



TRI-STATE
MANUFACTURERS'
ALLIANCE

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

T SMA Fourth Quarter Event

ROCKNEY G. WALTERS:

Walters' professional experience includes marketing positions at Pepsico and Schneider Transport before obtaining his PhD. His consulting and executive education experience includes domestic and international work with such companies as IBM, Ingersoll Rand, 3M, Microsoft, McCain Foods, Eli Lilly, Ashland Chemical, Manitowoc, and Dow Chemical among others.

EVENT SPONSORS:



Manufacturers & Marketing: Assessing New Product Introduction and Driving Competitive Advantage

Featuring **Rockney G. Walters**, professor of marketing



**KELLEY SCHOOL
OF BUSINESS**

INDIANA UNIVERSITY
Kelley Executive Partners

THURSDAY, NOVEMBER 3, 2011

The Tri-State Manufacturers' Alliance (T SMA) is hosting a half-day active learning workshop that will engage manufacturers in best practice market analysis and new product evaluation strategies. IU Professor Rockney G. Walters will introduce tools and techniques that participants will apply to their own products through these five key areas:

- Assessment of the feasibility of the success of your new product idea.
- Measuring your competitive advantage and acting on the results.
- How to price your new solution based on the magnitude of its competitive advantage.
- Compelling marketing activities within a limited budget.
- Selling processes instead of products.

A laptop is required per team. Excel-driven assessment tools will be utilized during the presentation and made available for you to take back to your company.

Date: Thursday, November 3, 2011

Location: Innovation Pointe, 2nd Floor (318 Main Street, Evansville, IN 47708)

Time: 12:45 - 1:15 pm CDT Registration & Networking
1:15 - 4:45 pm CDT Workshop

Cost: FREE to T SMA members; \$195 per person for non-T SMA members

Light snacks will be provided throughout the afternoon.

REGISTER TODAY—Space is limited to 45 participants!

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.