



Are you ready to grow your business?

Profit 101 will give you the training and tools for accelerating profitable growth.

We've teamed up with Eureka! Ranch, the world's leader in disciplined business growth, to bring you Profit 101. Experience world-class techniques that will teach you how to discover and develop new ideas through innovation acceleration training. Expect a fun, fast-paced half-day workshop that will change the way you think about growth.

Profit 101 will teach you:

1. How to think smarter and more creatively about your growth profitability.
2. Ways to develop more profitable customers, markets, products & services.
3. The principles behind Eureka! Winning Ways including:
 - Stimulate, Innovate & Accelerate.
 - If you're not unique, you'd better be cheap.
 - Fail fast, fail cheap & get smart.

Eureka! Winning Ways projects have helped companies develop over \$300 Million in incremental sales.

"This course works for any size business. It teaches proven techniques to develop more profitable customers, markets, products and services."

Timothy D. Cooney, President – AdvantageOne Imaging Center, Columbus, IN

**Sept. 14, 2009
5:30 PM – 9:30 PM**

**Inventrek Technology Park
Room 2A
700 E. Firmin St.
Kokomo, IN**

To Register: Visit www.profit101training.com. Be sure to register for the September 14 Kokomo course.

Audience: Open to the public.

For more information: Contact Rich Meyer via phone at 765-404-2128 or by email at rgmeyer@purdue.edu

This workshop (normally priced at \$99 per person) is being brought to you free of charge by Indiana WIRED in conjunction with the Greater Kokomo Economic Development Alliance – GKEDA. See www.indiana-wired.net

