

# EXPO 2011

*Join us for ...*

*Continental Breakfast*

*Kim Hoch*

*“FISH! Philosophy: Customer Service  
and Teamwork”*

*High Quality Exhibitors*

*Lunch*

*Door Prizes and more*

Thank you

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CT Physicians’ Services

## CMGMA EXPO 2011

Travel Directions to

**Aqua Turf Club**  
556 Mulberry Street  
Plantsville, CT  
860-621-9335

**I-84 East From Waterbury:** Take exit 28, turn right onto Route 322. Turn left under second underpass onto Old Turnpike Road. At first stop sign, take a right onto Mulberry Street. Aqua Turf Club is located 1/2 mile on the right.

**I-84 West From Hartford:** Take exit 29 (left hand exit). At the end of the exit will be a light. Go straight onto Mulberry Street. Go approximately one mile down the road; Aqua Turf Club will be on the right.

**From I-91 or the Merritt Parkway:** Take Route 691 West towards Waterbury. Take exit 4, turn right at end of exit. Turn right onto South End Road, turn left onto Mulberry Street. The Aqua Turf Club is approximately 1/4 mile on the left.

For more information on this and other upcoming programs, please visit our website: [www.cmgma.org](http://www.cmgma.org)

# EXPO 2011

**“FISH! Philosophy:  
Customer Service and  
Teamwork”**

*Featuring*

**Kim Hoch**

**Friday, June 17, 2011  
8:00 a.m. - 3:00 p.m.**

**Aqua Turf Club  
Mulberry Street  
Plantsville, CT**

## Kim Hoch

### “FISH! Philosophy: Customer Service and Teamwork”

What is FISH!?

FISH! is a skill that provides the process, tools and language to generate the skills necessary to design a workplace full of inspiration, creativity and innovation. FISH! creates a common language. A language that will help improve your culture by using four simple practices—Be There, Play, Make Their Day and Choose Your Attitude. FISH! is a wisdom that everyone can embrace. It is an invitation that enables people to care about each other and their commitments. FISH! is an ongoing journey. It is not a fad. It is a practice and a skill that evolves over time creating a positive workplace and a vibrant culture each time it is embraced.

The FISH! Philosophy emerged in 1998 from the film, FISH! Catch the Energy, Release the Potential - this film is about the Seattle’s world-famous Pike Place Fish market. What was captured and translated into the film was the even in a workplace where fish-mongers spent stinky, grueling 12-hour shifts stocking, selling and packing fish, remarkable results can occur when people accept the invitation to: 1) Be There for their coworkers and customers; 2) Play; 3) Make someone’s day, and; 4) Choose their attitude about how they show up for work.

Today, FISH! is flourishing in corporate and educational markets throughout the world— championed by business leaders, HR, training professional and individuals committed to creating a culture of trust, accountability and innovation.

#### **PLEASE NOTE NEW MGMA PROCEDURE**

**American College of Medical Practice Executive (ACMPE) Credit Hours:** To apply this program toward your ACMPE continuing education requirement, please calculate the total number of clock hours you spent in educational sessions, go to [mgma.com](http://mgma.com) and choose the “My Transcript” option under your Member Profile to enter your hours.

## CMGMA EXPO 2011

Friday, June 17, 2011  
8:00 a.m. - 3:00 p.m.

Aqua Turf Club  
556 Mulberry Street, Plantsville, CT  
860-621-9335

(directions on reverse)

### ***“FISH! Philosophy: Customer Service and Teamwork”***

#### **2011 Schedule**

8:00 a.m. - 9:15 a.m.  
Continental Breakfast  
Visit with Vendors

9:15 a.m. - 9:30 a.m.  
Opening remarks

9:30 a.m. - 11:00 a.m.  
Kim Hoch

#### **“FISH! Philosophy: Customer Service and Teamwork”**

11:00 a.m. - 11:30 a.m.  
Break  
Visit with Vendors

11:30 a.m. - 12:30 p.m.  
Kim Hoch  
(Continuation)

12:30 - 1:30 p.m.  
Lunch  
Visit with Vendors

1:30 p.m. - 3:00 p.m.  
Closing Session with Kim Hoch

## EXPO 2011 REGISTRATION FORM

Please send this registration form  
and check made payable to **CMGMA** to:  
CMGMA, P.O. Box 30, Bloomfield, CT 06002  
or fax to: 860-286-0787

**\* REGISTER ONLINE AT [www.cmgma.org](http://www.cmgma.org)**

Name: \_\_\_\_\_

Nominee       Certified       Fellow

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Pay \$5.00 at the door and wear jeans to the Expo:**  
**All proceeds will be donated to the Hole In The Wall Gang Camp.**

**Registration Fee received on or before June 3:**

\_\_\_\_\_ **\$95.00 CMGMA Member \***

\_\_\_\_\_ **\$135.00 Non-Member**

**Registration Fee received after June 3 or at the door:**

\_\_\_\_\_ **\$130.00 CMGMA Member \***

\_\_\_\_\_ **\$190.00 Non-Member**

**\*Please note that member rates apply to all office staff attending with CMGMA members. Fee is non-refundable.**

Check Enclosed # \_\_\_\_\_

Credit Card# \_\_\_\_\_

Expiration Date \_\_\_\_\_

\_\_\_\_\_ AMEX      \_\_\_\_\_ MasterCard      \_\_\_\_\_ VISA

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Are you a new CMGMA member? \_\_\_ Yes \_\_\_ No

Is this your first CMGMA meeting? \_\_\_ Yes \_\_\_ No

For further information, please call Lori or Kristin at the  
CMGMA Executive Office: 860-243-3977  
or email [info@cmgma.org](mailto:info@cmgma.org).