



**For Immediate Release**

**Join Michael Lanning on June 16 – Learn How to Become a Breakthrough Growth Leader**

eXubrio C-Level Leads and infoTech Niagara Will Sponsor the Seminar.

Buffalo, N.Y., May 10, 2005 – Sales support firm eXubrio C-Level Leads, LLC, and infoTech Niagara are co-sponsoring a seminar for business executives by Michael Lanning. The seminar will take place Thursday June 16, 8:00 am – 5:30 pm, at the University Inn Conference Center, 2402 N. Forest Road, Amherst, New York 14226.

Participants will learn how to use Lanning's market-focused Delivering Profitable value (DPV) growth tools. They also will learn how to:

- Identify *real* end-users – the decision makers who ultimately drive profit and growth
- Discover and choose the most valuable experiences that they can profitably deliver – their Value Proposition
- Creatively redesign and integrate their businesses to deliver their Value Proposition

Michael Lanning is the original creator of the widely used concepts Value Proposition and Value Delivery System, foundation of the DPV philosophy, framework and methodology, which Mike and his firm teach and help clients apply. He started his career with seven years in brand management at Procter & Gamble, followed by seven years in strategy consulting for McKinsey & Company. There he first created the concepts of value proposition and value delivery system, presented and further developed with McKinsey partner E. G. Michaels as Building Market-Focused Organizations (BMFO).

Michael is the author of the book, "Delivering Profitable Value." Each attendee will receive a copy of Michael's book.

Who should attend?

- Senior Executives, General Managers, Marketing, Product Development, Supply Chain, Sales, and others wanting to become effective, transformational growth leaders
- Cross-functional teams benefit highly by participating together

The seminar includes breakfast, lunch, and refreshments.

Seminar prices are:

- \$475.00 per person
- \$375.00 for current infoTech Niagara members
- \$275.00 for college or university students with a valid school ID

Members of infoTech Niagara can register at [www.infotechniagara.org](http://www.infotechniagara.org), or by emailing Christine Plowucha at [cplowucha@infotechniagara.org](mailto:cplowucha@infotechniagara.org).

To register, call C-Level Leads' Nick Miller at (716) 817-9545, or email [Seminar@c-levelleads.com](mailto:Seminar@c-levelleads.com). Visit [www.c-levelleads.com](http://www.c-levelleads.com) for information about C-Level Leads.

For details about Michael Lanning and his organization, The DPV Group, LLC, visit [www.dpvgroup.com](http://www.dpvgroup.com).

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*A photo of Mr. Lanning is available on request.*