

ENJOY THE RIDE



FINDING YOUR CAREER PATH

Institute of Management Accounts ~ October 2010

By David Weatherholt

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Outline – Enjoy the Ride

Motivation – Better Than This

- Long Tough Road – Roll With The Punches
- Decision Point – The First Step

Career Search – Find the Right Job

- Research – Occupational Outlook Handbook
- Training – Technical/Sales
- First Business – Entrepreneurial Spirit

Career Pivot – Retraining

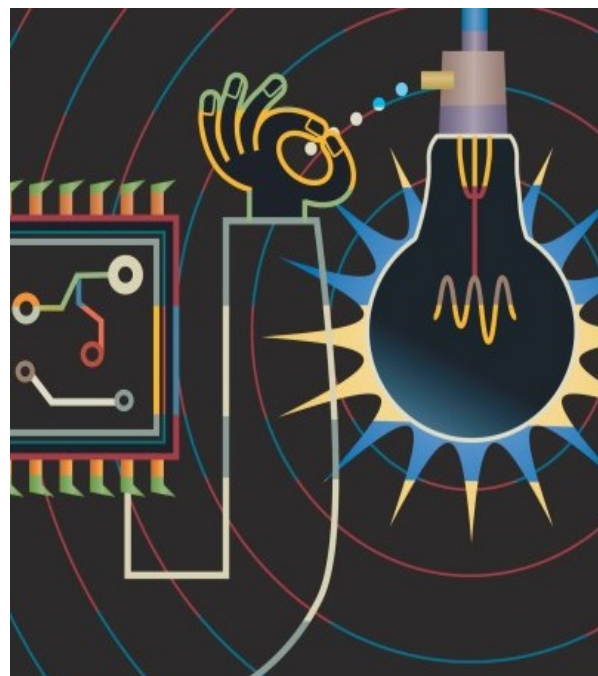
- Wanted in Alaska – Sales Representative
- Back to School - BA Marketing/MBA
- Management Accounting – 10 Years Public Sector

Rebirth - Entrepreneurial Spirit

- Weatherholt & Associates, LLC
- Alaska Professional Sports, Inc.

The Future – What's Next

- My Goals
- Are You Prepared?



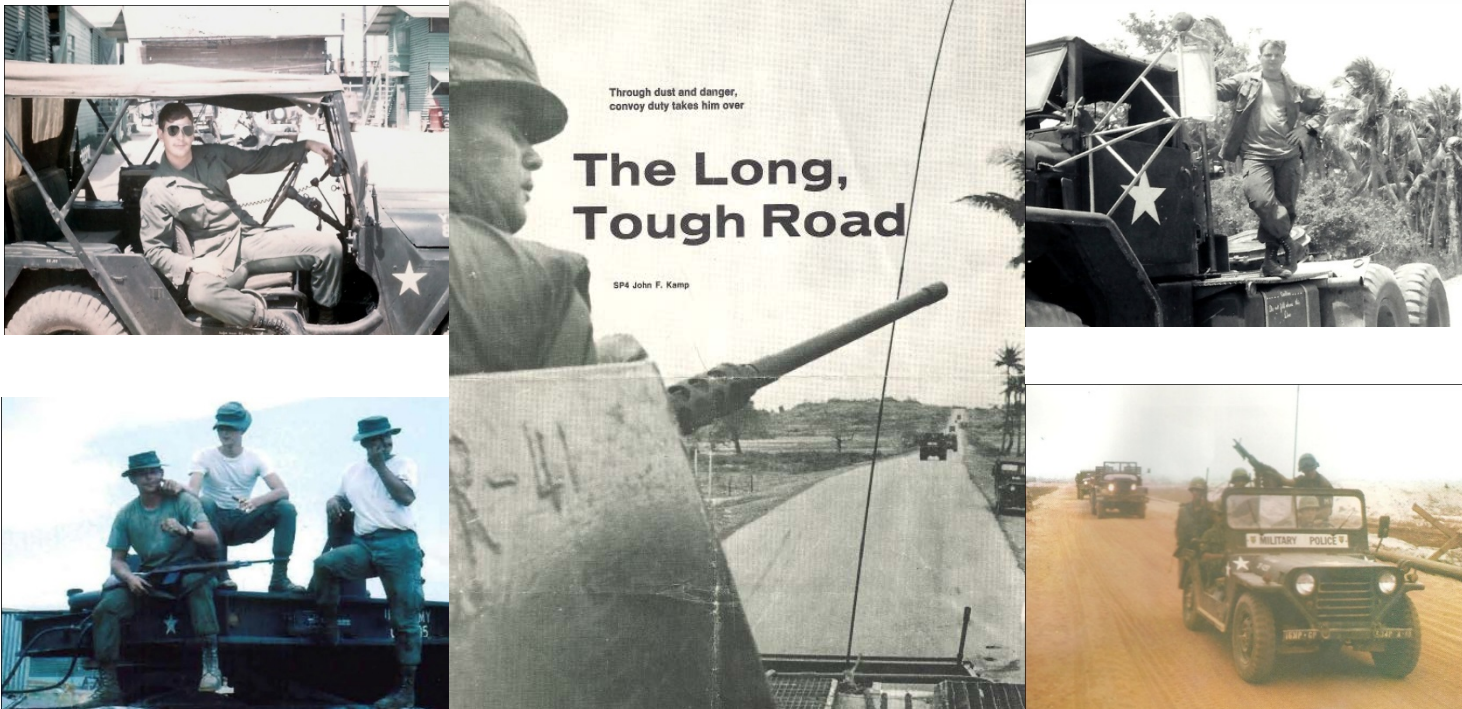
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Long Tough Road – Vietnam

- **11 months 20 days**



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Decision Point – The First Step

- Seattle 1970 – Discharged U.S. Army
- Sacramento California 1971 – The Awakening



Career Search – Find The Right Job

- **Printing Industry 5th Largest Employer - 1970**
 - ✓ Graphic Arts Technician Program
 - ❖ AA Degree
 - ✓ Worked in Printing Production for 2 years



Management – The Place For Me

■ **Management Entry - Sales**

- ✓ Professional Management
 - Series of 4 Quarters - Sales Classes
- ✓ ATA Degree
- ✓ Worked as Printing Sales Representative – 1978
 - Business Forms Printing Company



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First Business - Entrepreneurial Spirit

■ Started First Business

- ✓ Forms Design North West - 1979
 - Graphic Design – Computer Forms
- ✓ Forms Design North West Typesetting – 1982
 - Bought Out Partner Merged Businesses – 1985
 - Closed Business – 1987
- ✓ Ouch! Never Again



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Career Pivot - Retraining

■ Sent to Alaska as Sales Representative

- ✓ Trick & Murray, Inc. – Printing Division
 - Purchased by Corporate Express – 1990
- ✓ Technology Impacted the Printing Industry
- ✓ Went back to College
 - BA Marketing/Accounting – MBA
- ✓ Weatherholt & Associates LLC – 1992
- ✓ Management Accounting – 10 Years Public Sector



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Rebirth – Entrepreneurial Spirit

- **Making My Own Way - 2005**
 - ✓ Full Time Weatherholt & Associates, LLC
 - ✓ Alaska Professional Sports, Inc. – 2006



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The Vision



IMPLEMENTED



Player Development



Merchandise

PLANNED



PLANNED



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Knocked Down- Bounce Back

■ **Get Up Keep Going**

- ✓ Sold Alaska Professional Sports, Inc. – 2008
 - The Sabbatical – Summer Off
 - Caught Up Personal Projects
 - Traveled/Hit the Bike Trails
- ✓ Focused on Weatherholt & Associates LLC



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The New Vision



WEATHERHOLT & ASSOCIATES LLC

Consulting Group



Media Group



Publishing Group



Business/News&Views®

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The Future – What's Next

- **Focus on Core**
 - ✓ Consulting Group
 - Business Planning – Equity
 - ✓ Media Group
 - Syndication of GDTB® Talk-Radio Program
 - 4 Stations
 - Goal 40 Stations
 - ✓ Publishing Group
 - The Art of Business Planning
 - A Wild Ride
 - 2 More Cosmos Books

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Lessons – Enjoy the Ride

Motivation – Career Planning

- Control your fear
- You don't know what is around the next corner
- Develop a plan then take the first step

First Businesses - Entrepreneurial Spirit

- Do what you enjoy
- Keep an eye on the road ahead

Career Pivot - Retraining

- Failure hurts but is not fatal

Rebirth - Entrepreneurial Spirit

- Fear of Regret > Fear of Failure

The Future – Goals

- What if technology or law eliminates your job?
- Do you have a plan B?



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