MEDIA ADVISORY
“Embrace the Possibilities”

Grow Your Business - Get Ready For The Future: Strategic Thinking for Small Business Leaders

April 12, 2013-Lock Haven- What will your organization be like tomorrow? What will your community be like tomorrow? In a society filled with constant change, what will you and your organization need to do to survive and prosper? This dynamic presentation will help you see the forces and trends that are affecting your future. Stephen Tweed will offer strategies and insights from his personal contact with thousands of business and healthcare executives each year, and he will help you apply these principles to your unique business situation.

What: Strategic Business Seminar for Small Business Leaders
Where: Lock Haven University’s Willis Health Professions Building, 432 Railroad Street, Lock Haven, PA 17745
When: Thursday, April 15, 2013, 6:30 pm-7:30 pm
Contact: Cori Myers, Lock Haven University, 570-484-2274 cmyers@lhup.edu

Objectives: As a result of this program, participants will be able to…
1. Describe the four corner stones of small business success
2. Define Your Desired Future
3. Describe the Seven Sources of Competitive Advantage
4. Develop an action plan to take your company toward your desire future

Outline:
I. Opening
II. The Four Corner Stones of Success
III. Direction – Defining your Desired Future
IV. Seven Sources of Competitive Advantage
V. Measuring Results
VI. Turning Vision into Reality

-More-
About your Speaker: **Stephen Tweed, CSP**

A nationally known healthcare and business strategist, award winning professional speaker, author and consultant, Stephen Tweed works with Health care and Business organizations that want to grow, and with leaders who want to get ready for the future. He is Chairman and CEO of **Leading Home Care ... a Tweed Jeffries company.**

A much sought after professional speaker, Mr. Tweed presents keynotes and learning seminars at association conventions and corporate meetings throughout the United States and Canada. He combines a powerful speaking style, warm humor, and practical take-home examples that leave audiences asking for more. He has been awarded the prestigious designation of CSP … Certified Speaking Professional … by the National Speakers Association, and in 2012 received The “Cavett,” the lifetime service award sometimes referred to as “The Heisman Trophy of Professional Speaking.”

Mr. Tweed is the author of **STRATEGIC FOCUS: A Gameplan for Developing Competitive Advantage**, and co-author of five books specifically written for the home health care industry. He is also the publisher of **Home Health Care Today**, the leading electronic newsletter for owners, CEOs, and administrators of home health care, hospice, and private duty home care companies.

In addition to his roles of strategist, speaker, author, and consultant, Stephen Tweed wears two more healthcare hats… board member and CEO. He has served on the Boards of Directors of three not-for-profit home health care companies, and as the Interim President and CEO of a $25 million, 400 employee home care company. He has successfully started four companies and profitably sold two of them.

A Native of Lock Haven, PA, Stephen is a graduate of Lock Haven University of PA and holds a Master’s degree in communication and instructional design from Clarion University of PA. He is the father of three grown children, and grandfather of five. Stephen resides with his wife and business partner, Elizabeth Jeffries, in Louisville, Kentucky.

Lock Haven University is a member of the Pennsylvania State System of Higher Education (PASSHE), the largest provider of higher education in the commonwealth. Its 14 universities offer more than 250 degree and certificate programs in more than 120 areas of study. Nearly 500,000 system alumni live and work in Pennsylvania.

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