

**For immediate release**  
**May 10, 2001**

**What:** "From Excellence to WOW: Reinventing the Rules for the Brand New Workplace," a live satellite presentation

**Who:** Presenter - Dr. Tom Peters

**When:** 9:45 a.m. to 4 p.m., Tuesday, June 19

**Where:** Victory Theatre

**Sponsor:** University of Southern Indiana

## **Best-selling author to speak at Victory Theatre**

The University of Southern Indiana will host a live via satellite presentation featuring the No. 1 best-selling business author of all time from 9:45 a.m. to 4 p.m., Tuesday, June 19, at the Victory Theatre.

Dr. Tom Peters' program, "From Excellence to WOW: Reinventing the Rules for the Brand New Workplace," targets improved teamwork, increased productivity, and innovation for ongoing success.

Chairman and founder of a global training and consulting company, Peters' numerous books include *In Search of Excellence*, named one of the "Top Three Business Books of the Century" by National Public Radio's *Marketplace*, and *The Pursuit of WOW! Every Person's guide to Topsy-Turvy Times*.

His trio on re-inventing work – *the Brand You50*, *the Project50*, and *the Professional Service Firm50* – launched his "Work Matters!" movement.

Peters earned a B.C.E. and M.C.E. at Cornell and an M.B.A. and Ph.D. at Stanford. He is a fellow of the International Academy of Management, the World Productivity Association, the International Customer Service Association, and the Society for Quality and Participation.

"From Excellence to WOW," presented locally by USI's Office of Extended Services, will include a live, interactive Q&A session for participants. The satellite program will be shown simultaneously in 40 select cities across the nation.

Tickets, \$199, include program materials and a light lunch. Group discounts are available. Registration will remain open until Monday, June 18, or until all tickets have been sold.

For tickets or additional information, call Extended Services at 812/464-1863 or visit the Web at [www.lessonsinaladership.com](http://www.lessonsinaladership.com).