

## BRING THE 2023 TRAITWORKS SEMINAR TO YOUR ASSOCIATION

How often do you have this conversation with your convention committee?



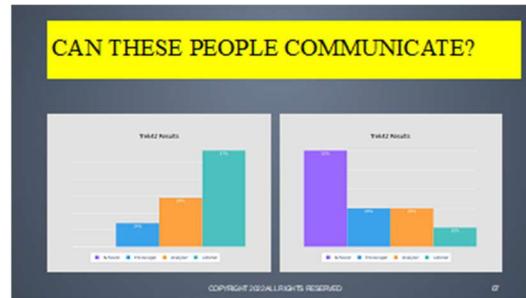
“We need fresh topics.”

“We need to find great speakers at minimal cost.”

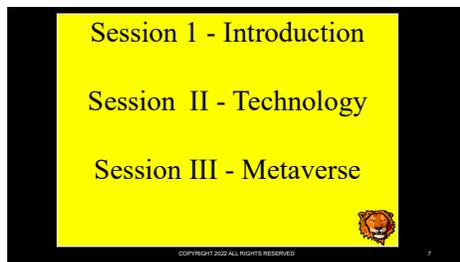
“Anybody got any ideas?” *Traitworks*.

Traitworks is presented by Al Betz, a Court Reporter with 30,000+ hours on the record, and Bob Sherwood, a technology executive, who has worked with more than 60 court reporters as an expert witness for prominent firms such as Google, Facebook, Amazon, Harley Davidson and Toyota.

The significance of applying personality traits to professionalism, communication, and career success cannot be overstated. The court reporting profession recognizes the importance as evidenced by the hundreds of court reporters taking our personal assessment survey, purchasing our study guides, and attending our events.



Our 3-hour presentation designed for court reporters includes sessions on traits, communication, and a session on the future impact of technology on the court reporting profession. The presentation examines how traits effect communication in depositions.



The court reporters will benefit from this timely message, either in person or as a series of Zoom sessions. *Reserve your spot on our 2023 schedule* by e-mailing to [leadership@identimap.com](mailto:leadership@identimap.com) the day and time that works for you.

Sincerely,

Al Betz

Identimap, Inc.

301.471.0498



**IDENTIMAP**

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Mary Kay Howe, Immediate Past President of the Kansas Court Reporters Association, provided us the following testimonial.

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## **KANSAS COURT REPORTERS ASSOCIATION**

Court Reporter Al Betz and former technology executive and entrepreneur Bob Sherwood presented an interesting and engaging presentation to KCRA on the future of technology in court reporting and the contemporary approach to personal traits in business and communication. We recommend Al and Bob's presentation to our colleagues in the court reporting profession.

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