

About Employers Association, Inc.

Employers Association is a private, not-for-profit membership organization established in 1936. We help employers achieve their full potential through progressive, effective and efficient human resources and management practices. With membership of about 1500 companies, EA provides a wide range of consulting and training services in the areas of human resources and management. EA is led by a Board of Directors comprised of executives from member organizations, and a management team that is passionate about providing outstanding service to our members. For more information, visit www.employersinc.com or contact Patrick McLaughlin at 763.253.9724 or patm@employersinc.com.



Employers Association, Inc.

About Risdall Advertising

Risdall is a full-service advertising agency with capitalized billings of about \$117 million. Three things matter at Risdall: having fun, making money and making money for their clients. We work by night, we work by day, scouring the boulevards and alleyways of many worlds for solutions to our clients' marketing problems. And when the problems shift, we're one step ahead, continually innovating and evolving. For the latest update on Risdall, visit www.risdall.com and click on "Headquarters". When you're ready to make contact, call 651.631.1098 or 1.888.RISDALL.



RISDALL ADVERTISING AGENCY

Presorted Standard
U.S. Postage Paid
Permit No. 2744
Minneapolis, MN

 Employers Association, Inc.

9805 45th Avenue North • Plymouth, MN 55442

**Primal Branding
Seminar
April 27, 2006**

Employers Association, Inc. and
Risdall Advertising Agency
invite you to attend...

A Morning with Patrick Hanlon



Marketing Consultant and Author of
**Primal Branding: Create Zealots for Your Brand,
Your Company and Your Future**

Thursday, April 27, 2006

Primal Branding featuring Patrick Hanlon

What is this mysterious thing marketing
people call a "brand?"

And how can it help
your company prosper?

Even if you haven't defined your brand, you've got one.
Are you using it effectively?

Branding can:

- Help your company forge stronger relationships with customers
- Allow you to expand your offerings. Customers--individuals and companies--will stick with you because you've gained their trust
- Add significant value beyond the products or services your company produces

The Program

Pat Hanlon, author of *Primal Branding: Create Zealots for Your Brand, Your Company and Your Future*, has identified a pattern that exists in all successful communities, companies and other subcultures. Take this opportunity to hear Hanlon, who has been recently featured in *Entrepreneur* magazine, give his provocative spin on how brands are created, sustained and propelled. Attendees will receive a copy of the book, *Primal Branding*.

Case Studies: How to Build a Brand

Risdall Advertising Agency has worked with many small to mid-sized organizations building brands. By examining real-life case histories, you will gain practical insight and tips you can use in your own company's branding efforts.

Program Agenda - Thursday, April 27, 2006

8:00 to 8:30 a.m. Check in and continental breakfast
8:30 to 8:45 a.m. Welcome and introductions
8:45 to 10:15 a.m. Keynote - Patrick Hanlon
10:15 to 10:30 Break and book signing
10:30 a.m. to noon Case Histories in branding
Noon Adjourn

Tours of Risdall Agency are available for interested participants. Additional book signing opportunity will be available after program adjournment.

Who should attend

Whether yours is a public organization, a Fortune 500 company, a small manufacturing or engineering firm, a school, bank or retailer, you wouldn't want to miss this chance to hear a fresh message about branding and see how other firms are applying the branding concept.

Program location

Risdall Advertising Agency
550 Main Street • New Brighton, MN • 55112 www.risdall.com

Program pricing

Standard	EA Member	Affiliate Member
\$295 per person	Early payment price: \$189 per person Regular price: \$209 per person	Early payment price \$200 per person Regular price: \$225 per person

Not sure if your company is an EA member? Check with your HR department or call 763.253.9725.

In order to receive the discounted early payment prices, registration and payment must be received by April 13, 2006

Registration Form - Primal Branding Thursday, April 27, 2006

Participant name _____

Title _____ E-mail _____

Participant name _____

Title _____ E-mail _____

Company name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Cancellation Policy - If you need to cancel a registration, you must do so in writing at least five working days before the program. EA will charge 50 percent of the program fee if a written cancellation notice is received less than five business days before the program. The full program fee will be charged if a cancellation notice is not received before the class begins, or if a registrant fails to attend. No refunds will be given once class begins.

Please indicate payment method

Check enclosed (Note: To receive the discounted Early Payment Price, check MUST be received by April 13, 2006) Make checks payable to Employers Association.

Total enclosed \$ _____ Office use: Check # _____ date rec'd _____

Bill the company (Members and Affiliates will be billed at the Regular Price. Non-members will be billed at the Standard Price.) Provide billing address (if different from above).

Address _____

City _____ State _____ Zip _____

Credit card ___Visa ___Mastercard ___American Express

Card # _____ Exp. Date _____

Authorized signature _____

Print authorized signature _____

Zip code of cardholder _____



To register online, visit www.employersinc.com
and search for BUS0600.