

THE PRESIDENTS' FORUM OF ST. LOUIS

A 'By-Invitation-Only' Program For CEOs,
Presidents Or Owners

“Great event! Very relevant topics, great
speakers and a good pace throughout the
day. Helped answer specific questions.”

Matt Dunlap

CHARLES PENZONE

THE PRESIDENTS' FORUM OF COLUMBUS

“It was so nice being with you during the TEI
Presidents' Forum last week. The keynote
speakers were terrific and the roundtable
discussions were a valuable learning
experience. Thank you again for sharing
your time with me.”

John DePuy

OAKTREE VENTURES, INC.

THE PRESIDENTS' FORUM OF SOUTHERN CALIFORNIA

“It was a pleasure for me to participate
in the program, and I was honored to
have been asked. It seems to me from
having attended in a prior year and my
participation this year that there is
definitely a niche being filled by your
organization...I was impressed by the
quality of people involved...”

Bolivar Andrews

OWNER, CTW, LLC

WENDY'S

THE PRESIDENTS' FORUM OF DALLAS

To learn more about the Presidents' Forum and our
various other opportunities and resources, visit
www.tei.net.

You can't google the solution to an important business
problem. What you can do is listen to and discuss
how other CEOs have addressed the same issues of
concern to your business. From enlightening “case
study” presentations to inspiring smaller roundtables
and substantial peer-to-peer networking, you'll get
practical solutions, generate new ideas and make
valuable business connections.

Presentations

Successful owners and prominent leaders discuss best
practices to resolve key business issues.

Roundtable Interaction

Participate in engaging Q&A sessions with the Forum's
CEO, faculty and other top-level experts.

Networking

Share ideas, develop leads to expand your market, and
build your business through strategic alliances.

Thursday, February 9, 2012

The Chase Park Plaza Hotel

212-232 N. Kingshighway, St. Louis, MO 63108

The Presidents' Forum was created through the efforts of the
Advisory Board of St. Louis and The Entrepreneurship Institute (TEI)
to provide practical solutions, relevant information and valuable
contacts needed to thrive in a challenging economy. TEI is the most
successful independent non-profit educational corporation organized
solely to assist and encourage the growth of American enterprises.
Since 1976, TEI has assisted thousands of company presidents in
solving problems and developing business contacts that contribute
positively to the bottom line.



THE
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INSTITUTE

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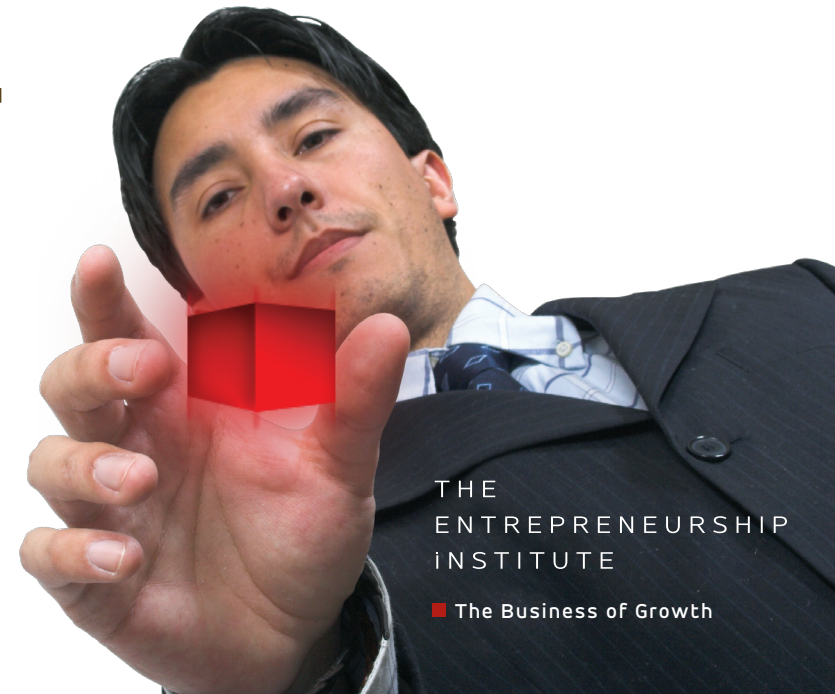
The Presidents' Forum

ST. LOUIS



CUTTING EDGE STRATEGIES
FOR CEO'S IN AN EVOLVING
ECONOMY

Thursday, February 9, 2012



THE
ENTREPRENEURSHIP
INSTITUTE

■ The Business of Growth

Presidential Presenters:

Rhonda Hamm-Niebruegge

Director, Lambert-St. Louis International Airport



Rhonda Hamm-Niebruegge has been the Director of Lambert-St. Louis International Airport since January 2010. The Airport is the primary air carrier facility for the St. Louis region handling more than 12 million passengers annually. Ms. Hamm-Niebruegge manages 500 employees with revenues averaging \$165 million annually. She is also Chairwoman of the 17-member St.

Louis Airport Commission. Prior to Lambert, Ms. Hamm-Niebruegge logged 25 years in aviation management positions with American Airlines, Trans World Airlines and Ozark Air Lines. She is engaged in numerous St. Louis business and civic organizations. She is Chairman of the Advisory Board at St. Louis University John Cook School of Business, past President (and current member) for Habitat for Humanity, as well as an Executive Board member for Variety. She has been honored multiple times by the St. Louis Business Journal as one of St. Louis' "100 Most Influential Leaders." In the fall of 2011 she was honored with a "Women of Distinction" award by the Missouri Athletic Club.

Tricia Zimmer Ferguson and Josh Ferguson

Co-Owners, Kaldi's Coffee Roasting Company

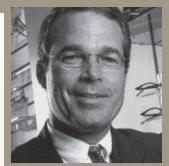


The Zimmer family purchased Kaldi's Coffee Roasting Company in 2005. Husband and wife co-owners, Tricia Zimmer Ferguson and Josh Ferguson, saw Kaldi's as an opportunity to take a niche brand and make it one of the

leading specialty coffee companies in the nation. Kaldi's specializes in organic and Fair Trade coffees, and also distributes a full line of espresso bar products, such as drinking chocolates, hot teas, iced teas, blended frozen drink mixes, smoothie bases, bubble tea supplies, and paper products. The company has expanded the wholesale operation regionally through strategic partnerships such as Schnucks Markets/Kaldi's Coffee Bars. In 2008 the family invested in another coffee venture in Honolulu, Hawaii where they own and operate seven retail locations, and are currently in the process of buying a coffee farm in Hawaii and licensing stores in Asia. In recent years, the company has brought a national barista competition to St. Louis where Mr. Ferguson serves as a certified U.S. Barista Championship Judge.

Charles "Matt" Matthews

President & CEO, Crown Optical



Charles "Matt" Matthews has a law degree, but never practiced law. He was a banker, but hasn't worked in a bank for more than a decade. However, his legal and financial background provided the perfect training for his career as an entrepreneur—specifically, as president and CEO of Crown Optical. Mr. Matthews owns and operates 20 Crown Optical offices in the

St. Louis metropolitan area. He bought the business in August 1990, and has continued to expand the company regionally and technologically. Previously, Mr. Matthews was one of the founders of and is currently president of First Look vision network, which offers eye care services to members through 800 providers in 26 states. The staff at Crown consists of 175 associates, including 25 optometrists, three field managers and a full-time trainer at Crown's off-site training center. Crown is also involved in the community, especially through its *Crown Cares For Kids* program, which started in 1993 offering free eye exams and glasses to flood victims. Crown has given away an estimated 2,000 pairs of glasses since the program began.

The Presidents' Forum Schedule

Thursday, February 9, 2012

7:30 - 8:15 a.m.

Registration/Networking Continental Breakfast

8:15 - 8:20 a.m.

Welcome

8:20 - 8:50 a.m.

Kick-Off Address

8:50 - 9:20 a.m.

Breakout Previews/Break

9:20 - 10:30 a.m.

Breakouts/Peer-to-Peer Interactions:

- Capitalizing on Your Best Sales Opportunities

- Acquiring or Selling a Business
- Employee Retention: Engaging Your Employees
- Improving Your Business' Performance

10:30 - 10:45 a.m.

Break

10:45 - 12:00 p.m.

Breakouts/Peer-to-Peer Interactions:

- Capitalizing on Your Market Strategies
- Succession Planning: Developing and Retaining the Best
- Employee Retention: Engaging Your Employees
- Tech Innovation: Cloud Computing and Tech Trends

12:00 - 2:00 p.m.

Lunch/Luncheon Address – Tricia Zimmer Ferguson & Josh Ferguson

2:00 - 2:30 p.m.

Keynote Address – Matt Matthews

2:30 - 3:00 p.m.

Roundtable Discussions

3:00 - 3:30 p.m.

Send-Off – Rhonda Hamm-Niebruegge

3:30 - 4:30 p.m.

Networking Reception

4:30 p.m.

Adjourn

Sponsoring Organizations:

