



For Immediate Release

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100 Business Leaders attend Colorado Thought Leaders Forum Event

DENVER, CO (June 22, 2010) – Denver-based non-profit, Colorado Thought Leaders Forum (CTLF), hosted their 2010 Signature Event, “Market Strategies For The New Economy” last month. The event took place at the Infinity Park Event Center in Glendale, CO. Over 100 of Colorado’s business leaders, executives and decision-makers attended the event.

Men and women of varying industries trickled into the Infinity Park Center, impressed by CTLF’s venue selection. After finding their respective name tags, attendees filtered into the banquet hall to be welcomed by fresh coffee and a steaming breakfast buffet. Some local business leaders were introduced for the first time, while others networked amongst longtime partners.

Once the prerequisite mingling had quieted, the group was asked to participate in table discussions. Attendees were invited to chat amongst themselves to generate ideas and opinions about current economic trends, and how their own companies have been affected. Following this conversation, representatives from each table volunteered to share their groups’ conclusions.

The table discussions were followed by a presentation by R. Sam Bowers, a respected, national speaker specializing in strategic business plans. Bowers’

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interactive speech focused on how businesses must adjust their strategic plans to compete in the post-recession, “new” economy. According to Bowers, businesses have an “expiration date,” which has the capability of being extended by analyzing the current market and strategies.

“Better! Faster! Cheaper!” were the words that Sam Bowers used to begin his strategic presentation. “Be a profit defender,” stated Bowers when discussing pricing strategies, “not a price defender. Find ways to drive down your cost”. Buyers are better educated, thanks to the internet, and want to buy not be sold. Bowers challenged the business leaders to focus on pull marketing to attract buyers in order to survive and extend each company’s expiration date.

The presentation slides and podcast of the presentation are available on the CTLF website www.ctlf.org.

Colorado Thought Leaders Forum is a non-profit whose goal is to stay in the forefront of timely business issues, trends and ideas; and then deliver them to the Denver business community through value-rich content. More importantly, the forum will provide this content to the community in a way that can be immediately actionable.

Information about the Colorado Thought Leaders Forum is available from Brian Zabroski at brian@comCables.com or (303) 952-1740. The organization’s website is www.ctlf.org.

Founded in 2009, Colorado Thought Leaders Forum (CTLF) is headquartered in Denver, CO, and is a Colorado non-profit organization. In 2009, CTLF held a signature event, “The Economy-What’s Next,” which was attended by several hundred C-Level and Colorado business leaders. The forum is represented by their Charter Board Members, Greg Greenwood, CEO of comCables; Bob Neuman, Executive Vice President of Teammates Commercial Interiors; Matt Ward, President of InWard Charles Construction; Frank Milinazzo, Vice President of The BizSolux Group; Matt Emerson, Vice President of CEAVCO Audio Visual; and, Michael Doyle, President of Brand Iron Marketing. Additionally, Dominic Milinazzo, CIO of The BizSolux Group and Brian Zabroski, Director of Marketing of comCables, serve as Board Members.