

These Speakers are *In*...Are You?

NATIONAL  TRADESHOW

TORONTO

2010



Isadore Sharp

*Founder, Chairman and CEO
Four Seasons Hotels and Resorts*

The founder of Four Seasons Hotels and Resorts shares the philosophy and values that have created this legendary brand.

How has Four Seasons grown dramatically over nearly half a century without losing its focus on exceptional quality and unparalleled service? Isadore Sharp answers these questions in his engaging presentation, which serves as a powerful lesson for leaders in any field.

"The reason for our success is no secret. It comes down to one single principle that transcends time and geography, religion and culture. It's the Golden Rule - the simple idea that if you treat people well, the way you would like to be treated, they will do the same."



Donald Cooper MBA, HoF

Certified Speaking Professional

Donald Cooper has helped thousands of companies throughout the world to add more value to their customers' lives... and more dollars to their bottom line! Donald spent 18 years at Cooper Canada, the family business. Cooper Canada became the world's leading manufacturer of hockey equipment and Canada's largest maker of sporting goods.

Combining a rare blend of energy and wisdom, Donald Cooper fills the room with concepts, insights and dozens of "do-able" ideas that will help you change your business and your life.

Direct Energy Centre, Exhibition Place / Toronto, Ontario

September 28th & 29th, 2010

Contact: admin@thecfta.org



Canadian Funeral Trade Association

CFTA encourages you to take in the OFSA Annual Convention being held during their National Tradeshow.