



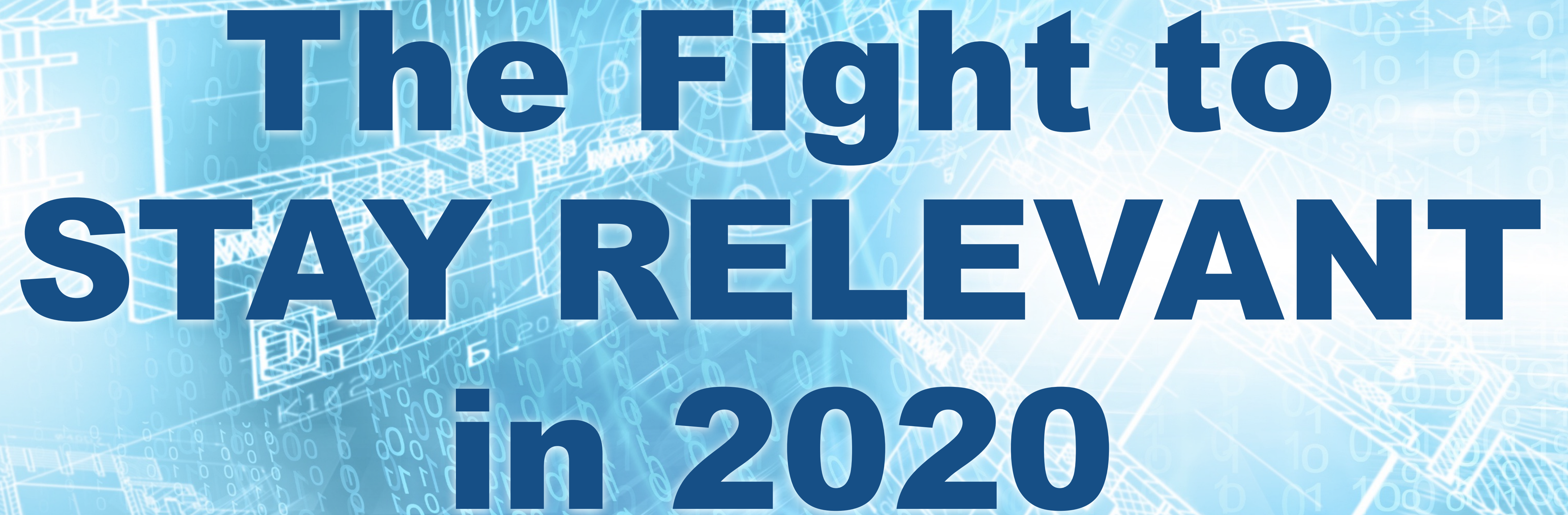
Ross
Shafer

**If you would like to reach
Ross Shafer...**

CONTACT: Julie O'Keefe

Julie@gdaspeakers.com

214.420.5105

The background is a light blue gradient with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings is a semi-transparent grid of binary code (0s and 1s) in a lighter blue color, creating a digital and technical atmosphere.

The Fight to STAY RELEVANT in 2020

by Ross Shafer

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

What I'm Not...



15-yr old
Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



Follow the Tracks of the Herd



Our members spend their days working hard to carve out a better life for themselves. They spend their free time playing. They plan. They fight for what's important. And, they look to us to help them achieve their dreams.



We are fighters too. We fight for our members.
We are a never-say-never, we don't quit, fight for our friends
kind of people.

When they say, "*I know a guy*" they are talking about US.

We encourage them to dream big.

Because, we can enthusiastically say...

"We got you."

STAY RELEVANT:

**The Herd (Members) will
Always Tell You Where
They are Going Next**

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

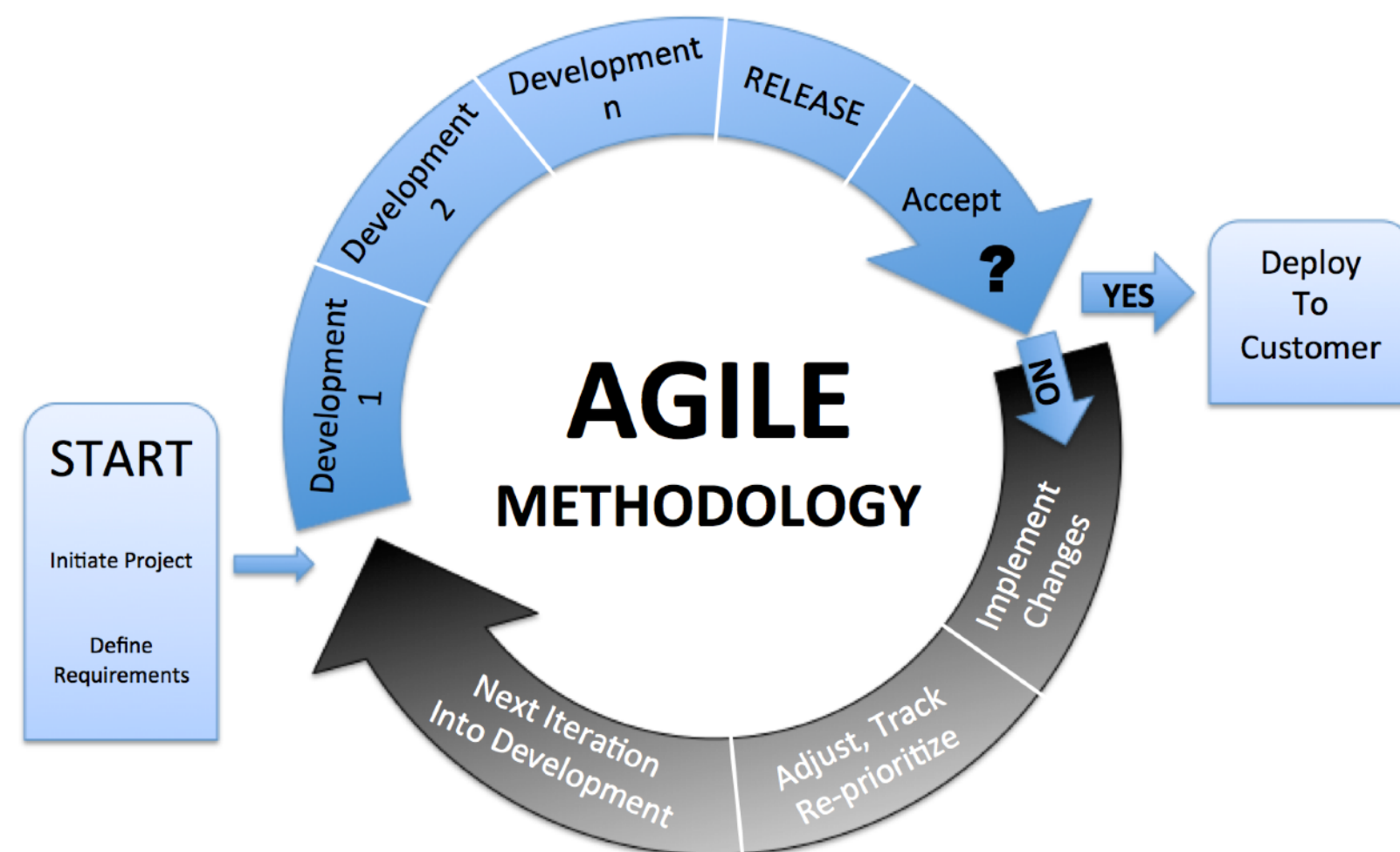
Ross Shafer







Ryan Shafer



The background features a complex, layered design. It includes white technical blueprints with various lines, circles, and text on a light blue background. Overlaid on this are streams of binary code (0s and 1s) in a darker blue color, creating a sense of digital data and engineering. The overall aesthetic is clean, professional, and tech-oriented.

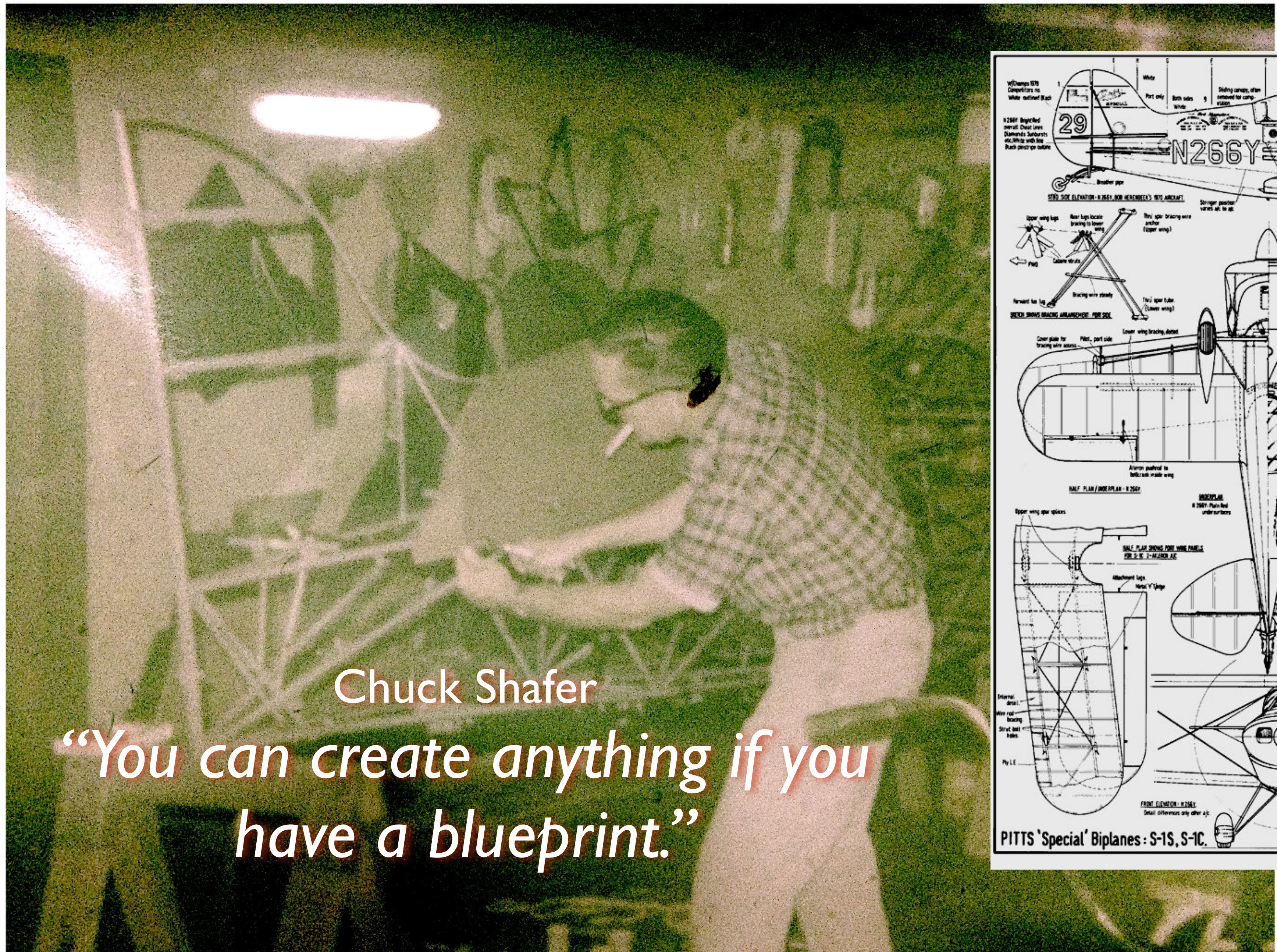
STAY RELEVANT

**Use Proven
“Blueprints”**

“I want a flight-tested blueprint that I already know keeps the plane in the air.”

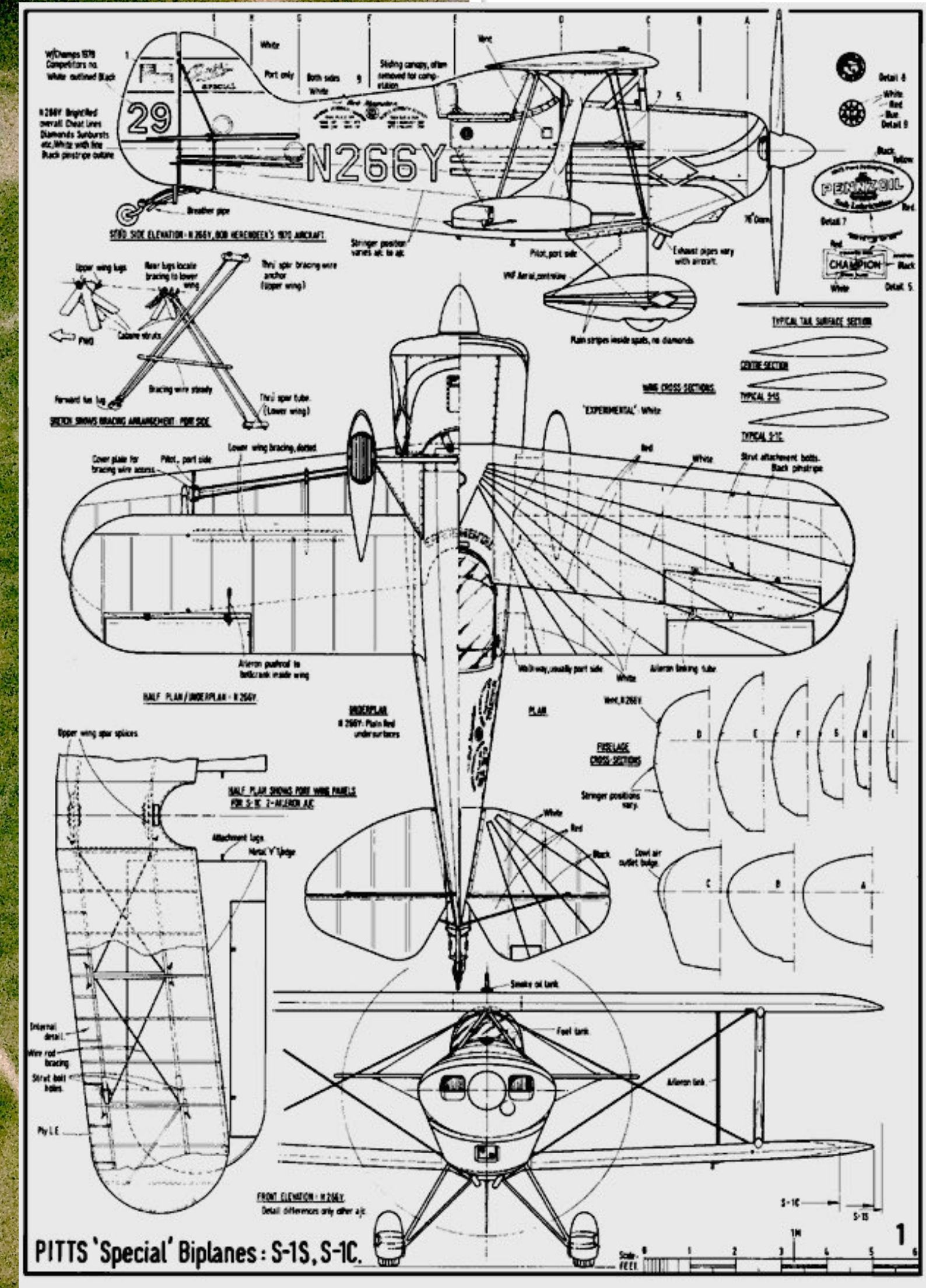
Chuck Shafer





Chuck Shafer

“You can create anything if you have a blueprint.”



Maiden flight - May 1971



“Fear is the enemy of success”

CHUCK SHAFER

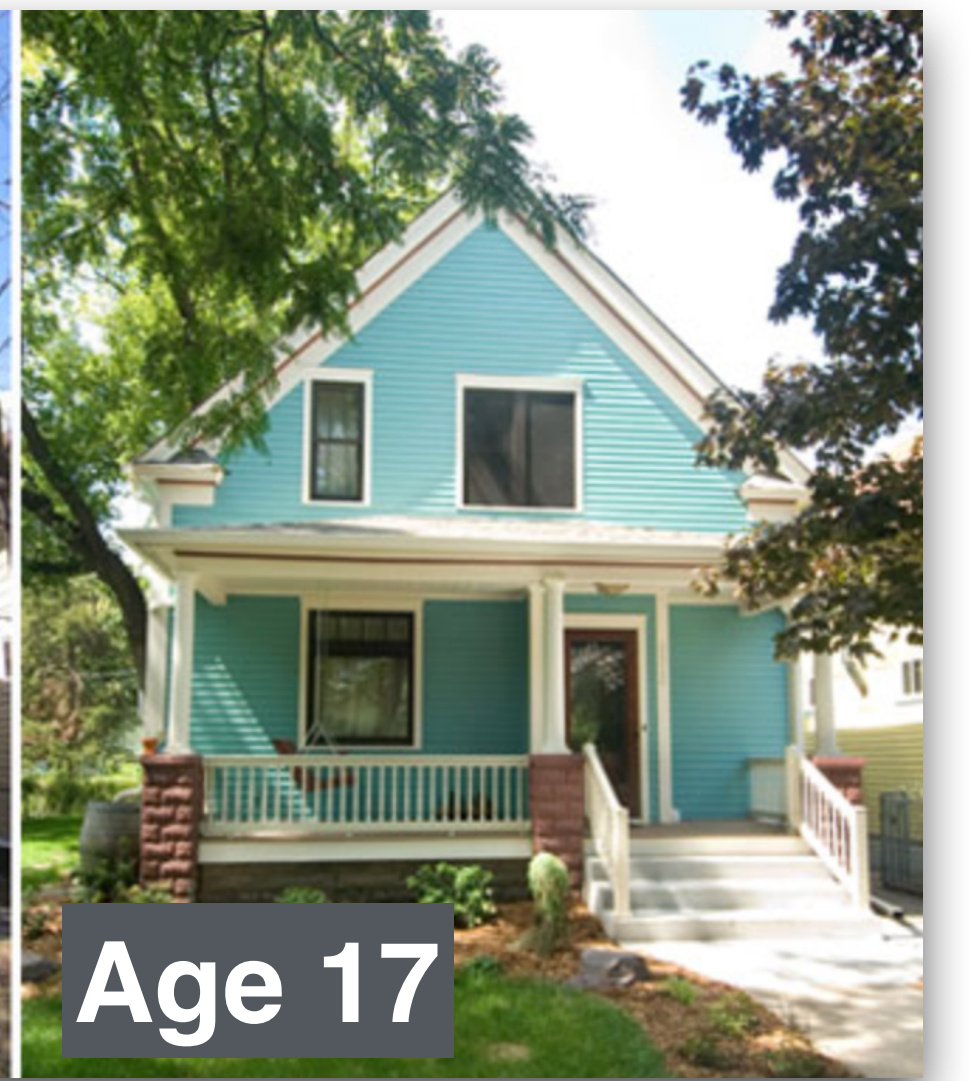




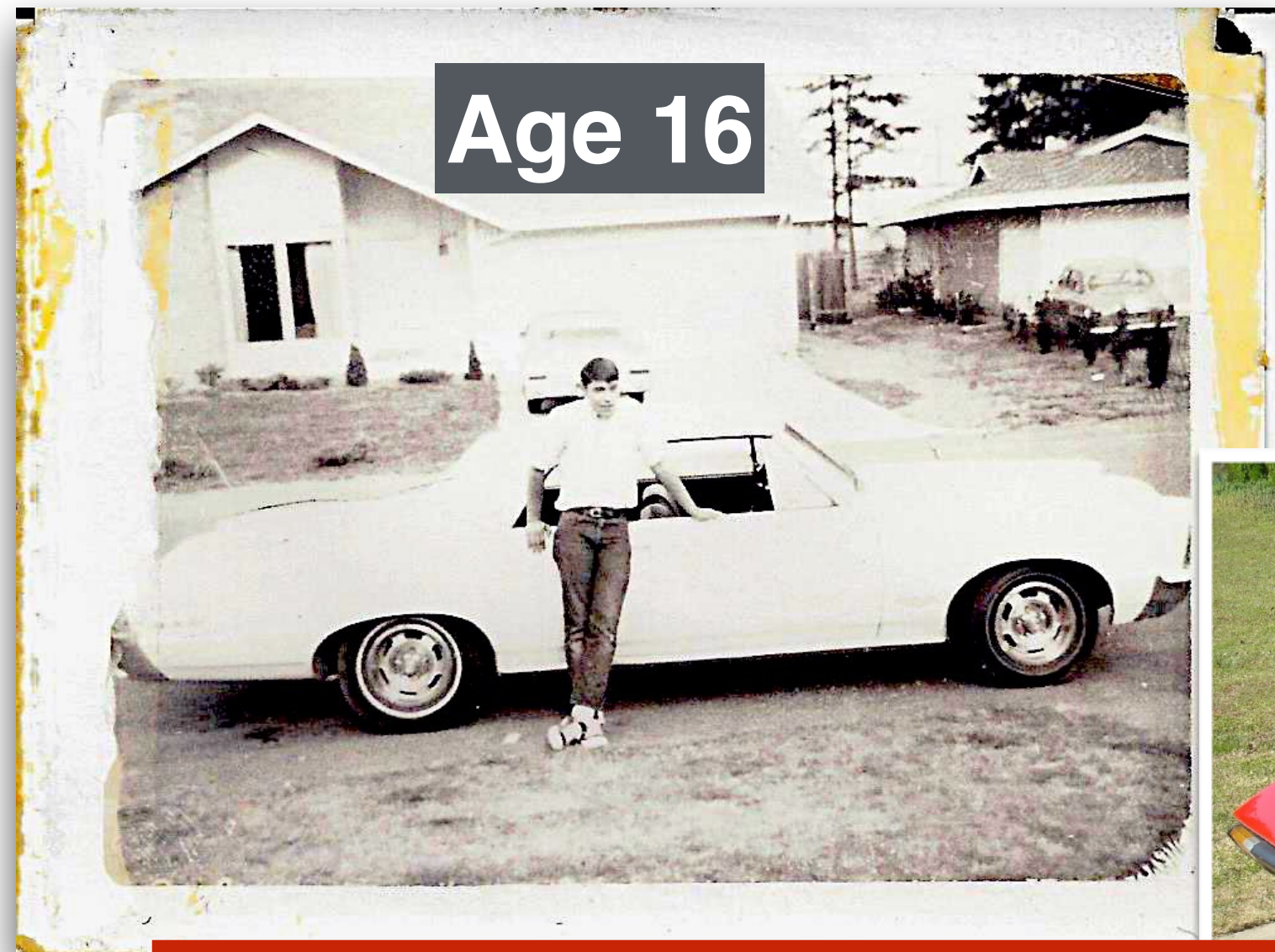
Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



Flipping Broken Companies

SHAFER® PROJECTION TV



Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

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AS LOW AS \$997

SOUNDS O.K.

For Home Demonstration Information CALL COLLECT (206) 848-8300

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Puyallup, Wash. 98371

STUDIO in Puyallup

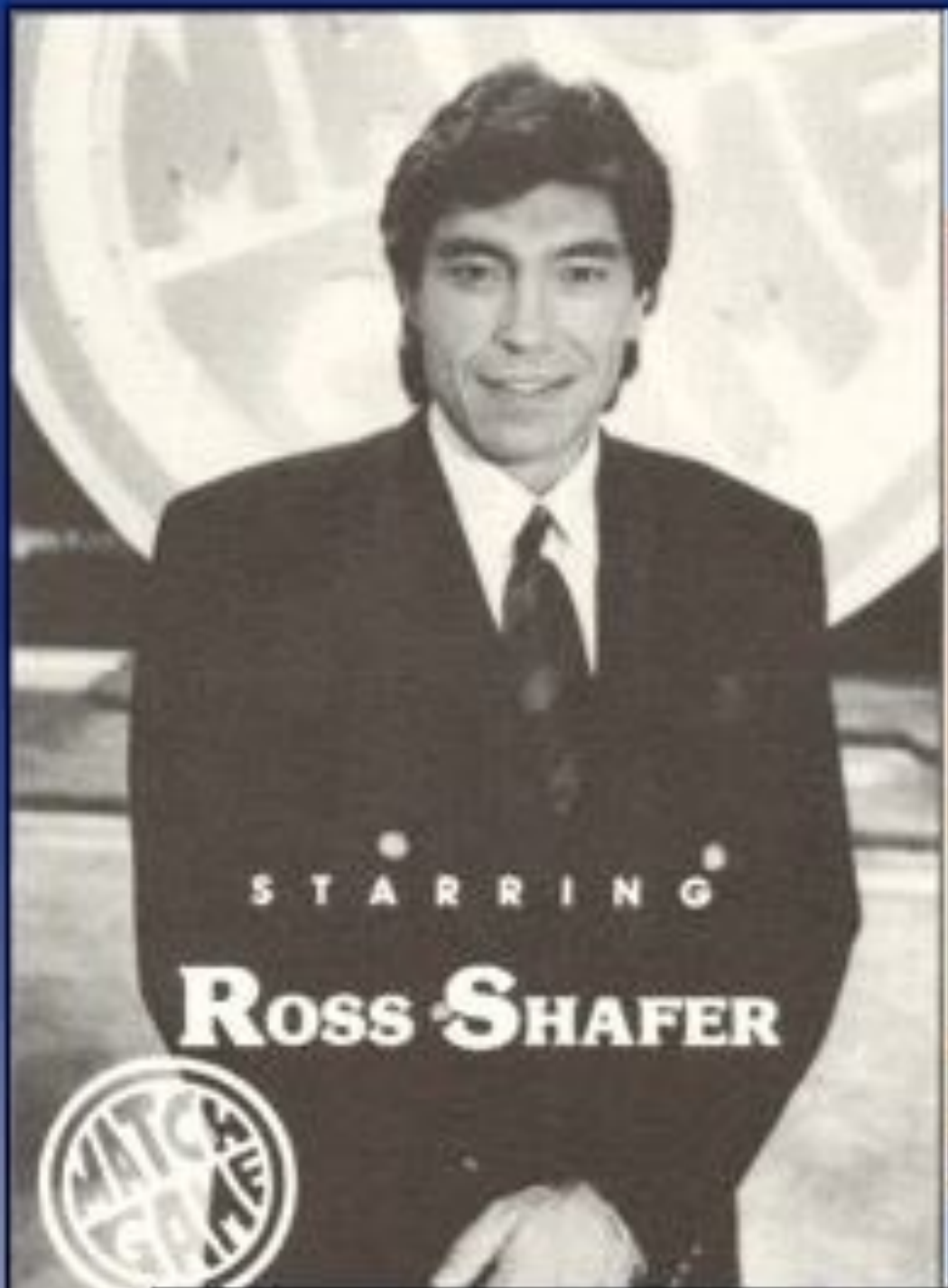
SHAFER
PROJECTION TELEVISION

TV & Film Production

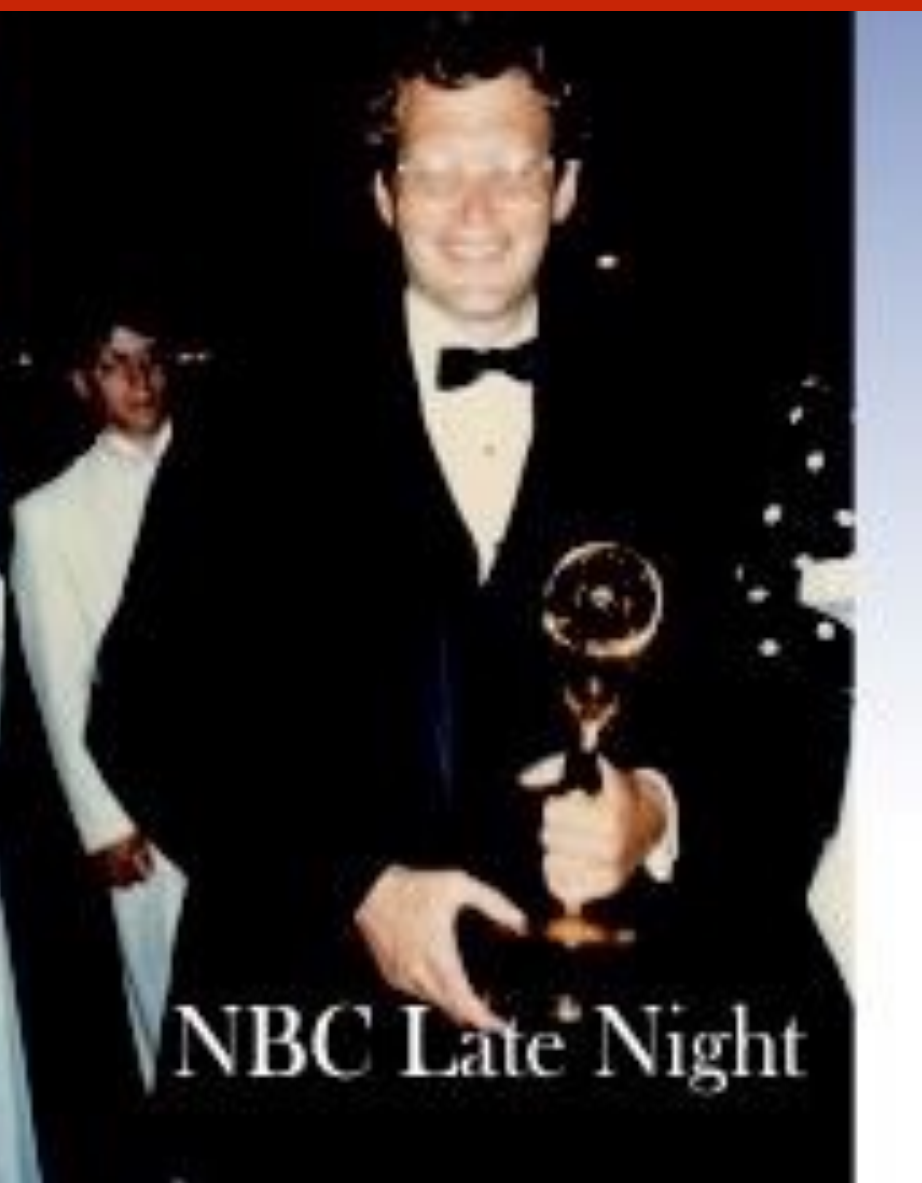


THE ICE CREAM SHOP





Talk & Game Host



STAY RELEVANT

**Innovate by
Looking Outside of
Financial Services**

Hotel Events

FRIDAY 78° HIGH 78° LOW 68°
SATURDAY 77° HIGH 67° LOW
SUNDAY 76° HIGH 66° LOW
9:34



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

CRASH THE WRONG MEETINGS

Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

Association of Human Nature Convention



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LARAMAR

55,000 UNITS





amazon.com

Dogit Silent Dog Whistle by Dogit

\$3.74 Add-on Item

Add it to a qualifying order within **17 hours** to get it by
Tuesday, Oct 15

More Buying Choices

\$3.74 new (6 offers)

\$4.99 used (1 offer)

The background is a vibrant blue gradient. It is filled with white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings are streams of white binary code (0s and 1s) that appear to be moving or flowing across the scene, creating a sense of digital activity and data processing.

STAY RELEVANT

Eliminate Friction

from Every

Transaction

Comcast
xfinity

amazon

hulu

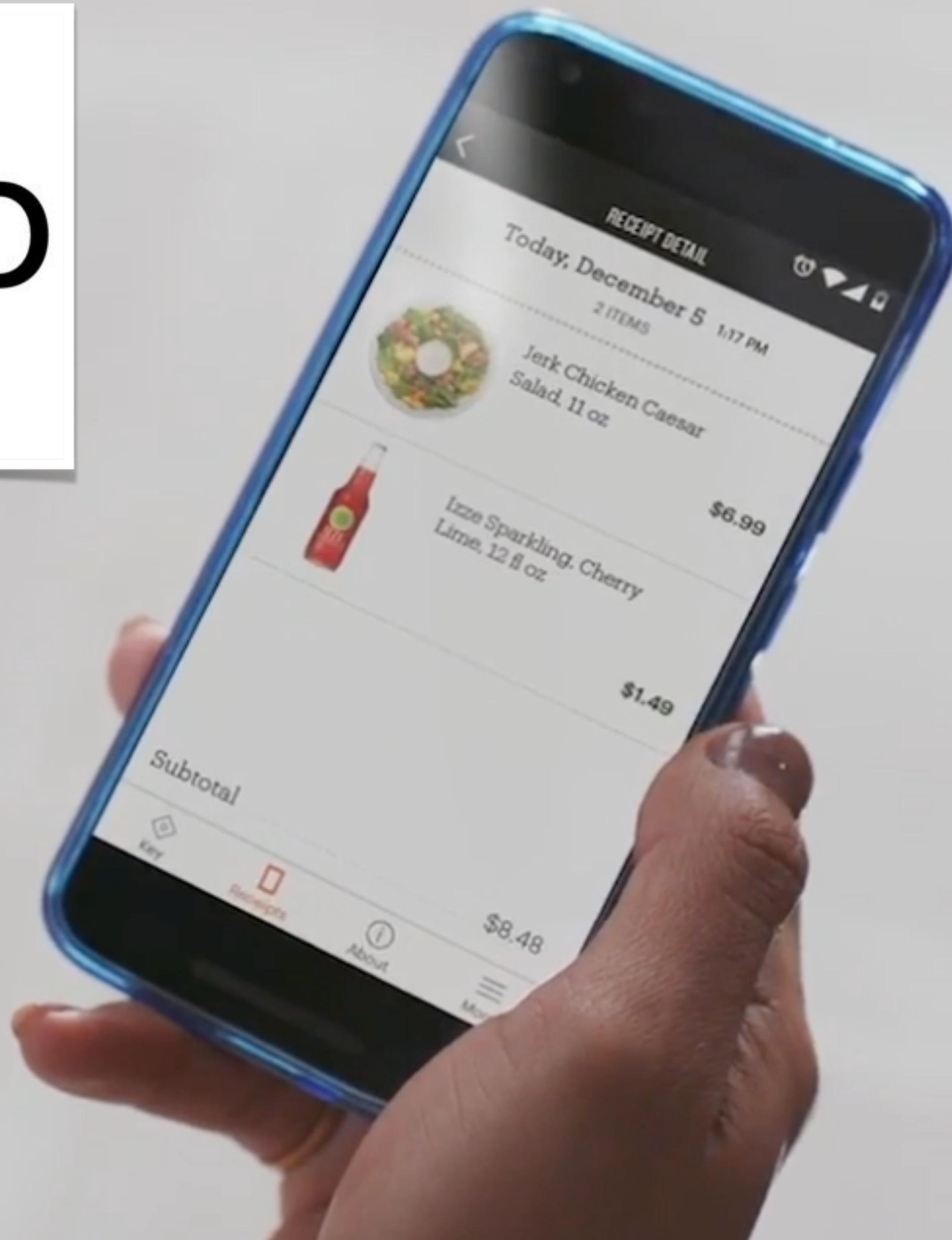
NETFLIX

Google



amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



2,500,000+
patients love
“Virtual” Doctor
Visits

STAY RELEVANT

DON'T Over-Focus on...



CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

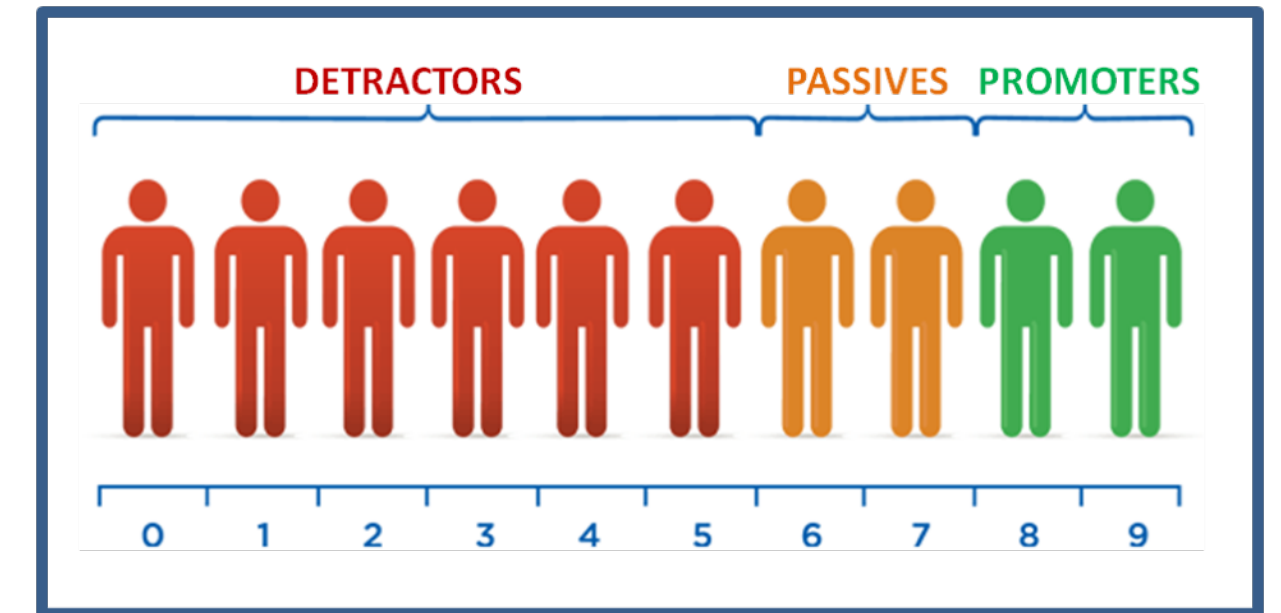
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

NPS (Net Promoter Scores)

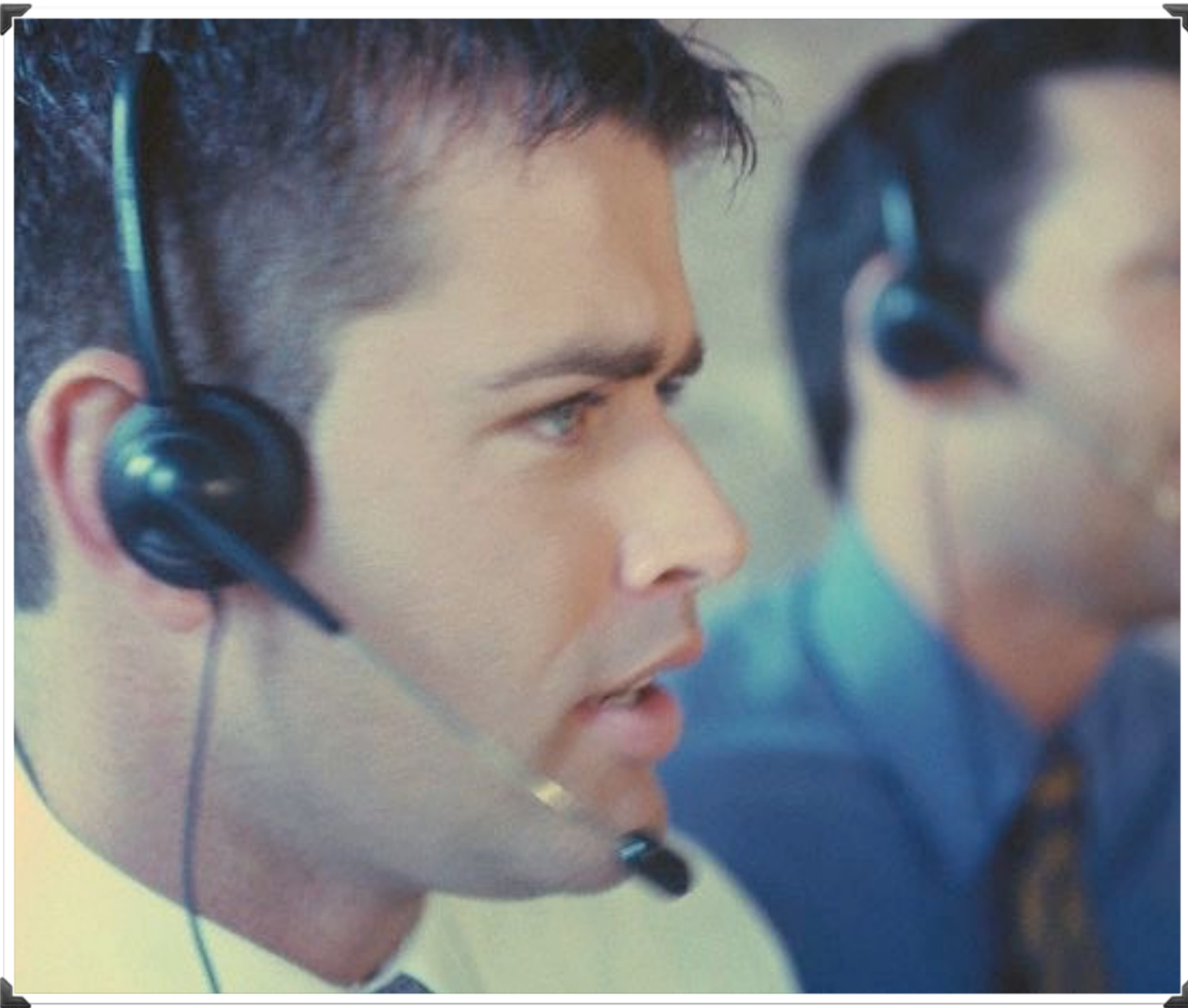


“...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

Eliminate the



Moments



**“Thanks for calling.
My name is Jason.
How can I
provide you with
outstanding
customer care?”**



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

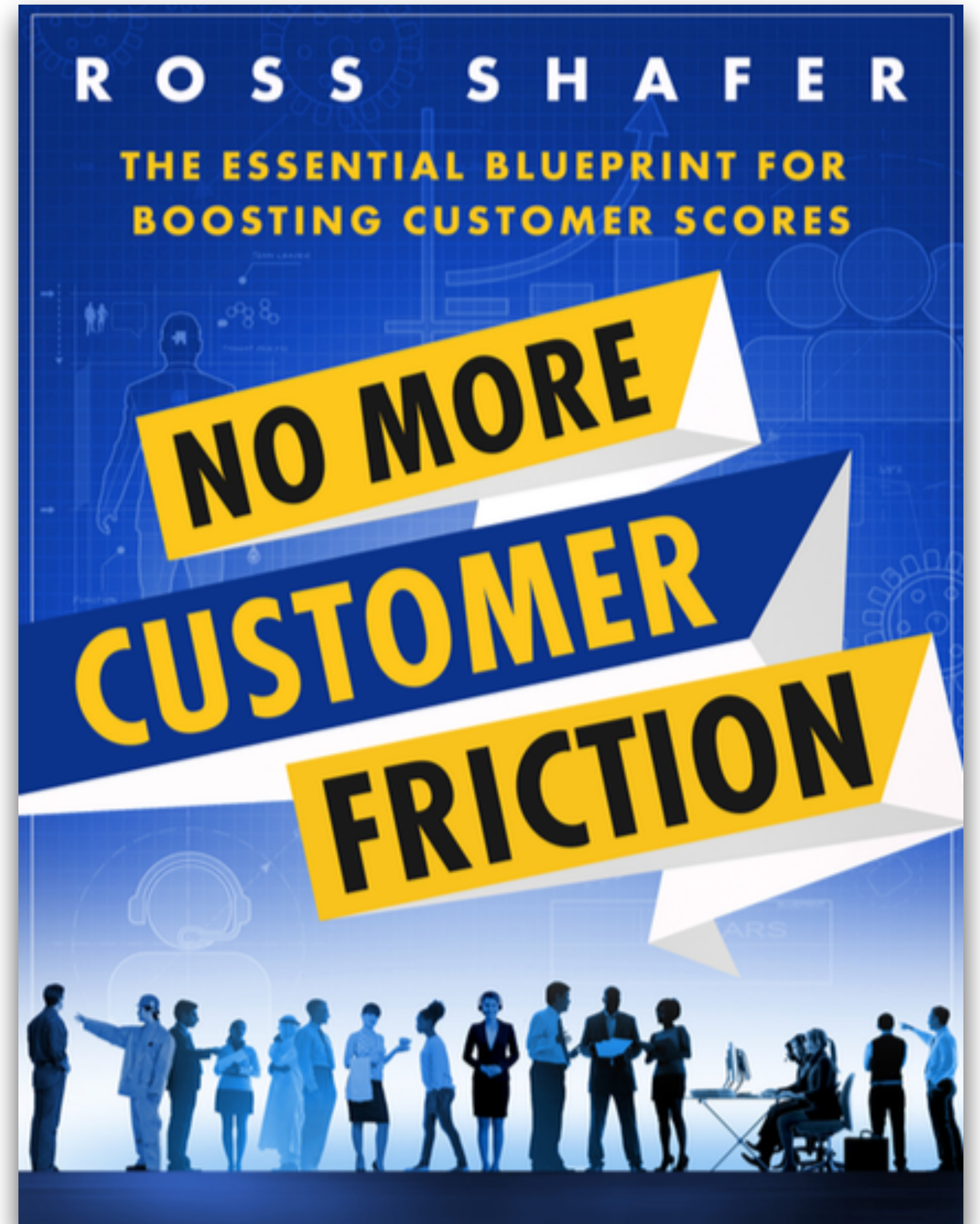
Does



vs.



Work?

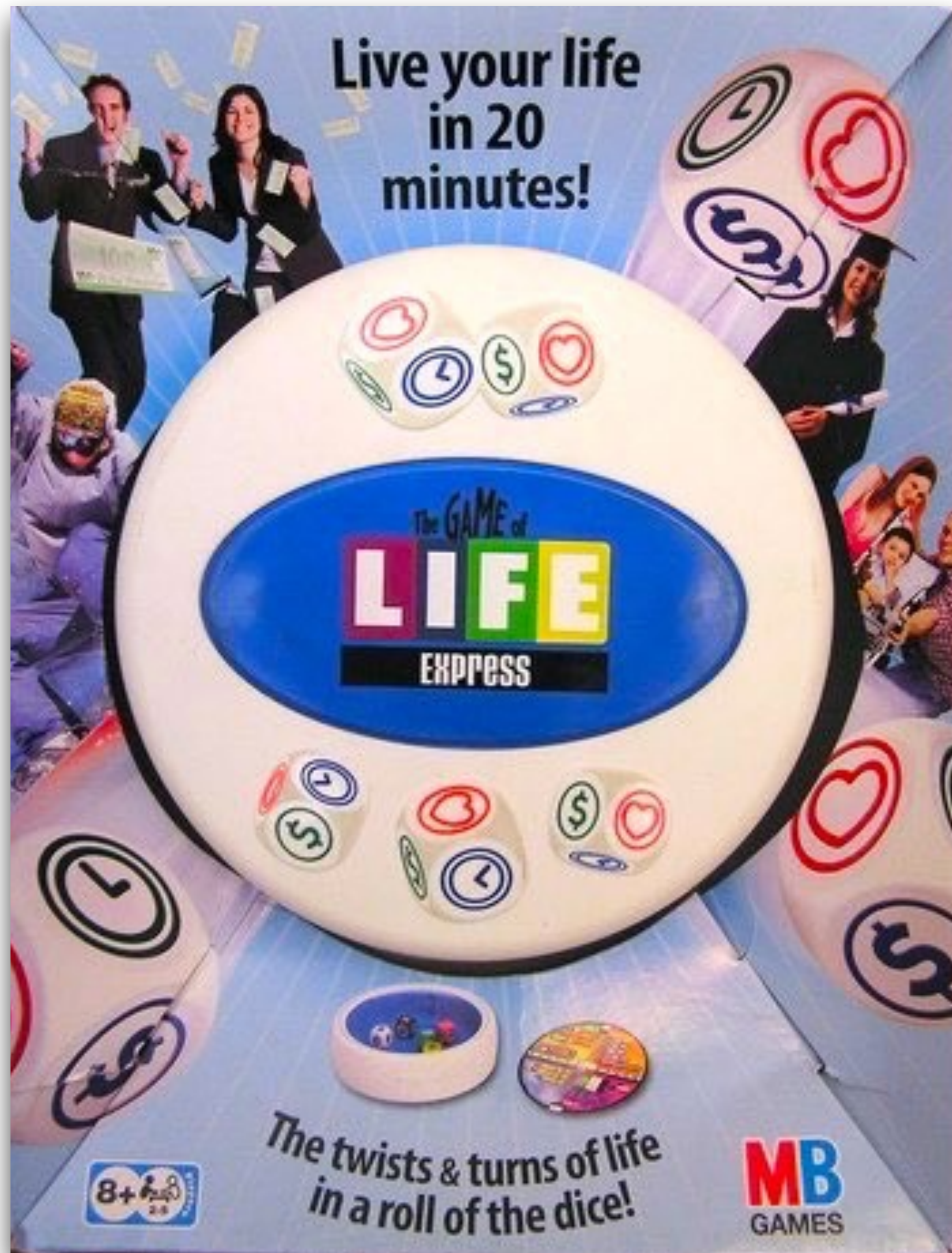


comcast[®]
xfinity[™]

10 yrs ago, near bankruptcy, customers said,
“The toys take long to build.”







Play the “Express” versions in 20 minutes!





**Scores UP 21 points
in 90 days**

Westar Energy®



The background features a light blue gradient with a complex pattern of white technical drawings, including architectural blueprints, circuit diagrams, and various geometric shapes. Overlaid on these drawings are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital and technical atmosphere.

STAY RELEVANT

Technology: HIGH DEMAND

Humanity: HIGHER DEMAND



Be Personally & Professionally CURIOUS





“73% of managers are discouraged by the communication skills of college-age students.”





‘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)

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

STAY RELEVANT

**Tell Emotional
Brand Stories**

‘We don’t sell motorcycles. What we sell...





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The largest network of funeral,
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Plan. To Make it Right.[®]

Preplanning your funeral or cemetery arrangements gives you and your loved ones peace of mind. We offer Free, engaging, interactive pre-planning seminars.

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Peaceful.
Beautiful.
Everlasting.

Lake Lawn
Metairie

Celebrating Claudine G. Bowers 1922 - 2010



For Claudine's Closest Friends

Sugar.....2 cups
All Purpose Flour.....2 cups
Buttermilk.....1 cup
Water.....1/2 cup
Baking soda.....1 tsp
Crisco.....1 stick
Butter.....1/2 stick
Eggs.....3
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Pecans (chopped).....1/2 cup

FROSTING

Butter.....1 stick
Cinnamon.....1 Tsp
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Powered sugar.....1 box (16oz)
Pecans (chopped fine+sprinkled on top)

Oven 350 for 30 min.
Pan 13" X 9"



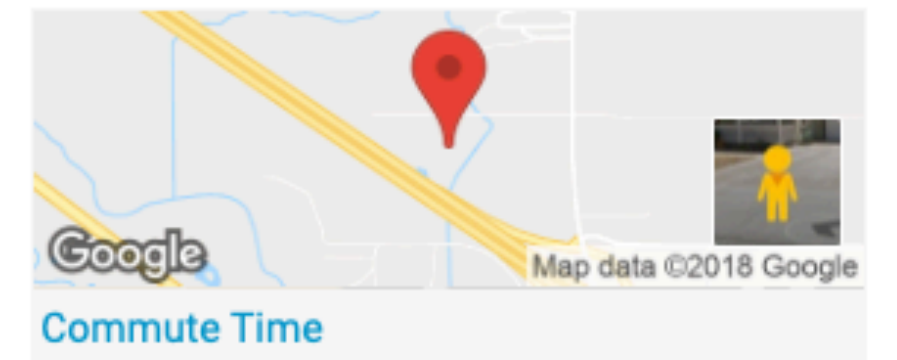
Chuck & Lois Shafer



\$549,900  Est. Payment [\\$2,349/mo](#)

455 W Butler Ln, Ashland, OR 97520

3 beds 2 baths 1,620 sq ft



Property Type	Single Family Home	Last Sold	\$84,000 in 1982	Days on Realtor.com	6 days
Year Built	1982	Price per sqft	\$339	Garage	8 cars



realtip

Home includes a 1,000 sf RV shop Did you find this useful?  

Ask a question

Share this home



Open Houses



Property Details



In 1983, Chuck and Lois Shafer bought the single level, 3-bedroom 2-bath home at 455 W. Butler Lane as what they called their “retirement villa.” The 1,620 sq. ft home is located within minutes of Southern Oregon University, the Ashland Golf Club, the Shakespearian theaters, and the Ashland fixed based airport; where Chuck’s two airplanes were only four minutes from home.

Lois, on the other hand, was crazy about golf and gardening. Each year, their neighbors eagerly awaited the fresh fruits and vegetables Lois pulled from the expansive 1/4 acre irrigated garden.

Chuck not only loved his planes but anything with a motor. So, in addition to their two car garage, he built a 1,000 sf matching shop where he could tinker on his cars, boats, and motorcycles. Of course, he installed a microwave for his *Hot Pocket Pizzas*.

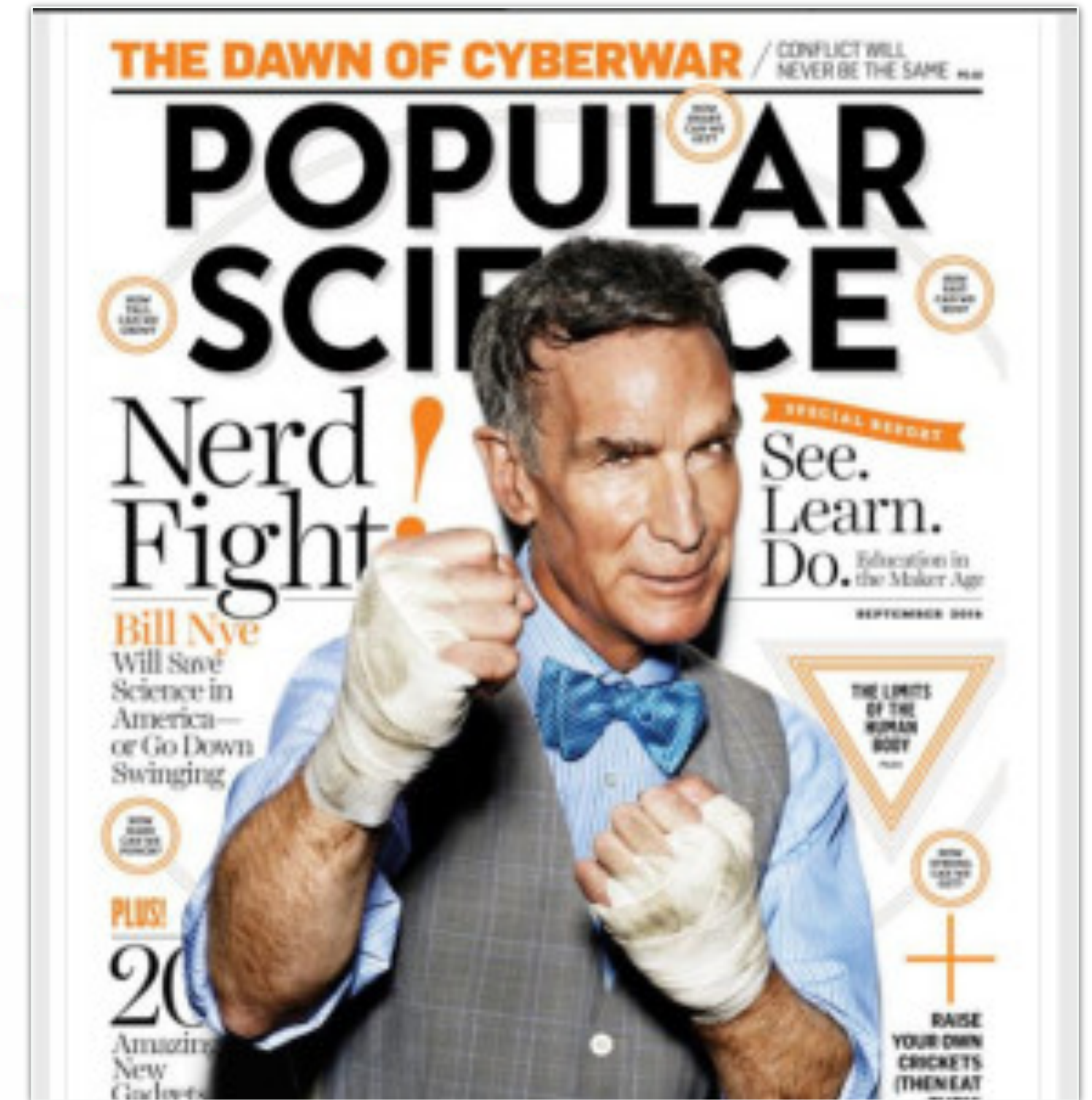
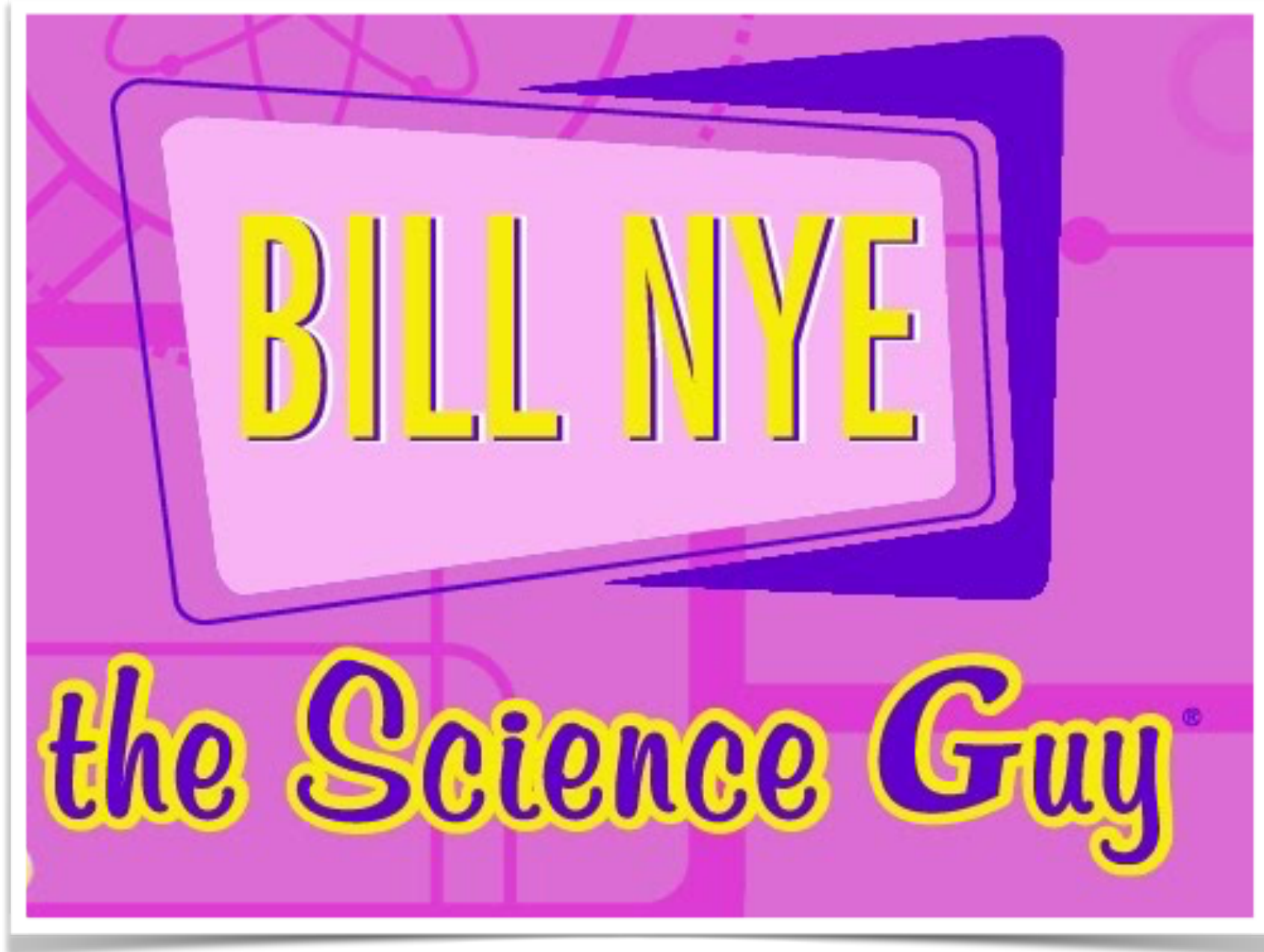
These days, Chuck undoubtedly tells his famous 'fish stories' in Heaven; while Lois recently celebrated her 91st birthday (with 74 friends) at a beautiful retirement community just two miles away.

Are you ready to create your own indelible-memory-life here, too?

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RELEVANT TEAM

**Elevate Your
Superstars
Quickly**





GIVING BACK: FREE RESOURCES

You



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Funniest Expert on *CHANGE*

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The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both young and highly experienced leaders find relevant business solutions for motivating your workforce, creating leadership...

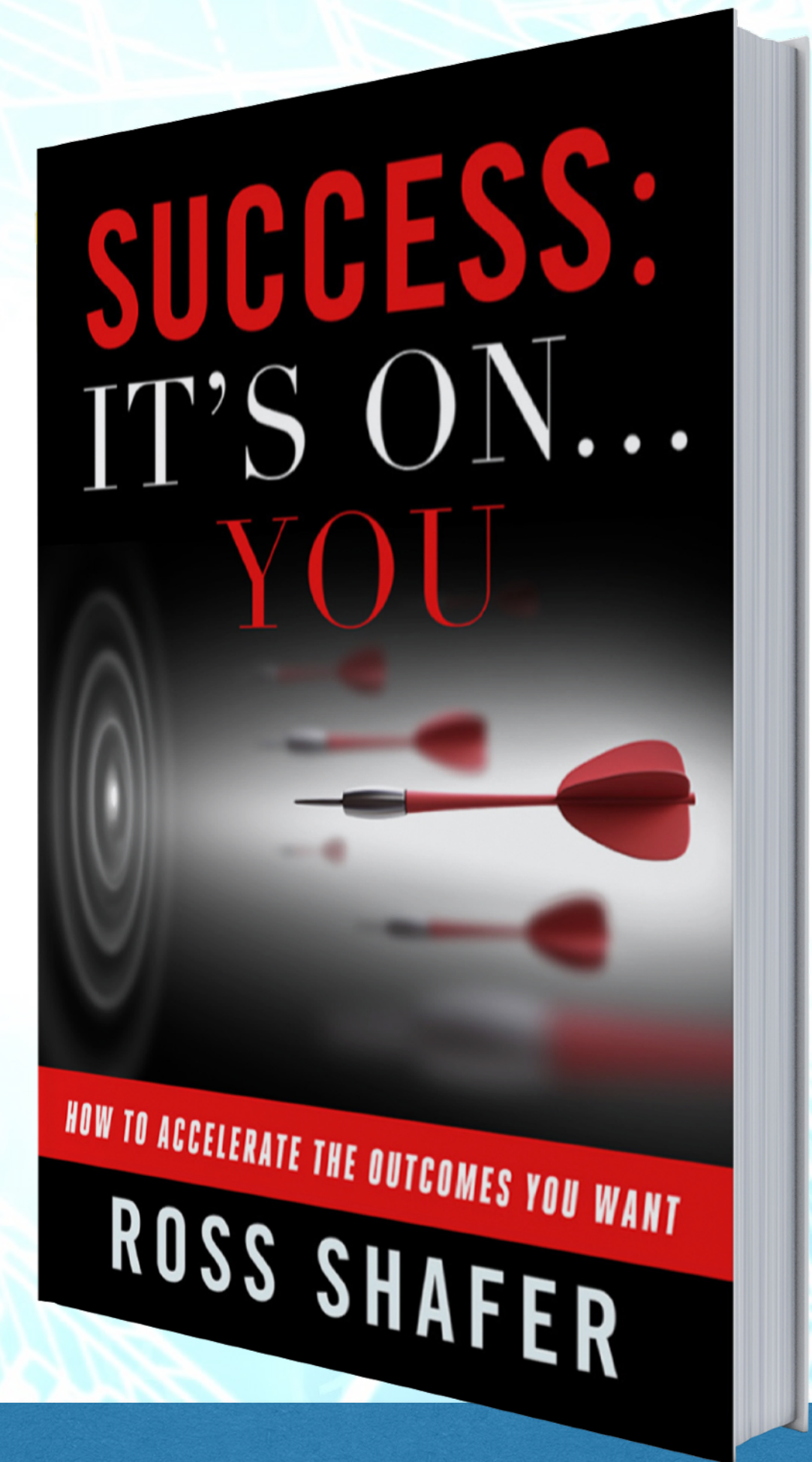
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**Provide Ongoing
Encouragement**





Ross
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