

# Adventurous Times

By  – Mike Waite

Summer - 2004

## Our Mission

On January 1, 2002, Maximum Adventures LLC began its quest in offering a unique approach in event planning, direction, and management. Our expertise is in plan development, plan execution, and event execution, while offering a non-traditional view of traditional events. We plan, direct, and customize corporate and organizational events, outings, programs and travel. We'll lead each group in a positive, yet definitive and decisive manner. We'll organize each detail, from beginning to end, with the intention of addressing all of the possible "what-ifs" prior to their surfacing. And, we'll negotiate the best possible deals from each of our service providers, on our customers' behalf. Make your next meeting or event a .....  
.....Maximum Adventure.

## Please Welcome

We are pleased to announce and introduce the newest member of the Maximum Adventures team, Karen Almond. She brings a vast wealth of experience and expertise to our event management efforts and will be our primary Project Manager. Thanks for joining the team, Karen.

## 1114<sup>th</sup> Signal Battalion



Directorate of Information Management

## Information Technology Leadership Conference

May 5<sup>th</sup> – 7<sup>th</sup>, Maximum Adventures LLC facilitated a unique off-site event for the US Army (DOIM) Directorate of Information Management senior leadership personnel from Fort Hood, Texas. The focus of this conference was the difference between leadership and management, along with promoting success through improved communication skills and sense of team.

Personality assessments were offered by Denise Altman, from The Altman Initiative Group, prior to the conference, and evaluated during the opening session of the conference. This set the tone, and attendees learned and discovered their personality traits, along with those of their

peers, superiors, and subordinates. This proved useful in communication exercises and in planning a communication route with other personnel.

After a sound night of social, recreational bonding, we hit the ground running on day two, with team building exercises and a dynamic, inspirational presentation by Randy Snow, one of the most successful Olympic wheelchair athletes in US history. In fact, since our conference, Randy has been inducted into the US Olympic Hall of Fame. For more information on Randy and his company NoXQS, please visit his website: [www.randysnow.com](http://www.randysnow.com)

Two presentations were offered by retired US Army Generals, MG (retired) Frank Miller, Jr. and MG (retired) Pat Cavanah. The continued focus was on the difference between leadership and management. Their presentations, based on distinguished military and corporate careers, were not only insightful and informative, but exceptionally delivered in a light that connected with our group dynamic.

Finally, we were graced with "The Closer", Mr. James Lucas, decorated author, and president and CEO of Luman Consultants International, Inc., to bring it all together.

The immediate feedback was tremendous:

The conference has exceeded my expectations. It was evident that a lot of thought and planning took place to make this one of the most insightful conferences I have attended. Thank You for letting me be a part of this....

I do believe this needs to be opened to the organization as a whole, to provide everyone with a better understanding of our role to DA.

Getting away from the work environment – seeing our peers and supervisors in a different light – finding out everyone is really human – I would recommend this type of conference to every unit!

Other units could well benefit from such a conference.

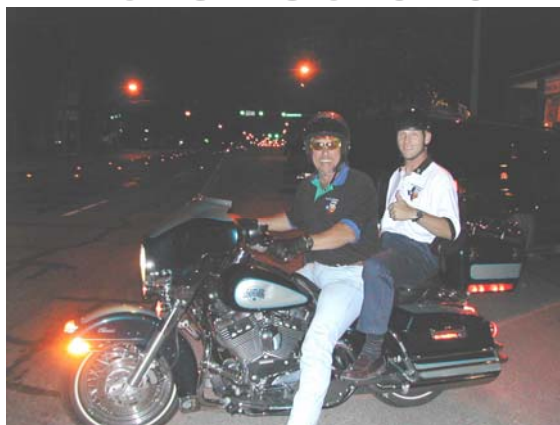
I've already put some information to use. Can't say more than "it was great".

It taught me about more about myself, leadership, and my peers.

THE INFORMATION RECEIVED AND EXCHANGED HAS ALREADY HELPED. I THINK THAT BEING A PART OF THE OFF-SITE HAS GIVEN ME THE INSIGHT AND THE COURAGE TO DEAL MORE OPENLY ABOUT PROBLEMS AND CONFLICTS WITH MY CO-WORKERS.



**The DOIM Crew 5-7-04**



**Bike Week in Fredericksburg?**



**The Yellow Team takes the Gold**

## **TEAM BUILDING IN A FAMILY BUSINESS**

**A program to build team knowledge and understanding of what must be done to achieve and insure future Success**

Answering the needs of financial planning specialists, dealing with the dynamics of successful family owned business leaders, Maximum Adventures has developed a unique program. While continuing to offer a non-traditional view of traditional events, with the intellectual property of industry leaders, we're offering a solution that highlights improved communication and awareness of team. Our goal is to maximize the business potential and member equity within the team family and its business by enhancing their ability to work as team and communicate within every changing environment. Ultimately, the family sees the power and strength of forming a well-functioning and strategic family council to actively participate in succession planning.

**AWARENESS OF CHANGE  
(TEAM + COMMUNICATION)**

**=**

**ACTIVE FAMILY COUNCIL**

For more information on this program, please visit the website (soon):

[www.maximumadventures.com](http://www.maximumadventures.com)

## The Matthews Chamber of Commerce Seminar Series

Maximum Adventures recently participated in the third seminar in the Matthews Chamber of Commerce 2004 Seminar Series, entitled "Marketing and Networking for Business". The three speakers for this session were:

Mike Waite, Maximum Adventures – **"Your Most Effective Marketing Machine ..... Customers & Employees"**–  
The focus of this discussion was the retention of customers and employees, why this is important, how it relates to marketing, how to offer specific programs to meet these goals, and success stories.

Karen Rogers, from The Vinings Apartments - **"Strategize .... Ideas to Maximize Your Marketing Efforts."** -  
Featured several different reasons for marketing and each will have a mini marketing plan attached, with plenty of examples.

Anthony Finger, Lamp Publishing Inc. – **"Referral Based Sales.....The Golden Goose"** –  
The focus of this discussion was the Referral Mindset vs. the Sales Mindset. We'll discuss what is a referral, how to get a steady flow of qualified referrals, how to be a compelling referral partner, and an example of Sales Revenue based upon referral based sales. Also we will develop a "Referral Process" to follow with a simple exercise to illustrate this process.

A full crowd of thirty attended this luncheon seminar, held at Raucchi's in Matthews. The food was great, as well as the feedback and response. Thank you for the support!!

## The Fourteenth Annual Waite Challenge

Details coming soon, as we add events, entries, and excitement to an already proven competition. **The dates this year are October 29<sup>th</sup> and 30<sup>th</sup>.** Last October, on October 17<sup>th</sup> and 18<sup>th</sup>, we renewed the greatest athletic competition in the region, The Waite Challenge. What started out as a reunion function amongst friends with long Charlotte ties, has grown into one of the most anticipated events in town, with a barroom cult status bar none. Reigning champ, Bill Powell, got his first shot at defending the coveted trophy and title..... Mission Accomplished Champ!! That's right, he defended with poise.....and luck. Way to go, Billy, our 2003 Champion.

This years events:

- 3-mile run
- Soccer Kick Competition
- Basket Shooting Competition
- Punt, Pass, and Kick
- Homerun Derby (Softball)
- Wheelbarrow/Cinder Block run
- 50-yard dash
- Throwing accuracy competition
- Golf
- Putt-Putt
- Bowling
- Darts

**That's 12 events in roughly 24 hours!!**



Tom Mann with a load of cinder blocks.



Bill Powell stares at one of his 6 homers.



Chip Schachner carrying blocks to the cart.

**And the 2004  
Champion will  
be.....**

## The Fifth Annual Symposium Information Security and Privacy Hosted by UNC Charlotte

On October 13<sup>th</sup>, for the second year in a row, we will be facilitating and directing the security symposium at UNC-Charlotte. Last year, on October 15<sup>th</sup>, we facilitated the fourth annual, 2003 Fall UNC Charlotte Symposium On Information Security and Privacy, on the campus of UNCC. The symposium features some of the most prominent names in the IT industry and focuses on how best to insure information technology security and privacy, hot issues in the real world today. There is already an impressive list of speakers and topics, with further commitments expected soon.

Confirmed speakers are:

- Dr. James A. Whittaker of Florida Institute of Technology
- Dr. Whitfield Diffie, Chief Security Officer, Sun Microsystems
- Mr. Brad Ipema, Attorney, Wachovia Bank
- Mr. Al Decker, Director of EDS Security and Privacy Services
- Rebecca Whitener, Director of Privacy Services, EDS
- Dr. Wynn Mabry, Homeland Security, Mecklenburg County
- Mr. Tony Marino, Secret Service
- Dr. Kevin Kealy, AT&T
- Mr. Tom Fisher, CIO, Qualcomm
- Mr. Ed Paradise, Vice President and General Manager for Mobile Wireless Group, Cisco

For more information on the symposium, please visit the following website:

<http://www.coit.uncc.edu/symposium/2004/site/index.cfm>



The 3<sup>rd</sup> Annual Mayfest was held on May 15<sup>th</sup>, at Miracle Acres, which doubles as the Waite household and farm in Midland, NC. We had a wonderful day of music, food, beverage, fun, and fellowship, all in the name of charity. The music started about 2:00 p.m. and continued into the night until around 1:00 a.m. This year's lineup offered a diverse sound, starting with the youth movement, "The Prevalent Heroes", followed by the southern rock sounds of our good friends from "Indian Sunburn", in the afternoon. The early evening show started with "Bessie Mae's Dream", an exceptional jam band, transitioned into a unique sound from Richmond, "Eleventh House", was broken up by an Irish dance exhibition by Mimi and Catie Waite, and was brought home in the twilight by the host band, "Matone".

The show was exceptional, the food as abundant and tasty, beverages were donated by Red Oak Beer and Pepsi, and at the end of the day, we were able to make a nice donation to "Hospice at Charlotte".

## AFMO CONUS Spectrum Management Conference

May 24 – 27, 2004, Maximum Adventures assisted in the facilitation of a national conference for the Army Frequency Management Office (AFMO). Roughly 200 attendees were able to attend a topical conference with a distinguished list of speakers for three days, and enjoy the delightful surroundings of downtown San Antonio, Texas. The conference was a grand success, as our sponsors, M/A-COM, ICOM, and TCI, were able to reach quality and quantity contacts in a social setting before sessions, during breaks, during hospitality, and in the evening.

We're currently working on next year's conference.

## AFCEA Tech Show Golf Tournament

On June 4<sup>th</sup>, AFCEA, the Armed Forces Communications and Electronics Association, hosted its Tech Show at the Fort Hood Officer's Club. The show was well attended by military personnel and information technology exhibitors were able to display their products and services. After this half-day event, we hosted a social evening for the vendors at D-Diamond-D Ranch, a wonderful festive setting in the country. I must say a good time was had by all, even though we were threatened by high winds and a Texas storm. Food, BEVERAGE, and cover protected us from the elements.

On Saturday, June 5<sup>th</sup>, we hosted the annual golf tournament to raise money for the AFCEA scholarship fund. The storm and threatening skies affected the turnout, but those that attended had a wonderful day, hosted by Clear Creek Golf Course at Fort Hood.



## Whitewater Rafting The Upper Gauley

In September (we're working on the dates), we are leading a group to West Virginia for some of the most intense whitewater rafting known, The Upper Gauley River. The U.S. Army Corps of Engineers release the waters of The Summersville Dam for 22 days of commercial rafting, and we'll be there for it. This has been rated as the 2<sup>nd</sup> most difficult rafting trip in the U.S. and the 7<sup>th</sup> most intense in the world. I've gone once before and am excited about a return trip. The actual rafting will take place on a Saturday, and we'll likely stay an additional night for camping. Let me know if you're interested or if anyone you know is interested.



Facts: Each fall, Summersville Dam opens wide to unleash this "Beast of the East." Over the next 22 days of high adventure and fun, thousands of gallons of water per second begin their roaring, pounding journey to the sea...dropping 650 feet over 26 miles, thundering and frothing over thousands of boulders, and creating steep drops, massive holes and colossal waves. The Gauley offers more than 100 major rapids, 56 of them Class III-V+.

### 2004-2005 - Schedule of Events

**August 20, 2004** Delta Sigma Phi Foundation Golf Tournament  
Olde Sycamore (Mint Hill), NC

**September, 2004** Whitewater Rafting – The Upper Gauley River  
Fayetteville, West Virginia

**October 13th, 2004** Fifth Annual IT Security and Privacy Symposium  
Charlotte, North Carolina – UNCC

**October 21, 2004** AFCEA Tech Show  
Fort Hood, TX (Kileen)

**October 23, 2004** Olympic HS Athletic Department Fund Raiser/Golf Tourney  
River Hills, SC

**October 29 & 30, 2004** Fourteenth Annual Waite Challenge – "WC2004"  
Charlotte, North Carolina

**November 13, 2004**  
Glory Days Challenge/WBT  
Charlotte, NC

**November, 2004** Computer Empowerment Awards Night  
Charlotte, North Carolina

**January 22, 2005** Dowd YMCA – Outreach Challenge  
Charlotte, North Carolina

**Spring, 2005** Advantage Golf Charity Golf Tournament  
Charlotte, North Carolina

**May 14, 2005** Fourth Annual Mayfest  
Midland, North Carolina

**May 16 - 20, 2005** AFMO CONUS – Spectrum Management Conference  
San Antonio, Texas

**I'll see you in a couple of months!!**

*Michael E. Waite*

*Maximum Adventures LLC*