

Cincinnati

Your business has taken on a new shape after 2009, so how will you maximize the performance of your organization to grow in 2010?

The economic downturn of 2009 forced businesses to change. Some consolidated operations, others reduced their staff in an attempt to sustain and survive. Whatever the case, these efforts to restructure have created more complexity and fewer resources to accomplish the needs of the business. Executives find themselves pulled into day to day activities and fire fighting instead of focusing on growth. How can you lead your business and deal with these challenges? Come and listen to local business leaders to see how they have succeeded at simplifying their more complicated businesses.

Join Joe Eramo, CEO of AddisonMcKee, Jennifer Graft, President & CEO of Employers Resource Association, and Fabian Schmahl, President & CEO of Bilstein, for a panel discussion to find out what these leaders have done and are doing to make a difference in their business.

How AddisonMcKee managed the recession of 2009 and a double digit drop in revenue yet still yield an increase in profitability.



Joe Eramo
Chief Executive Officer



Mr. Eramo is the Chief Executive Officer of AddisonMcKee, Inc. and has 9 years of Executive Management experience and 22 years of commercial experience with technical products. Since joining AddisonMcKee in 2001, Mr. Eramo has led a period of rapid growth for the Ohio facility, including a 52% increase in revenue and a 324% increase in profit over a three-year period, which led to a green-field expansion of the Ohio operation in 2006, and the acquisition of two competitive businesses in 2007 and 2009. During the global recession of 2009, Mr. Eramo guided the business to a 168% increase in profitability, despite a 62% drop in revenue.



Jennifer M. Graft, SPHR
President & CEO



Jennifer joined ERA as President and CEO in January 2007. Her responsibilities include the day-to day operations and management of the Association, ensuring high quality delivery of services and expert advice to members, and the sales and marketing for ERA's. She believes the 3 core areas of her responsibility are strategy, sales, and culture. Jennifer leads a team of over 20 staff members, in 2 offices, who provide a breadth of Human Resources services and programs that include a diverse membership of over 1,400 organizations in Ohio, Kentucky, and Indiana.



Fabian Schmahl
President & CEO



The auto industry has been tough over the past 18 months, and Bilstein has felt the crunch with it. However, under the leadership of Fabian and his management team, they used the down turn to push the business to new levels. A focus on leadership development, training, and process solidification has given Bilstein the opportunity to prepare for the return of the economy. Learning from the experience, Fabian has also challenged his organization to look outside the auto industry for growth and stability.

Event Details:

Friday March 26, 2010

7:30am Registration

8:00am to 10:30am

**Continental Breakfast
will be served**

Location:

TPC River's Bend

316 Winding River Boulevard

Maineville, OH 45039

For more information, contact

Definity Partners,

www.definitypartners.com

or call 866.520.2003

About Definity Partners:

Definity Partners is a leading business improvement firm, assisting over 150 clients with streamlining their operations. The company's proven approach helps simplify, standardize and automate client operations to eliminate non-value added activities, boost productivity, and build margins. Focusing on people development as well as process enhancements, Definity Partners delivers both immediate results and sustainable solutions.