



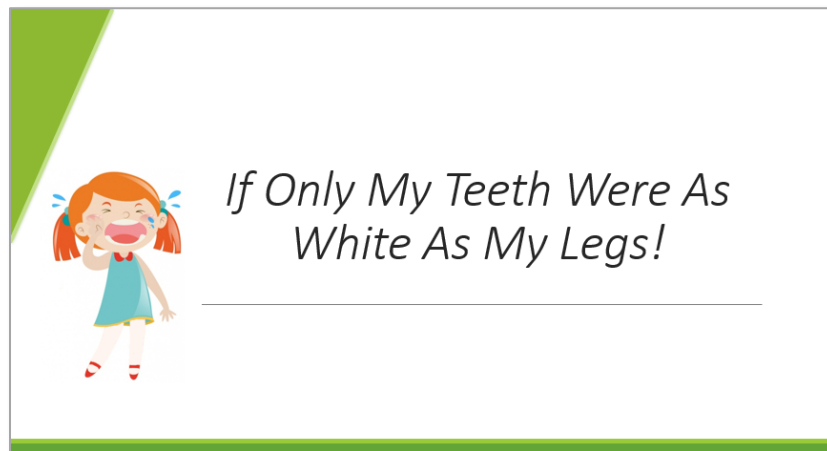
Session Title:

If Only My Teeth Were as White as My Legs!

Description:

Whether it is in our personal lives or professional lives, we all deal with situations that make us unhappy. *Our teeth don't pass the "tissue test."* *Our body wasn't made for "skinny" jeans. The stress from the job is at its boiling point.* The list goes on and on. Some of these may be temporary situations that we can just tolerate until they rectify

themselves. But others run much deeper and last much longer – overwhelming us and clouding our long-term happiness. This session is a look back at one person's journey of cutting through unrealistic self-expectation, getting to the heart of things that truly detract from happiness, and finally, learning how to change things that are changeable and accepting (and even embracing!) those that are not.



Bio:

Vicki L. James

Vicki is a veteran business professional having spent the last 25+ years working with organizations to assess and refine marketing programs and develop successful loyalty strategies. During this time, Vicki bylined numerous articles, guest lectured at Marquette University, and shared her experiences at multiple trade conferences. In 2009, Vicki finally yielded to her entrepreneurial spirit and ventured out on her own to focus her efforts on her passion – helping companies, large and small, build lasting

customer relationships. This also allowed Vicki the flexibility to pursue her other true passion, writing. She is the author of the blog series, “Everything I Need to Know About Loyalty, I Learned from My Mother,” a humorous look at creating customer loyalty through “Mom-isms,” such as “*always wear clean underwear*” and “*don’t see so close to the TV, you’ll ruin your eyes!*” Along the way, Vicki realized there are parallels between the approach to solving business challenges and the approach to solving personal challenges. These are detailed in her session today, “*If Only My Teeth Were as White as My Legs!*”