



SPEAKER INTRODUCTION

Dr. Pete Johnson

It's a well established fact that those organizations which *Think Strategically, Plan Competitively, and Implement Intensely*, will most certainly eclipse the rest of their field. It's for this very reason that (TOPIC) _____ plays such a vital role in the bottom-line success for so many of us in the _____ Industry today.

A recognized expert in this area, our speaker has been involved in the designing of "*Competitive Strategies*" for over two decades. He has held positions with some of the world's leading edge companies such as General Electric, I.B.M., Data General and McDonnell-Douglas, which helps account for his in-depth understanding of today's rapidly changing business environment.

Ladies and gentlemen, with us today to share his views on (TOPIC) _____, please help me welcome, from Orange County, California, Marketing Strategist...

Dr. Pete Johnson. (*Opening Applause*)