



NEWS RELEASE

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Businessman/author to conduct seminar for small business

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Michael E. Gerber, founder, chairman, and chief executive officer of Gerber Business Development Corporation, will conduct a seminar on "The E-Myth – Why Most Businesses Don't Work and What To Do About It" on Tuesday, October 4, in the University of Southern Indiana Conference Center.

The seminar is one of three fall programs co-sponsored by USI Extended Services, Atlas Van Lines, Bristol-Myers Squibb U.S., National City Bank, and St. Mary's Medical Center, and presented in cooperation with the U.S. Chamber of Commerce as an impetus for creating a high-performance work culture. Future seminars will cover "Managing the Moments of Truth," October 25, and "Increasing Quality Performance with Principle-Centered Leadership," November 29.

Gerber stresses the key to success is building systems into a business. His seminar will help participants learn: to create a turnkey system for profitable operation; to think and act like entrepreneurs; why the business is the product; and to leverage company capacity.

The seminars will be held from 11:50 a.m. to 2:50 p.m.; registration is \$35 per person (\$95 for all three seminars). Participants may bring lunch or go through the cafeteria line in the nearby dining room. For information, call USI Extended Services, 812/464-1989 or 800/467-8600.