



September 3, 2010

**MANAGEMENT GURU DONALD COOPER TO PRESENT TRANSFORMATIONAL WORKSHOP TO LOCAL BUSINESSES...**

*Battle River Alliance for Economic Development (BRAED) gives local businesses a chance to learn from the best*

Camrose... The Battle River Alliance for Economic Development is pleased to host award-winning entrepreneur Donald Cooper to Camrose on Monday, October 4, 2010, at the Norsemen Inn from 9 am to 5 pm. Businesses are invited to take advantage of an extraordinary opportunity to learn from a world class visionary in all areas of business and marketing.

Donald Cooper is a former world-leading sporting goods manufacturer from the “Cooper Hockey Family” and Founder, President and Chief Visionary Officer of Alive and Well, an award winning retailer, Donald Cooper, MBA is respected by business owners and managers throughout the world, and draws on his experience to help companies redefine and reinvent their business to succeed.

Donald will bring fresh ideas to the area on business management and will cover a variety of topics. Business people will learn to proactively manage their business, staff and their bottom line by learning how to:

- Pinpoint key challenges and define success. Where are they now and where do they want to be?
- Attract, lead and retain a top performing team and deal with non-performance
- Identify marketing and service innovations that will “grab” target customers, clearly differentiate them from their competitors...and grow their bottom line.
- Market more effectively on a tight budget
- Visualize and create an extraordinary and more profitable future that will fulfill, challenge and reward their team.

The workshop will provide hands on coaching and a take home action plan to apply the concepts to the business.

To register call 780-679-1235.

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For more information contact:  
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