

Please note, but do not mention to audience: An introduction read slowly sounds much better.

## Introduction for Jon Schallert

We are pleased to bring you this morning/afternoon, Jon Schallert, the only consultant in the world teaching businesses and communities how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his trademarked 14-step “Destination Business” process, which he developed after speaking in over 500 communities and interviewing over 10,000 independent business owners.

Prior to starting his company, Jon spent ten years with greeting card giant Hallmark Cards, where his original marketing strategies were publicized throughout the company as ***“The Schallert Method”***.

When Jon is not speaking around the country, he conducts his 2½ day Destination Business BootCamp in Colorado, where business owners learn his 14-step strategy to turn their businesses into Consumer Destinations. Jon is also the founder of the online training network, [DestinationUniversity.com](http://DestinationUniversity.com).

Jon’s insight is frequently seen in national publications such as The Wall Street Journal, The Washington Post, and his company’s magazine, Successful Independent Business.

Today Jon will share with you examples of independent businesses achieving great successes, and how your business can become a Destination Business, too!

Please join me in a warm welcome for Jon Schallert.