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CWI to bring Disney's professional development program to Boise

BOISE — The Disney Institute's full-day professional development program, "Disney's Approach to Business Excellence," will come to Idaho next month.

The event, scheduled for March 11 at the Double-Tree-Riverside Hotel in Garden City, is designed to give area professionals an opportunity to "experience the business behind the magic," and is sponsored by the College of Western Idaho and the Center for Workforce Development.

Cost is \$399 per person, or \$1,895 to reserve a table of five.

"These are turbulent times for the business community," Marilyn Martin, director of the Center for Workforce Development, said. "Bringing Disney and its proven business strategies to Boise is one way we're working to help local organizations grow and prosper."

The program will teach easily adaptable strategies and practices that have been a part of the Disney Company for more than 80 years. Topics include Disney's approach to leadership excellence, people management, quality service, brand loyalty and inspiring creativity.