



# TRANSFORMING YOUR COMPANY TO MEET THE NEEDS OF THE FUTURE

Idealliance and RH Rosen Associates have partnered to create The CEO Roundtable. The series of quarterly, one-day events take place in Chicago – and bring together a select group of forward-thinking CEOs from around the United States. The CEO Roundtable is not a peer group, but rather an educational program that provides a framework to hold business leaders accountable to their core objectives. Be the CEO your company deserves.

## AT THE CEO ROUNDTABLE WE EXPLORE WAYS OF:

- Making money from your existing business while you're building a new model for the future
- Building new kinds of sales while fighting to keep your existing customers
- Seeing what top-performing companies are doing to position themselves for success
- Rethinking your role as CEO – to spend more time on things that make the biggest difference in your company's success
- Identifying tasks you can delegate or eliminate – to give you time for more effective leadership
- Being more competitive and more profitable at the same time

Learn more and register at [idealliance.org/CEORT](http://idealliance.org/CEORT)

## AT THE CEO ROUNDTABLE YOU WILL...

- Focus on your highest-impact activities
- Clarify your most important priorities as CEO
- Identify your biggest challenges
- Remove the obstacles standing in your way

## QUARTERLY 1-DAY MEETINGS IN CHICAGO ENSURE...

- Adequate time away from daily demands to gain a clearer perspective
- Access to best industry practices and proven successes of top-performing companies
- Time to examine your own choices and priorities
- Regular interaction with other CEOs and your Roundtable facilitators

## CEO ROUNDTABLE FACILITATORS

### BOB ROSEN



Bob is the former owner of six graphic arts companies and current President of RH Rosen Associates, Inc. – a consulting firm that specializes solely in the graphic arts industry. The firm has advised the CEOs of more than 600 graphic arts companies.

917-863-5302  
rosen@rhrosen.com

### MIKE PHILIE



Mike Philie leads the Ideadvisors team at Idealliance and has more than 28 years of industry experience in the areas of sales, sales management, and executive leadership. Mike has served as a president of a commercial printing company and held several senior level sales management roles.

301-466-5896  
mphilie@idealliance.org

## WHAT PARTICIPANTS ARE SAYING ABOUT THE CEO ROUNDTABLE



I spent about 30 minutes of pen and paper time yesterday. It was my best business day in years. It's amazing what I figured out. I'm really happy you decided to hold The CEO Roundtable. It's just what I need."

TIM BOUCHER, OWNER OF B SQUARED, NEW YORK, NY

The Roundtable is a terrific way to get the help we need. After all, if we're transforming our company, maybe it's time for us to do a little transformation ourselves.

JOHN COCKRELL, JR., PRESIDENT OF COCKRELL ENOVATION, FORT WORTH, TX

We are in a negative growth industry and I realized I need a lot of help. I had to look for a source which could get me on track as fast as possible and give me the best information. You get real-world information, not the nonsense that you get from the guy down the street.

BILL FECHNER, CEO OF THE ADVERTISERS PRINTING COMPANY, ST. LOUIS, MO

The structure of this program forces you to think through things that you know you should be thinking about, and get peer support on how to deal with different issues. It also forces you to go through a process of evaluating your company and make sure that you are doing the things that you should be doing as the CEO.

RICHARD HUGHES JR., PRESIDENT OF MASTERTAG, MONTAGUE, MI



## GUEST PASS

Contact Mike Philie for details of how to attend an upcoming CEO Roundtable event as a guest so you can determine for yourself the value to you and your organization.

Mike Philie  
301-466-5896  
mphilie@idealliance.org

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