

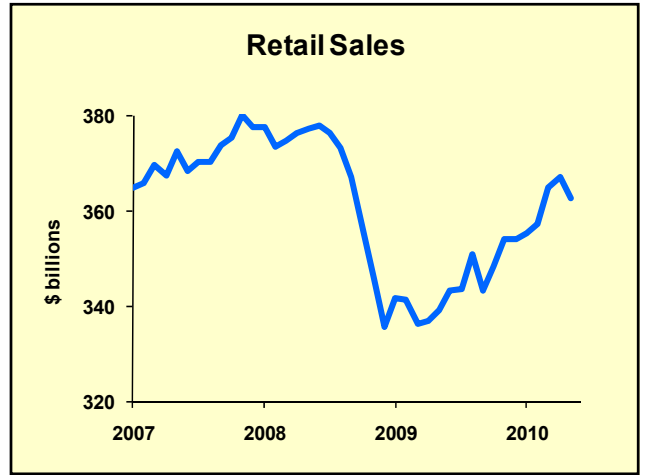
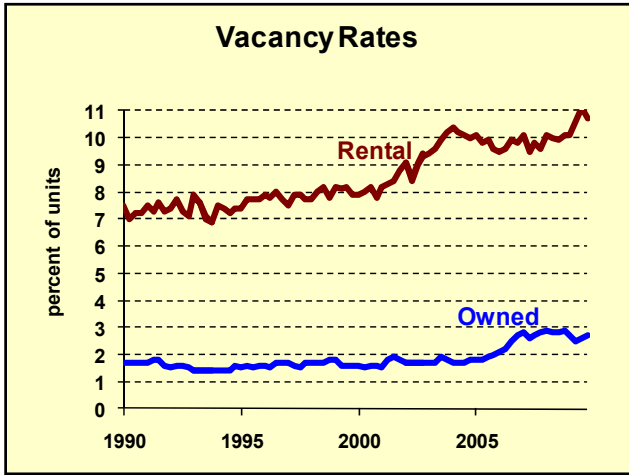
Boom, Bust, Rebound, Build: Thriving in the Current Business Cycle

**Dr. Bill Conerly
for
Tri-State Telecommunications Conference**

July 21, 2010

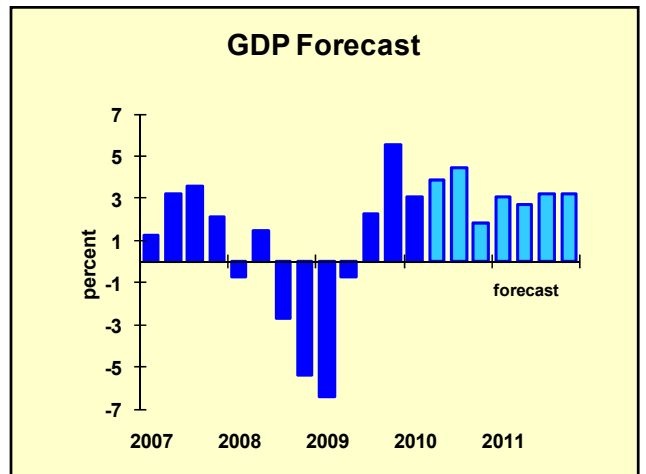
**CONERLY CONSULTING LLC
PO Box 2188
LAKE OSWEGO, OR 97035**

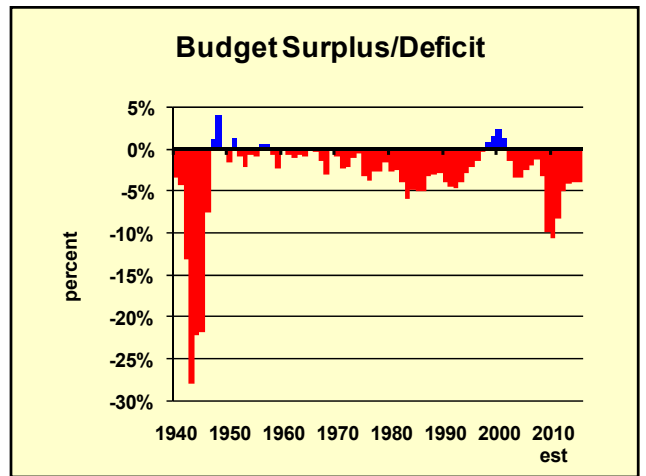
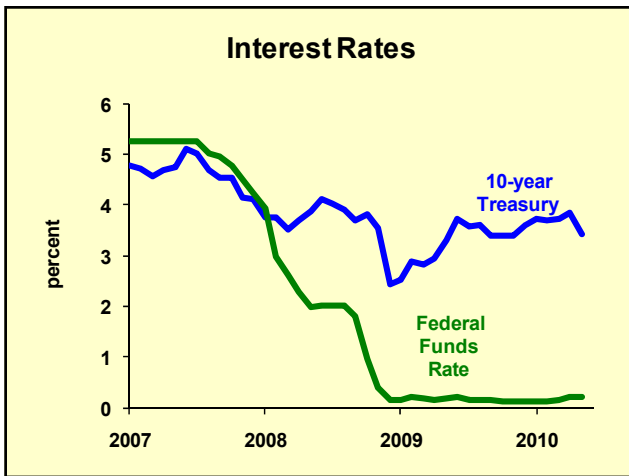
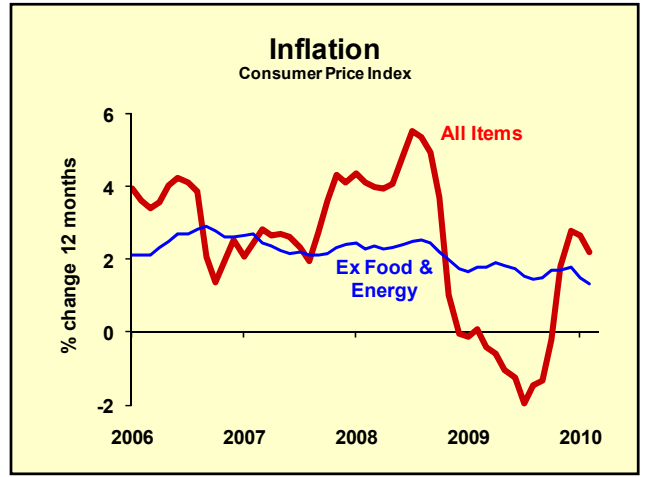
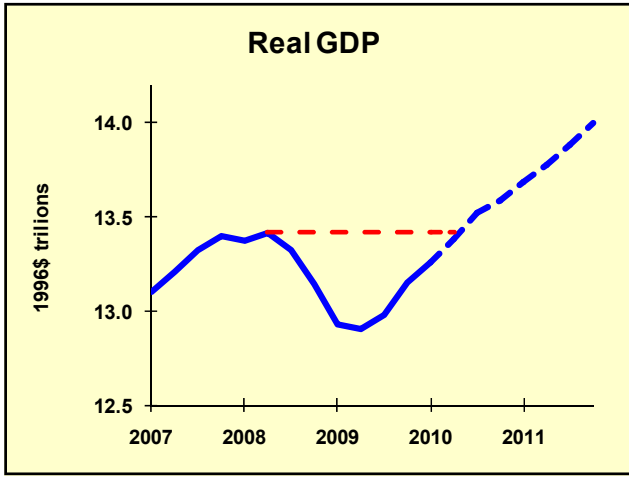
**BILL@CONERLYCONSULTING.COM
503-785-3485
WWW.CONERLYCONSULTING.COM**



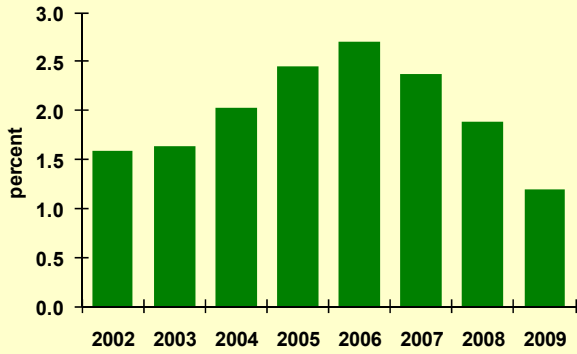
The National Economy in Recovery

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • Consumer Goods • Capital Goods • Exports • Federal Government 	<ul style="list-style-type: none"> • Housing • Commercial Construction • State & Local Government

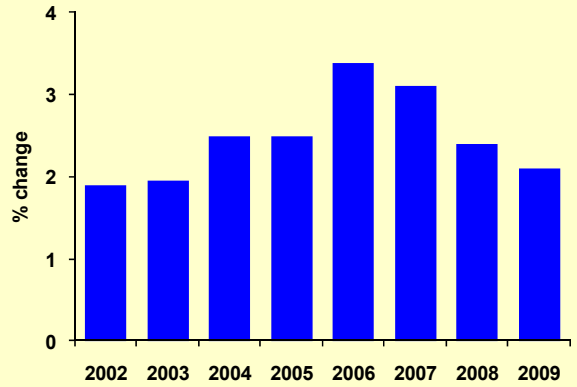




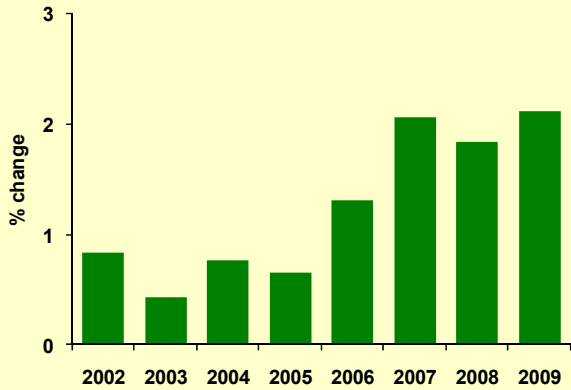
Idaho Population Growth



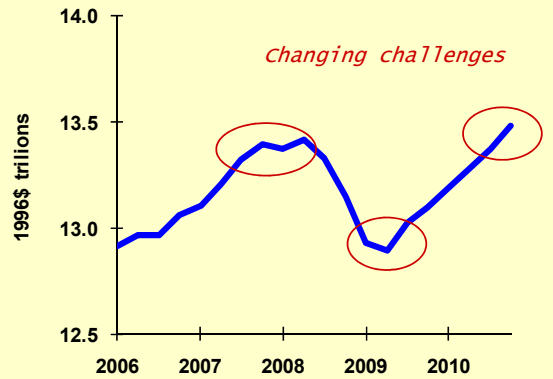
Utah Population Growth



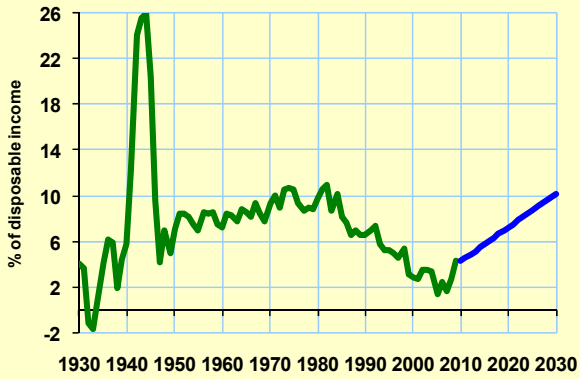
Wyoming Population Growth



Real GDP



Savings Rate



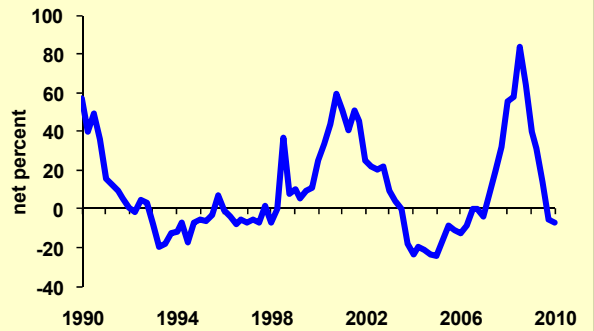
Key Consumer Concepts

- Fear
- Invest
- De-stress

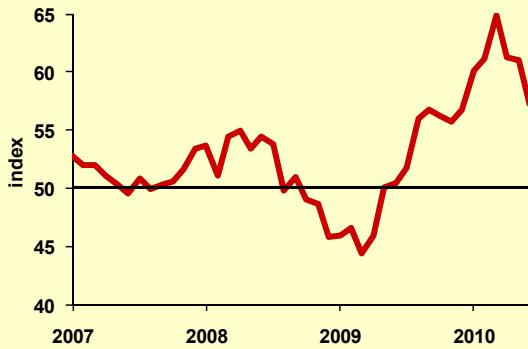
Key Business Issues

- Credit
- Vendor Performance
- Human Resources

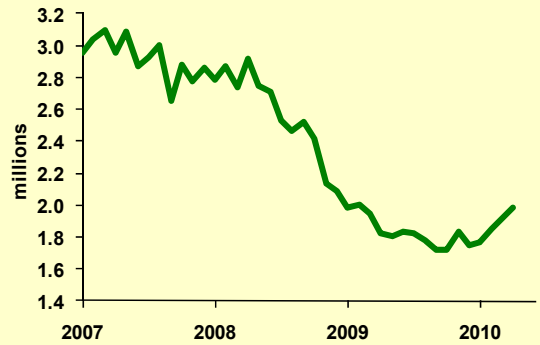
Banks Tightening Credit for Commercial & Industrial Loans



ISM Slow Deliveries



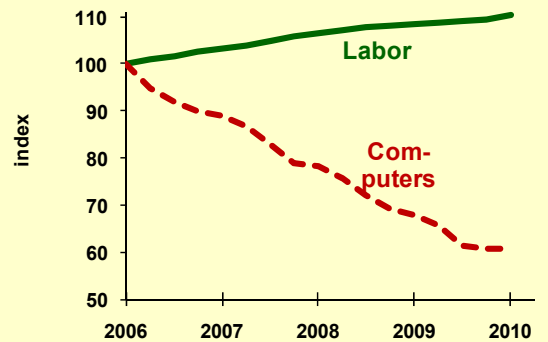
Employee Quits



Technology Issues for Business

- Labor vs. Computer Technology
- Customer Costs and Revenue
- Web 2.0

Cost Trends



Who's Your Good Customer?



Lila

Low volume
Price sensitive
Costly to serve



Bill

High volume
Not price sensitive
Electronic transactions



External wikis for customers

Internal wikis for employees,
vendors, franchises

Social Networking for Business

Examples: Twitter
LinkedIn

Who Do You Need to Connect?
Employees, Franchisees,
Vendors, Customers

Tools: Social Networking Sites
Free Conference Calls
List-serves

An Agenda for the Recovery

No Rising Tide to Lift Your Boat
Help Consumers Reduce Fear and Stress
Manage Your Cash Flow Carefully
Watch Key Vendors
Manage Your Employees Well
Revisit Technology Decisions
Great Service to Your Best Customers
Embrace the Web 2.0 Revolution

Resources

Questions: If you have a question that there was not time for, shoot Bill an email: Bill@ConerlyConsulting.com

Data: Data used in these charts were obtained from government and private agencies. Links to the sources are at <http://www.businomics.com/index.php/resources-for-readers>

Newsletter: The Businomics® Newsletter contains charts with Bill Conerly's comments on the latest data. It arrives monthly via email. To view a sample or sign up for a free subscription, go to www.conerlyconsulting.com/economy.php

Blog: Daily (almost) comments on the economy, investments and business strategy are posted on Bill Conerly's blog, <http://Businomics.typepad.com>.

Article: For a copy of Bill's article, "Business Strategy for the Economic Recovery," send an email to Bill@ConerlyConsulting.com.

Book: *Businomics: From the Headlines to Your Bottom Line--How to Profit in Any Economic Cycle* connects the dots between economics and business decisions. Available for purchase from Amazon, your local bookstore, or www.Businomics.com.

Speeches: Bill Conerly speaks regularly to audiences large and small, combining his sense of humor and common-sense explanations with insights into the current economic news, always connecting the dots between the economy and business decisions. For more information, contact Lynn Robinson at 360-243-0613 or Lynn@ConerlyConsulting.com.