



TRI-STATE  
**MANUFACTURERS'**  
**ALLIANCE**

A program of:  
THE CHAMBER OF COMMERCE OF  
**SOUTHWEST INDIANA**  
*Leading Industries. Shared Prosperity.*

## TSMA First Quarter Event

**Corporate Training Master Facilitator &  
Keynote Speaker**

**CHRIS FULLER**



Chris Fuller is the world's leading facilitator and course developer of John C. Maxwell's content. Chris comes with experience in many aspects of business including training, finance, sales and strategy. This expertise makes Chris one of the most sought-after motivational teachers in the world. His practical approach to achieving results has been duplicated and replicated in dozens of ventures. The majority of his training has been done with not only executive level clientele, but has been strategically oriented toward middle and front-line management.

### EVENT DETAILS:

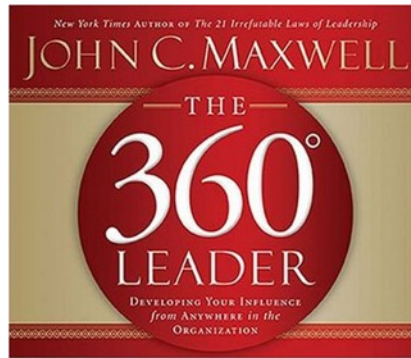
**Tuesday, March 29, 2011**

**Southern Indiana Career and  
Technical Center**  
(1901 Lynch Road, Evansville, IN)

**7:30–8 a.m. Registration &  
Networking**  
**8–10 a.m. Program**

*Continental breakfast will be provided.*

**The 360° Leader™ - The John Maxwell Company**  
**Leading Beyond Your Title**  
**Keynote Speaker – Chris Fuller**  
**TUESDAY, MARCH 29, 2011**



**"Leadership is the difference maker and the deal breaker. It's how we grow organizations. It's how we impact lives. But, as you also know, leadership cannot be an idea we simply talk about. Leadership is the action we must live out."**  
- John C. Maxwell

Regardless of your position in your organization, you can learn to lead! Leadership is influence—nothing more, nothing less. That is why everyone needs to learn how to lead—or, said another way—how to have influence in their organizations.

Some of the greatest misconceptions about leadership come from misunderstandings of what leadership actually is. Many think that leadership is a position or title; others think that leadership is dictatorship; still others think that leadership is a trait you must be born with. Leadership is influence, and everyone can influence and learn how to become influential.

If you are in the "middle of the pack" or a senior leader in your organization, this keynote address was designed with you in mind! It is based on Dr. John C. Maxwell's book *The 360° Leader*. You'll learn how to effectively "lead up", "lead across" and "lead down" – all components necessary in becoming a 360° leader.

### REGISTER TODAY—Space is limited!

To register for this event, please contact Julie Ko, manager of business services, at 812.425.8147 or via e-mail at [jko@ccswin.com](mailto:jko@ccswin.com).

**EVENT PRICING:**

**TSMA Members (& all students)**

FREE of charge!

**Non-TSMA Members**

1-5 people \$99 each  
Group of 6-10 \$79 each  
Group of 11+ \$59 each

TSMA would like to thank  
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**BEST VALUE:** Become a TSMA member company for \$225 (annual fee) and anyone in your organization can attend all quarterly events FREE of charge or at discounted rates!