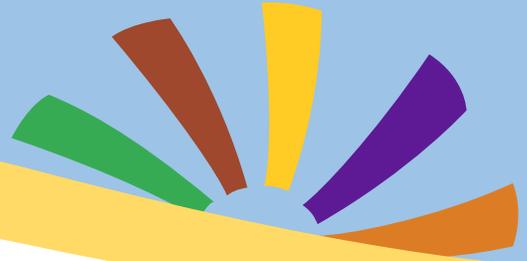


Spur-On Employees to  
**Extraordinary Hospitality**



# Lead Through Service

★ April 15, 2014 ★

- **Session 1: Management —**  
8:30 am - 11:30 am
- **Session 2: Front-line employees**  
1:00 pm - 4:00 pm

United Wireless Conference Center

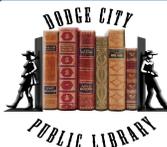
At the heart of **fantastic and memorable customer service** is, simply, **SERVICE**. Those who want to be great leaders — who truly want to make a difference in the lives of others & in the world around them — will master the skills provided by providing an outstanding service experience. We'll look at what world-class organizations do to provide that service to others, and how you can make these principles stand out in your own life, as well as in your community. **FREE ADMISSION! (\$200 VALUE!)**

## **J. Jeff Kober—CEO, World Class Benchmarking; President, Performance Journeys**

A former leader with the Disney Institute, Jeff worked across the entire Walt Disney World Resort and designed Disney's customer service programs. He continues to be the benchmarking watchdog for the best-in-business practices throughout the Walt Disney Company, having written *The Wonderful World of Customer Service at Disney, Lessons from Epcot: In Leadership, Business, & Life*, and has created the *Disney At Work* interactive app series available on iPhone and iPad. He has also co-authored the book, *Lead With Your Customer: Transform Culture and Brand Into World-Class Excellence*.



★ **RSVP By April 14, 2014!** ★



### **To register, email or call:**

Dodge City Area Chamber of Commerce  
311 W. Spruce Street  
Dodge City, KS 67801  
**Email: [info@dodgechamber.com](mailto:info@dodgechamber.com)**  
**Call: (620) 227-3119**



## J. JEFF KOBER

CEO, WORLD CLASS BENCHMARKING  
PRESIDENT, PERFORMANCE JOURNEYS

For nearly thirty years Jeff has focused on organizational transformation for the private, public sector and nonprofit sectors. Those diverse activities have ranged from providing leadership programming for executives at GE to elevating the Starwood Hotel brands of Westin, Sheraton and St. Regis. Clients previously have included Federal Express, Office Depot, MetLife, City of New York, and Volkswagen of North America. Topics have ranged from leadership to performance accountability; from customer service to team building.

Jeff was formerly a leader with the Disney Institute, a best-practices institution modeled on America's first corporate university. While there, Jeff was responsible for working across the entire Walt Disney World Resort and designing Disney's customer service programs. The models, concepts, and examples of those programs were later introduced to corporate America in *Be Our Guest*, a popular benchmarking title published by The Disney Institute, with a forward by CEO Michael Eisner. The programs he has created has been seen by scores of thousands of participants in hundred of organizations across the world. He continues to be *the* benchmarking watchdog for best-in-business practices throughout the Walt Disney Company, having written *The Wonderful World of Customer Service at Disney, Lessons From Epcot: In Leadership, Business & Life*, and has created the *Disney at Work* interactive app series available on the iPhone & iPad.

Jeff is president of *Performance Journeys*, a training and development group devoted to developing and implementing improved customer service and performance excellence in the workplace. He is also a partner and CEO of *World Class Benchmarking*, where he provides a programming series that studies and benchmarks many of America's greatest corporations such as Google, Nordstrom, McDonalds, Mayo Clinic and Harley-Davidson. He has co-authored the book, *Lead With Your Customer: Transform Culture and Brand into World-Class Excellence*. He currently resides in Orlando, Florida with his wife and family.



Just in time for the summer tourism season!! Contact the Chamber of Commerce TODAY to reserve your FREE spots at this event! This is a wonderful opportunity for you and your employees to learn the art of hospitality encouraging repeat business. Give you and Dodge City a reputation of a place to which customers want to return!