

April 29, 2008

**EDITORS:** The following information is for immediate release. If you have any questions, please contact Leslie Holmes, Project Coordinator of the Chester County Economic Development Council, at 610 458-5700.

## ***Chester County Economic Development Council sponsors seminar with author Curt Coffman***

*ITAG and RC Taylor Group also host the event*

*EXTON* \_ Best-selling author Curt Coffman will present a program on “The New 21<sup>st</sup> Century Workplace: Attract, Retain and Win With People” on Tuesday, June 3, 2008 at the Radisson Hotel Valley Forge.

*Coffman is the author of First, Break all the Rules: What the World's Greatest Managers Do Differently and Follow This Path: How the World's Greatest Organizations Drive Growth by Unleashing Human Potential.*

*The Chester County Economic Development Council, R. C. Taylor Group and the Innovative Technology Action Group (ITAG) are sponsoring the event. ITAG is a program of the Economic Development Council.*

*Coffman is an independent researcher, New York Times best-selling author, speaker, and consultant. He spent 22 years at The Gallup Organization. Coffman served as the organization’s Global Practice Leader for employee and customer engagement consulting. Coffman now holds the position of Chief Science Officer with MAJERS Consulting Group.*

Coffman’s presentation will be followed by a panel of special guests from small, mid-sized, and large corporations, representing five of our region’s high priority industry clusters.

The event begins at 11:00 a.m. and lunch will be served. The program concludes at 3:00 p.m. The cost is \$95 per person and a table of 10 costs \$855. To register, go to <http://www.cceconomicdevelopment.com/register/>.

The Chester County Economic Development Council is a private, non-profit economic development organization that has been nurturing economic growth in Chester County and the surrounding region for more than 45 years. The Council’s portfolio of business growth services includes: low-interest financing, small business lending, workforce training, retention and expansion, customized international business assistance, land and building site selection, brownfields consultation and remediation, urban redevelopment, and agricultural economic development. The Council also offers state-of-the art conference and training facilities at its brand new facility in Eagleview. For more information, see [www.cceconomicdevelopment.com](http://www.cceconomicdevelopment.com).

