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**DISNEY INSTITUTE BRINGS PROFESSIONAL
DEVELOPMENT PROGRAM TO DALLAS
Registration Opens June 1, 2009; Closes July 15, 2009
Evite <http://www.wdwinv.com/files/2009/di/keys/KeysDallas/KeysDallas.html>**

**Attendees receive 18 continuing education credits for accounting
medical & human resource professionals**

**Sponsored by SCRIMP, LLC, the “Disney Keys to Excellence” will explore
the topics of leadership, management, service and loyalty**

DALLAS-FT WORTH, TEXAS (June 21, 2009) – Disney Institute is bringing its renowned professional development program, the “Disney Keys to Excellence,” to Southern Methodist University Campus Cox School of Business James M. Collins Center on July 21, 22 and 23, 2009. Sponsored locally by SCRIMP, LLC, the three-day seminar will give area professionals an opportunity to experience the business behind the Disney magic – proven strategies and best practices that are easily adaptable to their organizations.

“This is the only program that Disney Institute brings to the local business community,” said George Aguel, senior vice president for Walt Disney Parks and Resorts, who also leads the Disney Institute.

“Participants from the **Dallas Fort Worth Metro** area will discover Disney practices that they can incorporate into their own businesses. These strategies and tactics have been proven successful for more than 50 years.” Disney Institute programs are unique in the world of training.

“What makes the Disney learning experience so different and meaningful is that we don’t simply teach theory,” said Aguel. “We give participants an ‘insider’s look’ at business philosophies that have helped Disney to consistently rank as one of the world’s most admired companies and brands. Engaging content is presented in an entertaining fashion and provides participants with tools that can literally transform their organizations.”

The **three-day** “Disney Keys to Excellence” program is detailed at www.myceuniversity.com/agenda. **Program registration is \$1300 per person, including tax, and \$2050 per person, including three nights of accommodations. All course materials with continental breakfast, lunch and snack are** Included in the program registration fee. **Continuing education credits are offered for registration in professional fields. The program is also accredited by numerous professional bodies, including the American College of Healthcare Executives, Human Resource Certification Institute, National Association of State Boards of Accountancy and the Annenberg Center for Health Sciences. For more information about Disney Institute, call 407/566-2620, or visit www.disneyinstitute.com.** . For more information or to register, call **214.489.5461**

*Since the premiere of its first professional development program in 1986, millions of business leaders have attended Disney Institute programs. Today, that portfolio has grown to encompass a wide range of workshops, presentations, behind-the-scenes tours and fully customized programs. Programs are available at Disney Resort Destinations around the world or can travel to client sites. **They are also accredited by numerous professional bodies, including the American College of Healthcare Executives, Human Resource Certification Institute, National Association of State Boards of Accountancy and the Annenberg Center for Health Sciences. For more information about Disney Institute, call 407/566-2620, or visit www.disneyinstitute.com.***

Scrimp, LLC is a Texas Limited Liability Company hosting the Disney Institute Keys to Excellence Program in Dallas and Houston with a contract with the Disney Institute. The company was founded in 2004 to market a board game for financial planning.