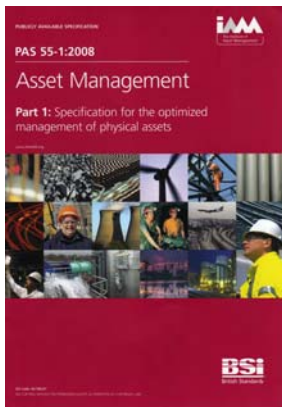


Canadian Venues

Asset Management

Asset Management deals with the entire “life cycle” of the physical assets that are critical to your business. Getting the most from those assets requires a corporate effort that is comprehensive, holistic and cohesive. Traditional functional boundaries are crossed by the various processes such as selection of new assets and the development of failure management policies. Risk management is a corporate interest, not just a single departmental responsibility.

In response to demand for guidance on “how to” do this well, the Institute of Asset Management developed the world’s first specification for Asset Management. Using insights and participation from a broad range of infrastructure industries PAS-55 was born. It was published by the British Standards Institute and has now been submitted to the ISO for eventual acceptance as a new International Standard.



PAS-55 is required in the UK and rapidly gaining voluntary acceptance around the world. Companies are already certified to its requirements in Europe, Asia, Australia and North America. Regulators are “suggesting” it in their jurisdictions and proactive utilities are making progress towards becoming certified.

PAS-55 is perhaps the most important thing to happen in the realm of professional asset management since the industrial revolution. It makes great business sense – it helps companies optimize costs, improve asset performance, improve on safety, enhance environmental compliance and reduce risks. PAS-55 compliance (certified or not) means you can demonstrate to stakeholders that you are managing your assets in the best possible way – you bullet proof yourself from the challenges of those who need assurance you are staying on top of the game.

2 Day Executive Workshop

Conscious Asset Management is presenting a two day workshop for executives in asset intensive industries. It is of particular relevance to utilities in Canada and the USA where PAS-55 is relatively new and not yet well understood.

Who Should Attend

- Presidents / leaders in electric, gas and water utilities
- Vice Presidents / Directors responsible for physical assets and / or their exploitation
- VPs and Directors responsible for Operations / production
- Asset Managers
- Maintenance Managers

Course Logistics

FEES (2010)

All fees must be paid in advance of training. They are quoted in Canadian dollars.

Standard: \$C 2,000 plus 5% GST per participant.

Groups of 3 or more: \$1,800 plus 5% GST each.

The fee includes:

- Course instruction,
- Hard copy of course notes / presentation slides,
- Course preparation exercise (will be discussed on second day of training).

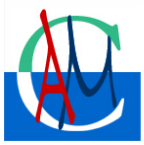
Timing: 0800 to 1600 daily

Locations:

See registration form for list of cities.

Exact location of course will be specified no later than one week before the event.

Registration is done by completing the registration form included on the last page of this document. The appropriate fee is required to be paid in full with your registration. Registration will close on the day before the first day of training for any course. We accept payment by check or credit card (Visa or Mastercard only). If paying by check, please ensure enough time for your payment to reach us before the course begins.



Conscious Asset Management

Confirmation of registration will be sent to you by email upon receipt of payment.

Cancellation is permitted up to 2 weeks prior to the start of class and is subject to a \$300 cancellation fee. After that time, the cancellation fee is 50% of your registration fee. To avoid penalties you are encouraged to substitute another delegate. If, for any reason, the course is cancelled by us, registered delegates will be issued a full refund. We are not responsible for any cancellation costs or penalties incurred by delegates for travel, hotel or other arrangements made by delegates.

Dress: Smart casual is recommended.

Accommodation. Delegates are responsible for their own hotel accommodations and any travel arrangements.

Conscious Asset Management

Managing consciously is all about knowing what choices are being made by an organization. Full awareness of

those choices often explains the direction the company is actually taking, often different from what is desired. Making conscious choice takes the company in the desired direction. It is more challenging than it sounds – many companies fail to get the results they want due to choices made without full or even any awareness.

CAM (www.consciousasset.com) helps organizations to choose consciously and get the results they want.

What results can you expect?

Reduced costs

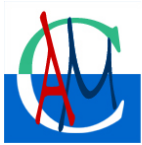
Increased production

Enhanced safety

Enhanced environmental compliance

Reduced business risks (insurance premiums and financing)

Talk to us about how you too can “get conscious”.



Course Registration Form: Canada (Email, mail or fax)

If registering by email please send it to: info@consciousasset.com

If registering by mail please send to: Conscious Group Inc., 25 Grand Forest Dr., Barrie, ON L4N 7E8

If registering by fax please fax to: 647-439-1582

Registration Form

Please indicate your choice of course venue:

Toronto, Ontario, Canada (9 – 10 Feb 2010) Comfort Hotel Airport North.

Edmonton, Alberta, Canada (23 – 24 Mar 2010) Venue TBD

Halifax, Nova Scotia, Canada (4 – 5 May 2010) Venue TBD

Please register the following delegate(s) for the 2-day PAS-55 Asset Management Workshop:

Delegate Name(s)	Title

Your name and title: _____

Company name: _____

Address: _____

Telephone: _____

Email: _____

Method of payment: (Registrations are not confirmed until after receipt of payment.)

Credit Card (complete details below)

Cheque/check payable to Conscious Group Inc. (send this form with your payment)

Purchase Order # _____ Dated: _____ (we will invoice)

Applicable Fee:	Number of delegates	Extended fee:
Individual: \$2,000 plus 5% GST = \$2,100 each	X (2 max)	=\$C
Group of 3 or more: \$1,800 plus 5% GST = \$1,890 each	X (3 min)	=\$C

I authorize the above payment to be charged to my credit card.

Card number (Visa or MasterCard only): _____

Name on Card: _____

Expiry Date: ___/___ Security Code: _____ Billing Address for Card: _____

Signature: _____ PRINT NAME: _____ DATE: _____