



Your Roadmap to Results
Process Corporation

R.E.G.R.O.U.P.
Remote Executive Goal Review and Opportunity Uncovering Process

July 27, 2000

Mr. George Rhodes
Avistar, Phaser Division
100 Camino de la Paloma
Corrales, NM 87048

Dear George:

Process Corporation is looking forward to welcoming your group to the Remote Executive Goal Review and Opportunity Uncovering Process (REGROUP) on August 9-10. REGROUP is a two day strategic **thinking** session designed to give you, and other key people associated with Phaser, a chance to think about and to construct an approach to assist you in winning business in the sometimes confusing and always unpredictable deregulated utility world.

A strategic thinking retreat is different from a strategic *planning* retreat in that the outcome of the session is not expected to be a large, unwieldy, non-executable document. A strategic thinking retreat assumes that the keys to an effective strategy for Phaser are floating around in the heads of your key leaders. This retreat is designed to give you time away from the rigors of the office to get those thoughts on paper and to come to a collective decision about how you will take advantage of your thoughts in the form of a unified approach to win business.

Each session will last from 8:30am-5:30pm each day. Please plan your schedule in such a way that you will be in the session the whole time. Please avoid scheduling conference calls, meetings, or any other activities which would keep you out of the session for any reason. If you cannot agree to this, please agree not to attend.

In preparation for the session you have received two books: Focus by Al Ries (please read chapters one and eight) and Strategy Pure and Simple II by Michel Robert (please read chapters one through four). If for some reason you do not receive the books, please contact Carol Adler.



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The session will be facilitated by Rory Clark, President of the Process Corporation. If you have any questions about the session please direct them to him (roryjclark@aol.com). When you have read and understand this correspondence, please send an e-mail to Carol Adler indicating that you understand and agree to the terms of participation in the session.

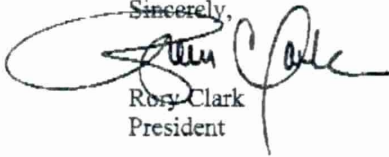
Objectives

At the end of this session you are able to:

- Make strategic thinking a regular part of leader interactions.
- Select a vision, strategic objectives, and singular strategy.
- Empty the wisdom from the minds of your organization's sales leaders onto a single page, blending your wisdom into a single heartbeat and a singular direction.

See you in a few days!

Sincerely,



Rory Clark
President

ORIGINAL SPECIME

Internet Transmission Date:

2000/10/03

Filing Date:

2000/10/03

Serial Number:

78028789

Implementation

Selling Leadership

Influencing Performance with Personal Power

We start with a two day strategic thinking session to get your sales leaders on the same page...

The president leads the sales effort as a critical success factor

R.E.G.R.O.U.P.

Remote Executive Goal Review
and Opportunity Uncovering Process

...the outcome of the REGROUP session is a clear strategic profile for growing the business



Performance Process Strategists, Inc. 627 Saddle Creek Lane Gilbert, AZ 85296 480-813-8087 480-813-1872 (fax)

The applicant has submitted required color specimen.
The USPTO has printed only one copy of the specimen,
and extra copies can be produced in-house as needed.

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