

## POWER IN PARTNERS

The Okanagan's Premiere  
Business Event

Oct 30th, 2012

PowerInPartners.com

## News Release

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### REGION'S TOURISM ORGANIZATION PARTNERS WITH OKANAGAN'S PREMIER BUSINESS EVENT

The organization representing the Thompson Okanagan region's tourism industry has thrown its support behind a high-powered conference for business people that will offer incredible presentations along with candid interviews with high-profile guests – from a three-time world fitness champion and radio and TV personalities, to experts in the science and psychology of business transformation and growth. The conference will explore the truth of their lives that happens behind closed doors – the good, bad, and ugly of their growth and journey.

The Thompson Okanagan Tourism Association (TOTA) is the 'visionary partner' supporting the unique **Power in Partners** conference, to be held Oct. 30 at the historic Laurel Packinghouse in downtown Kelowna.

Conference host Fred Sarkari says **Power in Partners** ([www.powerinpartners.com](http://www.powerinpartners.com)) will provide candid revelations and magic moments for participants, showing them how pursuing more partnerships with others leads to success and, more so, a stronger community in the Okanagan. The conference aims to inspire, educate and help people execute what they learn.

Sarkari – a leadership and management consultant for organizations including Microsoft, BMW, Coca-Cola, and many more – says the full-day-and-evening event will give attendees practical tools for advancing their careers and businesses, and will create a platform for Okanagan businesses to effectively partner up. It will be packed with the kind of valuable information and insights usually only available at high-priced events in major cities, now offered locally for less than \$100.

"If you are in the business world you do not want to miss this event," Sarkari says. "This is where magic hits a live stage. This is not your typical setup of speakers talking on stage. Learn the secrets they don't share with everyone, through candid interviews with our high-profile guests."

Sarkari adds that partnering allows people to advance in ways they can't on their own. To show how this works, at **Power in Partners** he will conduct frank and compelling onstage interviews with the featured speakers to get them to reveal "the good, the bad and the ugly" about their paths to success.

The Oct. 30 conference will also feature a unique networking session where conference participants can interact personally with each of the **Power in Partners** speakers. Sarkari says there will also be a multi-book-launch with new authors in the evening at the conference.

Each business that registers for a table of six at **Power in Partners** will also receive one free entry to an exclusive VIP Red Carpet pre-event to be held on the evening of Oct. 29 at Lindon House in Kelowna. Complete with a real 'red carpet', the evening will include an open discussion by Fred Sarkari's "mastermind group", and participants will be able to discuss their own business strategies. This event is limited to 35 people.

TOTA President & CEO Glenn Mandziuk says Sarkari's dynamic approach and the conference's strong focus on partnerships are the reasons Thompson Okanagan Tourism is supporting **Power in Partners**.

“This emphasis on partnerships fits perfectly with collaborative direction of our new Regional Tourism Strategy for the Thompson Okanagan, developed over the past year by tourism industry stakeholders,” Mandziuk says. “We recognize the tremendous power and value of forming wide-ranging partnerships to advance our tourism industry, and we want to promote the development of this partnership approach in all facets of business and industry throughout our region.”

The TOTA CEO adds. “We are excited to help bring **Power in Partners** to the Thompson Okanagan. We are pleased to support this conference and celebrate this kind of initiatives, because we know it will boost the success of the participants and their businesses – for the benefit of communities and the economy throughout the region.” Mandziuk adds that many parts of the **Power in Partners** conference program will relate directly to tourism businesses.

Featured speakers at the conference will be TV personality Allana Pratt, work addiction expert Dr. Richard Amaral, three-time World Bodybuilding & Fitness Federation champion Mirayh Scott, psychotherapist and corporate transformation expert Derrick Shirley, risk management expert Clinton Rebec, ex pro hockey player Scott Butts, and 2010 Canadian pro-trainer of the year Andrea Thatcher.

Sarkari notes that the support of visionary partner Thompson Okanagan Tourism and the conference’s Founding Partners – Power Concepts Computer Training, Total Office Business Furnishings and Trade Exchange Canada Ltd. – have made the **Power in Partners** event possible. He also thanks: host partners Prestige Hotels & Resorts and Lindon House & Laurel Packing House; food partners The Hungry Chef, Cactus Club Cafe and CupCasions; drink partners House of Rose Winery, Tree Brewing Co., Kootenay Coffee Company, Firestarter Vodka and The Persaud Original; and experience partners Digital Ink, Pinstripe Creative, Orion and the Centre for Arts & Technology.

More information about **Power in Partners**, including a downloadable brochure, is available at [www.powerinpartners.com](http://www.powerinpartners.com).

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**FOR INFORMATION ON THE CONFERENCE:**

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**ATTACHED:**

- Conference brochure for **Power in Partners**
- Photo of **Fred Sarkari**