



# FORTUNE SMALL BUSINESS GROWTH SUMMIT

OCTOBER 21 – 22, 2008  
ATLANTA, GA

LEARN HOW TO GROW YOUR COMPANY

featuring...

REGISTER TODAY:  
[www.gazelles.com](http://www.gazelles.com)



## TOM PETERS Going Global, Getting Lean

CALLED THE UR-GURU OF MANAGEMENT BY *FORTUNE* AND THE FATHER OF THE POST-MODERN CORPORATION BY *THE LOS ANGELES TIMES*

Author of: *In Search of Excellence*; *Thriving on Chaos*; *Liberation Management*; *The Professional Service Firm 50*; *The Brand You 50*; *Reimagine!: Business Excellence in a Disruptive Age*; *The Pursuit of Wow!*; *The Circle of Innovation: You Can't Shrink Your Way to Greatness*; *The New World of Wow!*

Twenty-six years after launching a management revolution, business iconoclast Tom Peters remains an irreverent, forceful voice inspiring people to change the face of business. *FORTUNE* compares him to Ralph Waldo Emerson, Henry David Thoreau and H.L. Mencken. Constantly railing against the status quo, Peters dares us all to become champions for change and reinvention. Leadership guru Warren Bennis, the only person close to both Tom and the late Peter Drucker, told a journalist, if Peter Drucker invented modern management, Tom Peters vivified it. Since the seminal *In Search of Excellence*, Peters has penned several other volumes, his newest is *The New World of Wow* (August 2008).

**Re-imagine: Business Excellence in a Disruptive Age.** The dramatic forces at work, from changing technologies and demographics to the rise of China and India and the profound effects of a new corporate risk profile provides the background for Tom's how-to for creating perpetually adaptive enterprises ready for anything, prepared to turn on a dime. The very metabolism of the enterprise must be altered.

**Peters discusses:** Race way, way up the value-added curve (providing game-altering solutions rather than services, experiences rather than transactions, and more); Discovering Ripe & Enormous Markets: Women, Boomers & Geezers; Weird, Wondrous & Entrepreneurial Talent engaged in Wow Projects; Metabolic Leadership — Passionate-Radical Leaders who instill a Discipline of Execution, a Quick Tempo-Adaptive Culture and an appetite to Eat Radical Change for Breakfast.

[Click here to view the one page plan of "Tom Peters"](#)



## ANNIE MCKEE Emotional Intelligence

FOUNDER, MANAGING DIRECTOR, TELEOS LEADERSHIP INSTITUTE

Author of: *Primal Leadership*; *Resonant Leadership: Renewing Yourself and Connecting with Others through Mindfulness, Hope and Compassion*; *Becoming a Resonant Leader*

Emotional Intelligence is one of the most important determinates of executive success — and one of the main reasons careers derail. As co-author of the international best seller *Primal Leadership* with Daniel Goleman (author of *Emotional Intelligence*) and Richard Boyatzis; and author of her latest best-seller *Becoming a Resonant Leader* (co-authored with Richard Boyatzis and Fran Johnston) all of these works speak to the business case for developing emotional intelligence in leaders and for creating vibrant, focused, resonant organizations. Annie and her colleagues also co-authored two articles for the *Harvard Business Review's* December 2001 and April 2002 issues. Annie also serves on the faculty of the Graduate School of Education at the University of Pennsylvania and teaches at the Wharton School's Aresty Institute of Executive Education. She is also Founder and Managing Director of the Teleos Leadership Institute, an international consulting firm serving leaders of Fortune and FTSE 100 businesses.

[Click here to view the one page plan of "Annie McKee"](#)



## SAM WYLY

DESCRIBED BY *FORTUNE* MAGAZINE AS "ONE OF THE MOST, IF NOT THE MOST, SUCCESSFUL POST-WAR ENTREPRENEURS" IN AMERICA

Author of *1,000 DOLLARS AND AN IDEA: Building Companies and a Billion-Dollar Fortune*

Listed as one of the 1,000 wealthiest people in the world, Wyly has blazed a brilliant entrepreneurial path that made him a million dollars at the age of 30. In 1963, after successful sales positions with IBM and Honeywell, he founded University Computing Co., which he took public in 1965. Though he was battling the behemoth of IBM, over the next four years he earned his investors a 100:1 return. He'll share how his bold entrepreneurial spirit, respect for the customer and understanding of markets also led him to successfully: co-found Earth Resources Co., an oil-refining and silver-mining operation, and sell it 13 years later at the top of the market; purchase the Bonanza Steakhouse chain, and expand it from 20 locations to over 600; create Data Transmission Company (DATRAN) and take on the mammoth AT&T telephone monopoly; co-found Sterling Software, and sell it to Computer Associates for \$4 billion; purchase the small arts-and-crafts chain Michaels, expand it to more than 900 stores and then sell it for \$6 billion, yielding the 1984 Michaels IPO investor a 60:1 return; co-found hedge funds Maverick Capital & Ranger Capital; and found Green Mountain Energy, today the largest provider of cleaner energy in the U.S.





## TOM STEMBERG

FOUNDER, STAPLES

As a venture partner at Highland Capital Partners and the founder and former CEO of office-supply powerhouse Staples, Tom shares his deep understanding of entrepreneurs, new markets, and product innovation. As the concept of innovation has taken center-stage over the last year, companies across every industry continue to recognize the transformative, rejuvenating effects of this newly defined core business growth engine. As such, the new innovation paradigm, mandated largely by an increasingly flattened world, is impacting everything from business process, to business product

Tom pioneered the office superstore industry when he founded Staples in 1986. Serving as CEO of Staples for sixteen years and Chairman for three additional years, Tom propelled Staples' business growth through store expansion programs, a delivered office products business, growing international presence, and award-winning e-commerce operations ultimately creating a \$14 billion company. Tom also founded ZOOTS, one of the country's leading dry cleaning companies, as well as Olly Shoes, a leading children's shoe retailer. Under Tom's leadership at Highland, he has injected growth into the retail industry and now provides his sought out expertise to entrepreneurs to build successful start-ups. He currently serves on the boards of Blue Tulip, CarMax, Inc., IMO, Lululemon Athletica, PETsMART, Polycom, Inc., and the NASDAQ Stock Market, Inc.



## GUY PARSONS

### Getting Lean Everywhere

FOUNDER, VALUE STREAM SOLUTIONS

In order to be competitive locally and on a global scale, your organization and processes must be running smoothly and efficiently. Lean, the preferred process used by Toyota to dominate the global automotive market, is making its way into all aspects of not just manufacturing but service organizations as well. With Lean you can see a doubling of productivity in areas like call centers and accounting in a matter of months.

Guy C. Parsons is the founder of Value Stream Solutions ([www.valuestreamsolutions.com](http://www.valuestreamsolutions.com)). In this role he provides lean consulting, leads Value Stream Mapping workshops and delivers educational presentations on lean principles. At the Lean Enterprise Institute, Guy's role was to develop the program for the annual Lean Summit. He worked closely with Jim Womack in developing and managing research projects, educational materials, seminars, and building a network of lean thinking leaders in industry. Guy worked closely with Mike Rother and John Shook to produce *Learning to See*, a powerful tool used to guide cohesive lean transformation activities.

Prior to joining the Lean Enterprise Institute, Guy was President of Merlin Metalworks. Merlin is a small high-end titanium bicycle frame builder that Guy purchased and transformed from a batch and queue operation to single piece flow. Before his introduction to lean thinking, Guy was VP Corporate Development for the CML Group, a holding company consisting of Nordic Track, Nature Company, Boston Whaler and several others. He has also worked as a consultant for Bain & Company and for a venture capital funded start-up in the furniture industry. [Click here to view the one page plan of "Guy Parsons"](#)



## THOMAS TRAVIS

### Doing Business Anywhere: Going Global

MANAGING PARTNER, SANDLER, TRAVIS & ROSENBERG, P.A.

Author of: *Doing Business Anywhere: The Essential Guide to Going Global*

Thomas Travis is the managing partner at Sandler, Travis & Rosenberg, P.A., a leading international trade and customs law firm. He serves as chairman of Sandler & Travis Trade Advisory Services, which provides management services on customs compliance and security matters for global companies. The firm has offices throughout the United States and in Canada, Asia, and South America. For more than thirty years he has advised multinational corporations and governments on global trade issues and represented their interests before the World Trade Organization (WTO), the World Customs Organization (WCO), the U.S. Congress and federal agencies, and the revenue and customs services of many nations. Mr. Travis is widely recognized as a leading authority in the complex and highly technical world of international trade. He possesses extensive knowledge on subjects such as classification, valuation, and origin of imported merchandise, preference systems, and free trade agreements between the United States and its trading partners. He is a distinguished speaker on topics ranging from international business ethics and social responsibility in sourcing to technical aspects of free trade agreements and import/export law. He is a widely recognized globalization expert who is regularly interviewed by the media.

[Click here to view the one page plan of "Thomas Travis"](#)

## ATTEND AS A TEAM...SAVE MORE THAN 25%

Tuition for the entire two-day conference is only \$1695/executive; \$1495/executive for three or more; and only \$1250/executive for groups of 8 or more. Bring all your key players and leave ready to hit the ground running at the Summit's conclusion.