

Expert outlines keys to business management

By KRISTY NICHOLS

MORE than 40 local business and community representatives gathered at Wagga Commercial Club yesterday for the Wagga Business Luncheon.

Hosted by the Wagga branch of the Australian Society of Certified Practising Accountants (CPA), the luncheon featured a presentation by international business expert and retired United States Brigadier General, Ronald Carey.

Brig-Gen. Carey is an Associate Professor of Marketing at the Our Lady of the Lake University in San Antonio, Texas and has toured the Asia-Pacific region speaking on marketing warfare and leadership strategies.

Introducing himself as "Star" Carey, the Brig-Gen. spoke for more than 30 minutes at the luncheon on the topic Command Leadership.

Speaking to a captivated audience, he said one of the most important issues in business management was employee orientation.

"Do you bring your folks in, do they feel part of the organisation?" he asked.

"Listen to how long it takes them to say 'we' when they refer to the organisation you will know."

Brig-Gen. Carey said it was also neces-

sary for a successful business to set clear objectives.

"People have a finite amount of money to spend and so the enemy is not just the nearest competitor, it is everybody out there.

"But when you try to have competition within an organisation, the enemy becomes the person inside."

He said he believed the experience of travelling to meet business people was the best way to learn about business.

"I became interested in marketing because it is the only part of business that makes money," he said.

"And there is nothing like going to a country and seeing what happens there."

Brig-Gen. Carey said he was eager to return to Wagga following the warm welcome he received during a visit to the city two years ago.

"It's the people here, it's an energetic and dynamic city, it's the real Australia," he said.

"In the future, I will probably return to Australia every other year, it has made such a favourable impression."

Brig-Gen. Carey travelled to Australia with 12 United States university students as part of an Horizon International Study Tour, which also included a trip to Canberra and Sydney.



GUEST SPEAKER: Ronald "Star" Carey spoke at the Wagga Commercial Club in Wagga yesterday before an audience of more than 40 local business and community representatives.