



You are invited to a complimentary seminar:

Leading Leapfrog Performance

Sue Graham led her business unit from #43 to #3 among business units within the parent company. Hear how she made this remarkable journey.

ELANTAS PDG has deep roots in St. Louis, going back to 1919 when it was founded as the P.D. George Company. In 1996 it was acquired by Altana Chemie of Wesel, Germany and eventually became known as ELANTAS PDG.

In 2004, Dr. Susan W. Graham was appointed President and Chief Executive Officer. Through her commitment to internal development, acquisition and capital investment, the company has become a world-class specialty chemicals manufacturer. At the time of her appointment, ELANTAS PDG was ranked #43 of the 43 international operating business units of Altana. Under her leadership the company leapfrogged to #3 in performance in just a few short years. In 2009, it was the only manufacturing company to receive the St. Louis Business of the Year award. In 2011, it was a featured company on CNBC, "Today in America," and in 2013, was named one of the top workplaces in St. Louis. Dr. Graham continues to strengthen the company through four guiding principles: Safety, Service, Quality and Innovation.

Prior to joining ELANTAS PDG, she held positions in Sales, Marketing, and Executive Management both in North America and globally. She is a graduate of the University of Pittsburgh where she received a Ph.D. in Analytical Chemistry. She is a member of the Regional Business Council of St. Louis where she chairs its committee on Higher Education, serves on multiple Boards of Directors and on the Board of Governors of the National Electrical Manufacturer's Association.

Come and participate in what promises to be a fascinating learning experience.

Seminar Topics:

- > Leading a leapfrog turnaround
- > An "outside-in" and metric focus in managing a business
- > Competitive and value chain analysis
- > Reshaping the view of talent
- > Successful acquisition and integration

Agenda

7:00am - Registration, continental breakfast, networking
 7:30am - Welcome and introductions
 7:45am - Featured speaker: Dr. Susan W. Graham
 8:30am - Q&A
 9:00am - Adjourn

FEATURED SPEAKER



Dr. Susan W. Graham
President & CEO
ELANTAS PDG, Inc.

March 18, 2014

The Ritz-Carlton
100 Carondelet Plaza
St. Louis, MO 63105

Seating is Limited

Reservations Required

No Charge to Attend

Complimentary parking
in hotel garage

Please RSVP
with contact info to
Amy Propst at CMA
apropst@cmaconsult.com
by March 11, 2014.