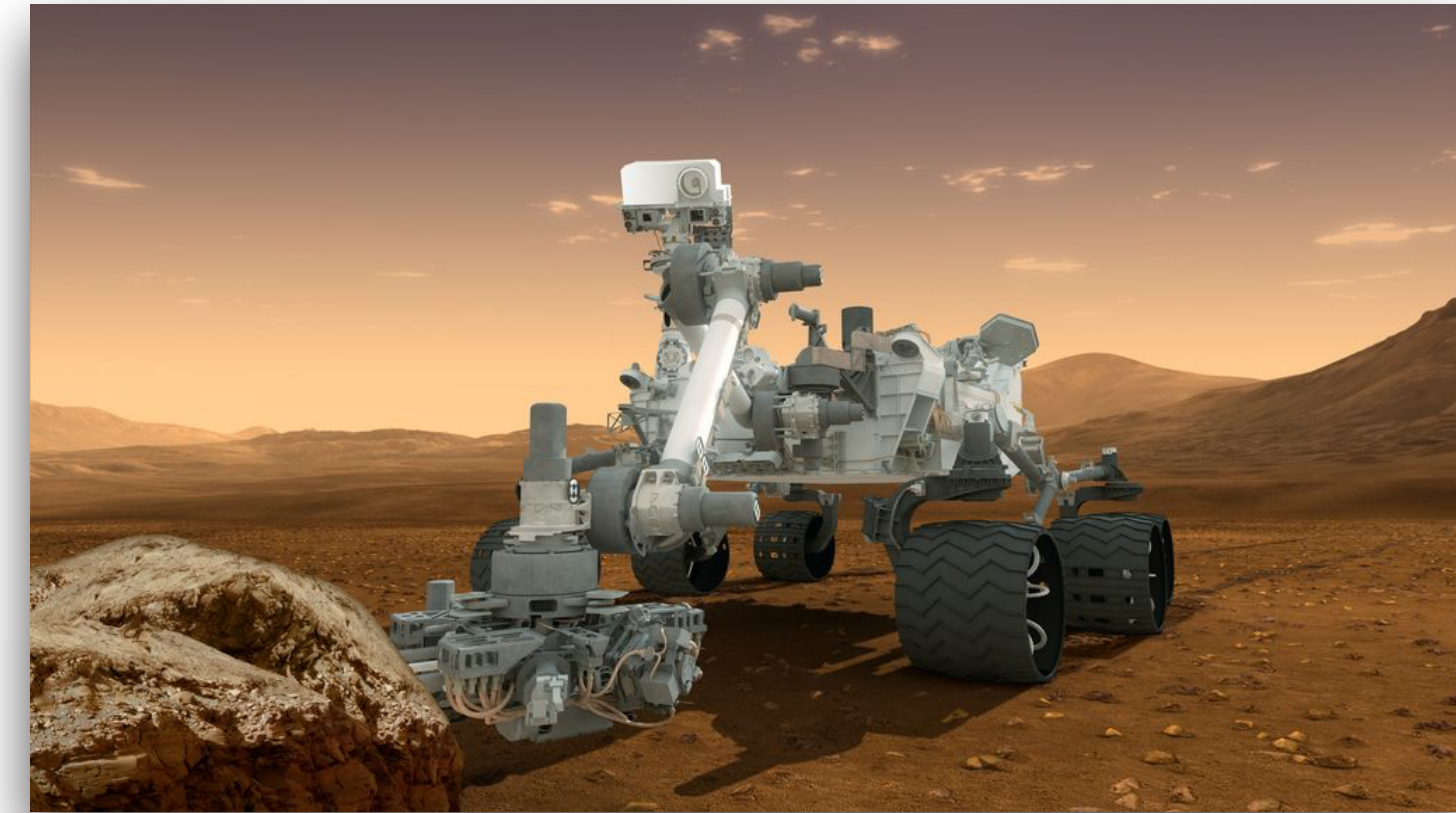
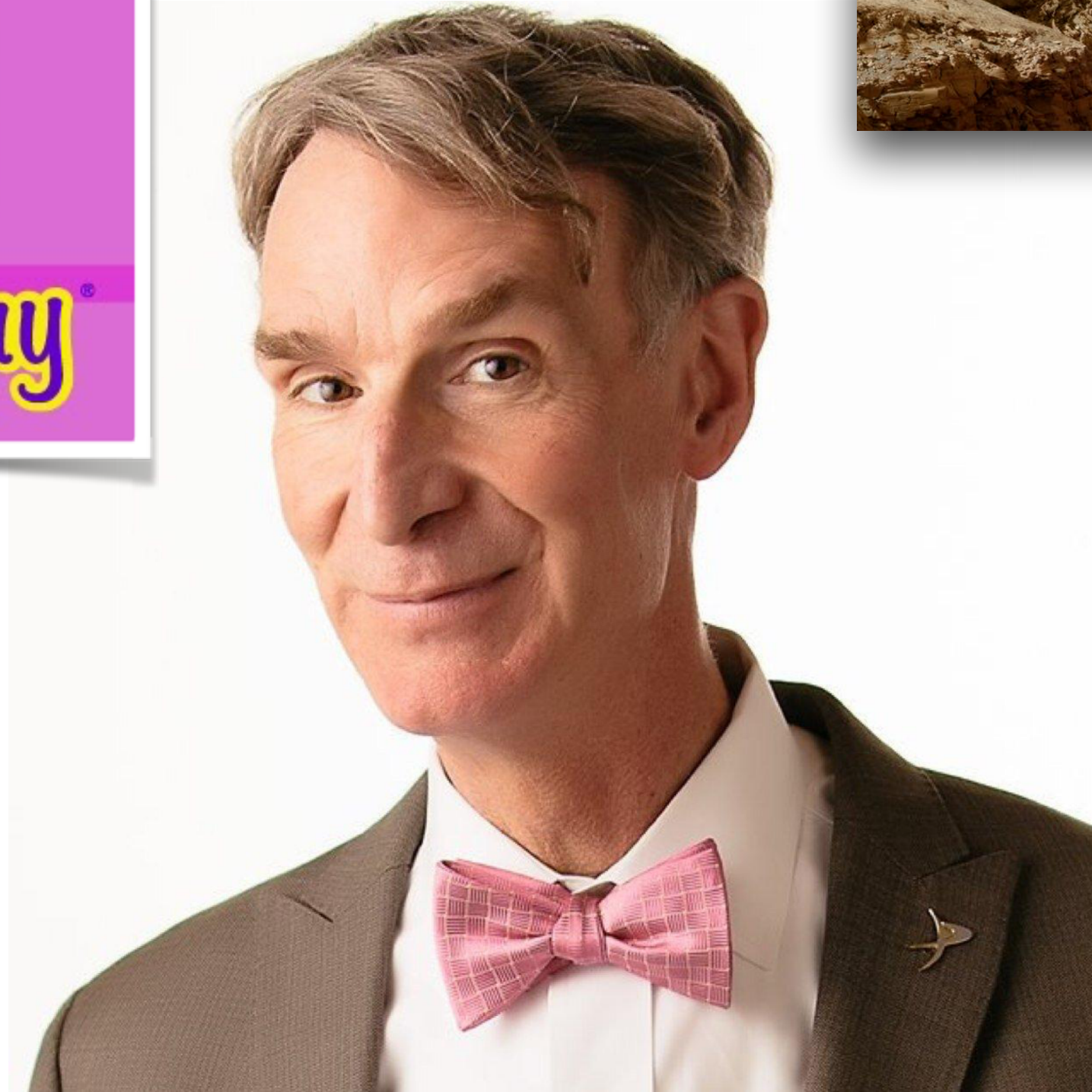
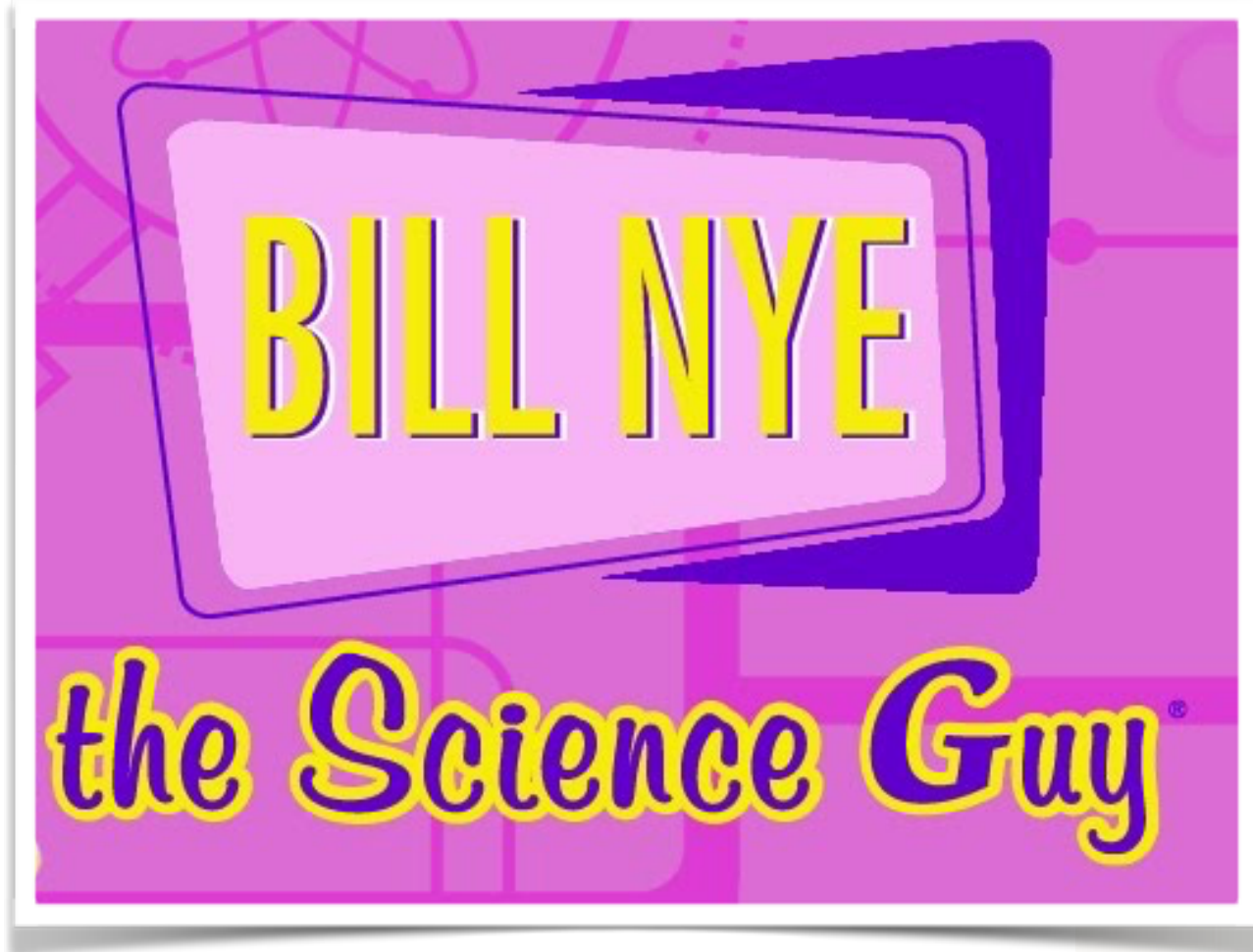
Pope Julius II Tomb - 1505



1,127 Free Throws in a Row



Help Others Find
THE ARTISAN
in Themselves



A wide-angle landscape photograph showing a range of rugged mountains with patches of snow on their peaks and slopes. The foreground and middle ground are dominated by a dense, dark green evergreen forest. The sky is a clear, bright blue. The overall scene is a classic winter mountain landscape.

Does 'Trending' Matter?

Women Buy Everything!

85% of ALL CONSUMER & B2B PURCHASES.

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, & Building Design

91% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Investment Services & Bank Accounts

86% of I.T. Infrastructure Decisions at work

80% of Healthcare & Dental decisions

73% of New Cars --- (45% of Light Trucks & SUV's)





She-Commerce

“Women over 50 currently control \$19 trillion in Net Worth...**3/4** of the entire U.S. Financial Wealth.”

And Female Wealth is Growing...

“By 2020, women will control between \$30-\$40 Trillion in U.S. consumer wealth.”

“92% of women will pass along information re: quality and value to their friends....recommending to an average of 21 other people.”



(not counting social media)

“Men only recommend to 2.6 other people.”



A wide-angle landscape photograph of a mountain range. The mountains are covered in snow, with some rocky outcrops visible. The foreground is dominated by a dense forest of evergreen trees, likely pine or spruce, growing on a snow-covered slope. The sky is a clear, bright blue. The overall scene is serene and majestic.

Never Stop Innovating

Peripheral Vision Prevents Injury



Brock
Oswelier
sees (3)
receivers
AND
“the
rush”



Park Hyatt Aviara
Carlsbad, CA.





Fairmont Mayakoba, Cancun Mexico



ROSE 31
90ml 3 FL. OZ.
LE LABO®
NEW YORK
conditioner/
apres shampooing
For:
Mr. Shafer
LE LABO - 233 Elizabeth Street, New York, New York 10012

ROSE 31
90ml 3 FL. OZ.
LE LABO®
NEW YORK
shower gel/
gel douche
For:
Mr. Shafer
LE LABO - 233 Elizabeth Street, New York, New York 10012

ROSE 31
90ml 3 FL. OZ.
LE LABO®
NEW YORK
body lotion/
lotion pour le corps
For:
Mr. Shafer
LE LABO - 233 Elizabeth Street, New York, New York 10012



‘Chief Trending Officer’

TREND SPOTTING SITES

<http://www.springwise.com> (My favorite weekly updates)

<http://www.forbes.com/sites/stevecooper/2013/11/19/how-to-become-a-trendspotter/>

www.Trendhunter.com (Cool inventions)

<http://dupress.com/periodical/trends/business-trends-2014/>

(Deloitte University)

<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

<http://www.infoq.com/research/software-trends-2014> (Software trends)

<http://www.businesswire.com/news/home/20140101005013/en/Forrester-Top-Global-eCommerce-Predictions-2014#.U-GCYIYQ7wI>

(Business Wire & Forrester Research)

Go To the Wrong Meeting

Hotel Events



FRIDAY 78° HIGH 78° LOW 68°
SATURDAY 77° HIGH 67° LOW
SUNDAY 76° HIGH 66° LOW

9:34

Events for December 12, 2015

Group/Event	Room	Start/End
GENERAL ELECTRIC		
BREAK OUT SESSION: GROUP A	Olympic 1	1:00 PM - 2:45 PM
BREAK OUT SESSION: GROUP B	Evergreen 3 & 4	3:25 PM - 5:00 PM
BREAK OUT SESSION: GROUP C	Cascade 7 & 8	3:25 PM - 5:00 PM
RAYTHEON		
RAYTHEON SIX SIGMA	Cascade 1	8:30 AM - 4:30 PM
Home Depot		
Awards Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

WESTIN[®]

HOTELS & RESORTS



34% growth
for the past six
years.





Laramar Apartment Homes - 55,000 units

A scenic view of a snow-capped mountain range with a dense forest of evergreen trees in the foreground. The mountains are rugged and covered in patches of snow, with a clear blue sky above. The forest is thick and green, with some snow on the ground in the lower part of the image.

**When People Love You...
They Give You More
Money**

A 'Top 5' U.S Bank

11% Customers Love The Bank
(Won't go anywhere else)

22% Pretty Satisfied

38% Would Switch if Closer Bank

28% Not Happy w/ Anything

**Gallup case study – Follow This Path*

They Deposit
\$8,136 More/Per
Customer.

6% more 'loving the bank' translated to...

**\$1 billion in
Deposits.**

John Hixon
Hixon's
Market
Sweetwater, TX.



Maria Garcia



A wide-angle landscape photograph of a mountain range. The mountains in the background are rugged and covered in patches of snow, with some rocky outcrops visible. The middle ground is dominated by a thick, dark green forest of evergreen trees. The foreground shows a snowy slope with scattered trees and shadows cast by the sun. The sky is a clear, bright blue.

**Flex Your Curiosity
Muscle**



Talk Show Hosts Show Extreme Interest

Facebook interface showing a user profile (Ross Shafer) and a post by Nancy Vogl. The post asks "Is anyone else having problems posting on FB today?" and includes comments from Aileen Bennett and Kathleen Hassan. The "What's on your mind?" text box is highlighted in yellow.

Search for people, places and things

Ross Shafer
Edit Profile

Update Status **Add Photos/Video**

What's on your mind?

FAVORITES

- News Feed
- Messages **99+**
- Photos
- Browse

PAGES

- Pages Feed **20+**
- Like Pages **20+**
- Create Ad

GROUPS

- University of Puget Soun...

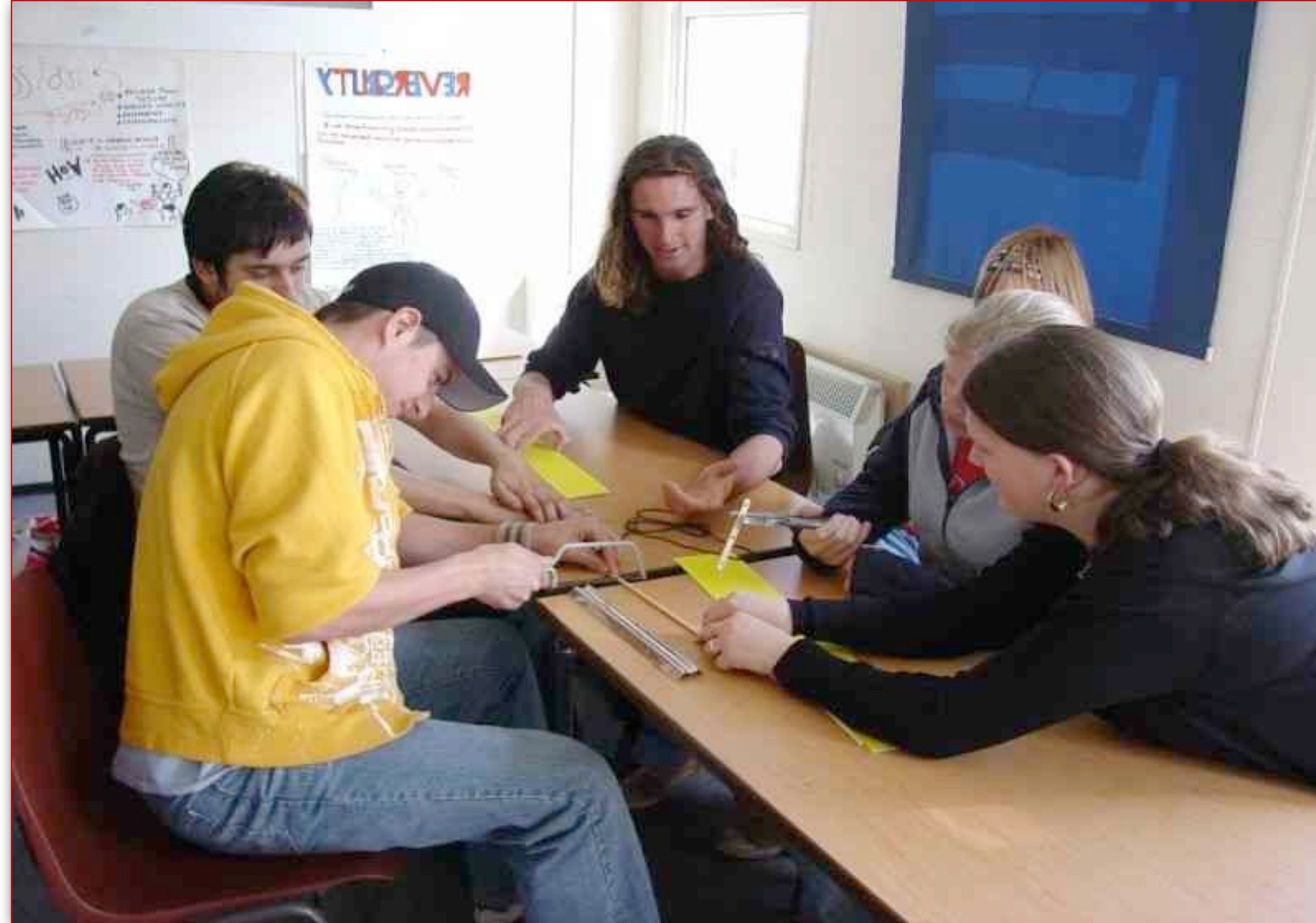
Nancy Vogl
Is anyone else having problems posting on FB today?
Like · Comment · Share · 10 hours ago near Traverse City, MI ·

Monika Laschkolnig and 7 others like this.

View 21 more comments

Aileen Bennett Thank you - I thought i had broken the internet (again)
6 hours ago · Like · 1

Kathleen Hassan yup
5 hours ago · Like · 1



“48% of employers are dissatisfied with the oral communications skills of college students.”

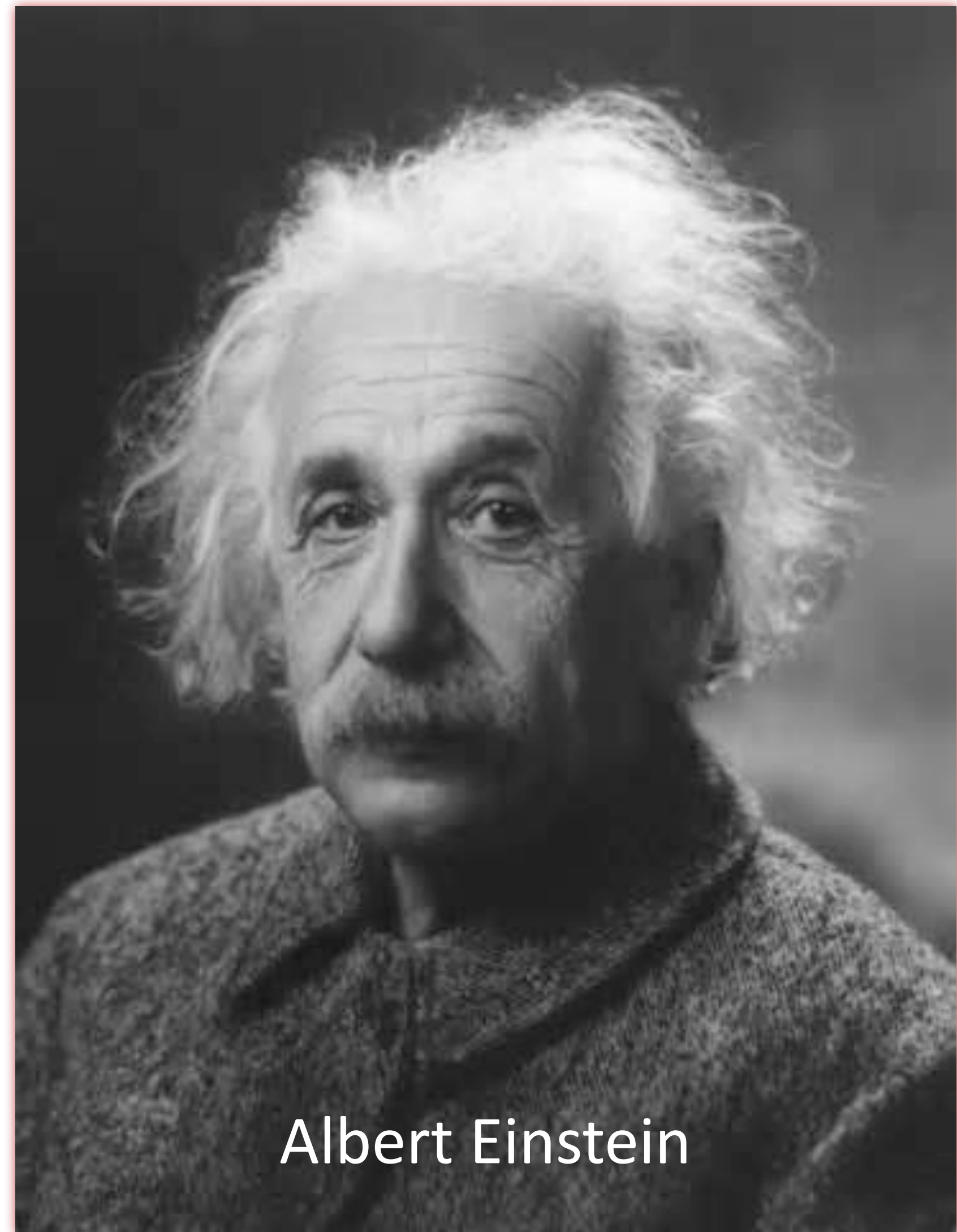




Nobody Fails.

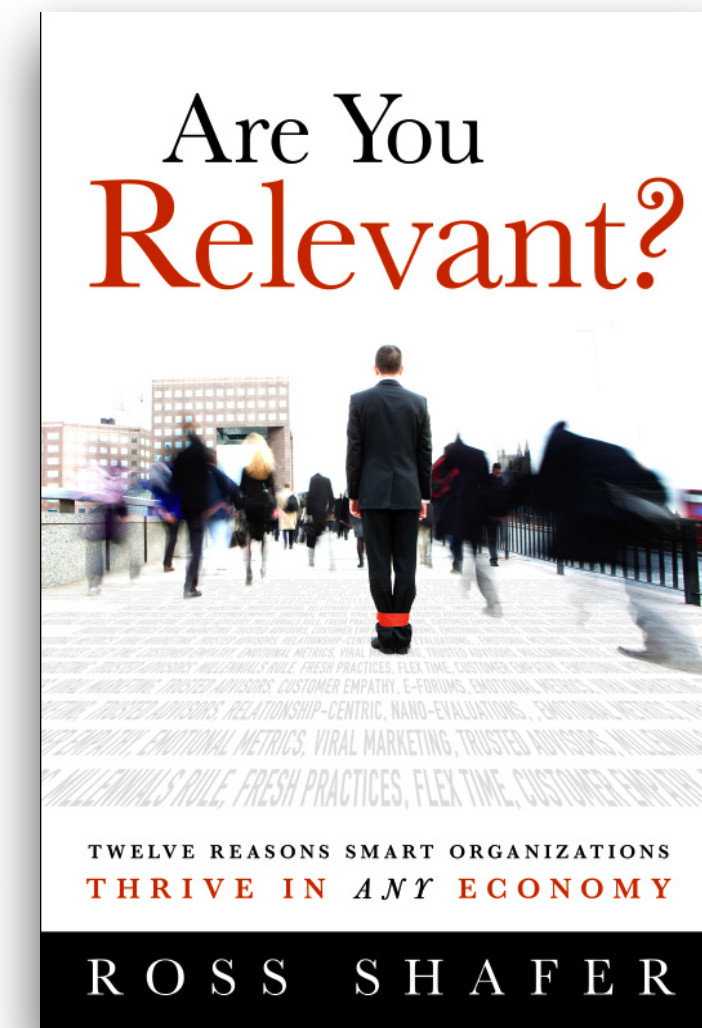
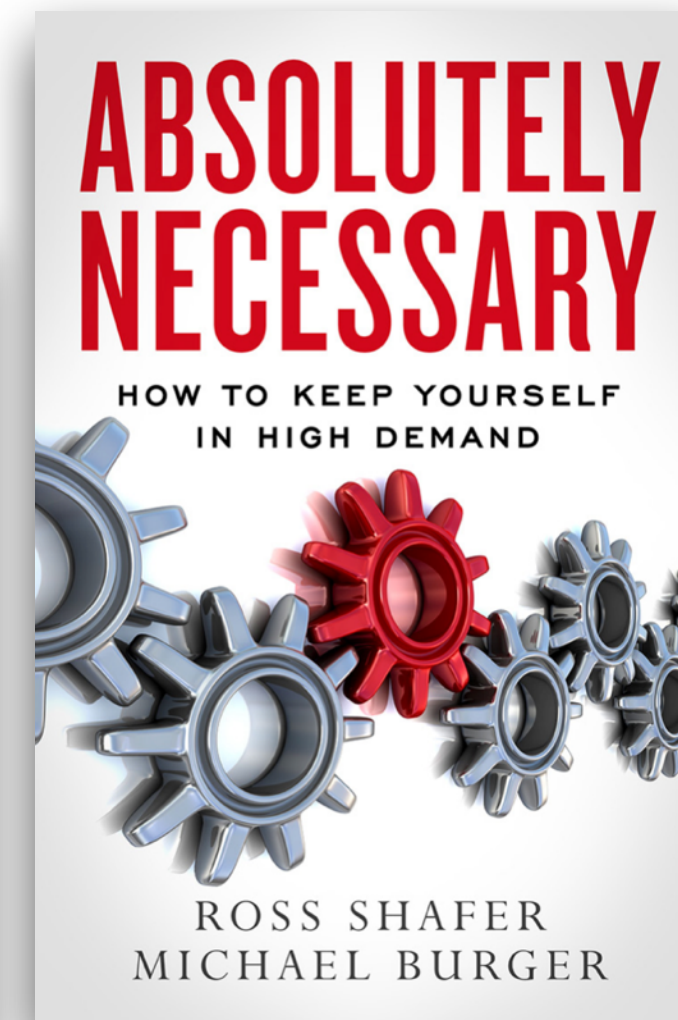
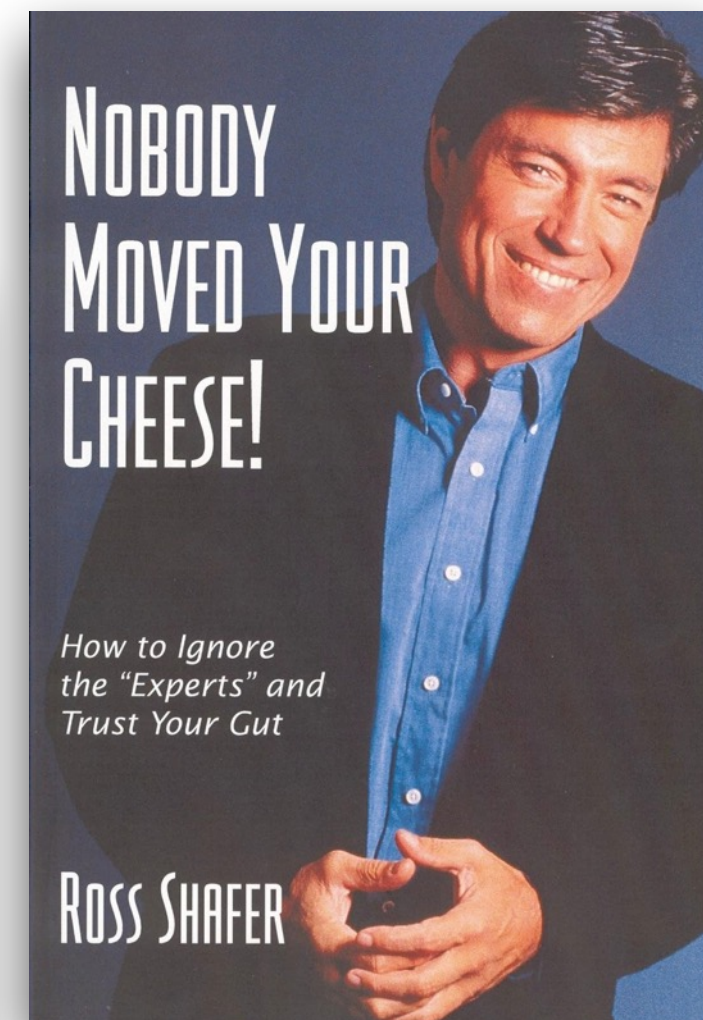
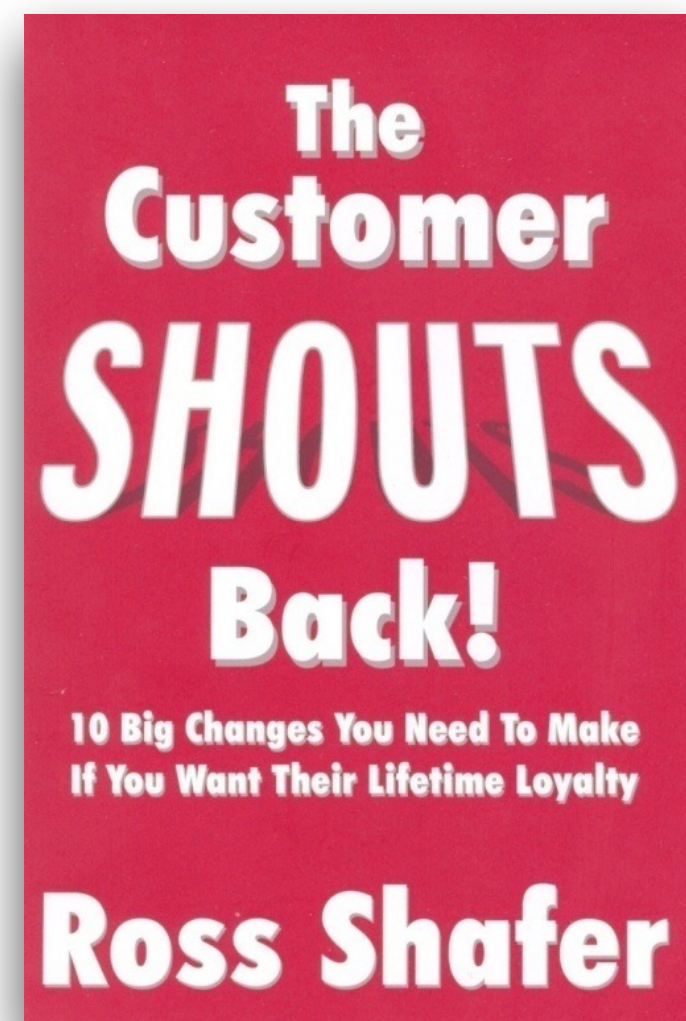
**Some People Just
Quit Too Soon.**

**“The world’s
greatest
achievements were
accomplished by
tired, discouraged
people who just
kept on working.”**



Albert Einstein

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