ACG Chicago Corporate Network Author Series Featuring Keith McFarland

Date: 02-25-2008 06:05 PM CET
Category: **Business, Economy, Finances, Banking & Insurance**
Press release from: **Association for Corporate Growth Chicago (ACG Chicago)**
Agency: **KemperLesnik**

Media Alert - Feb. 25, 2008 - Chicago area business leaders will join bestselling author Keith McFarland for a discussion on his latest book, “The Breakthrough Company: How Everyday Companies Become Extraordinary Performers,” during a breakfast meeting hosted by the Association for Corporate Growth Chicago (ACG Chicago).

WHEN:

Friday, March 7, 2008
7:30 a.m. to 9:15 a.m.

WHERE:

The Hyatt Lodge at McDonald’s Campus
2815 Jorie Blvd.
Oak Brook, IL

DETAILS:

The vast majority of small businesses stay small, and not by choice. Only the most savvy and persistent, a tiny one tenth of one percent, break through to annual sales above $250 million. In “The Breakthrough Company,” author Keith McFarland pinpoints how everyday companies become extraordinary, showing that luck is a negligible factor. Rather, breakthrough success turns out to be associated with a clearly identifiable set of strategies and skills that anyone in any business can emulate—from small startup to industry leader.

McFarland has spent five years building and analyzing the world’s largest growth-company performance database and interviewing 1,500 executives on four continents. He will share with area middle market corporate leaders how to identify the drivers that enable a company to push past the entrepreneurial phase.

At age twenty-six, Keith McFarland was named associate dean of Pepperdine University’s business school. He went on to serve as CEO of two top technology firms prior to establishing McFarland Strategy Partners, where he has advised hundreds of growth companies as well as industry leaders such as Microsoft, Motorola and Morgan Stanley. He writes a monthly online column for BusinessWeek, and is a contributing writer for Inc. magazine. For more information about Keith and this book go to www.breakthroughcompany.com.

ACG Members: $30
Non-ACG Members: $40
Register on line at www.ACGChicago.com

Editor’s note

Contact Jason Abrahams for complete speaker details or to request press credentials.

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About ACG Chicago
ACG Chicago is Northern Illinois' premier association for corporate development, investment, and merger and acquisition professionals. A leader in the Association for Corporate Growth (ACG) global network, ACG Chicago boasts a membership of almost 1000 foremost authorities who form a diverse and knowledgeable network of corporate executives, capital sources, corporate advisors and service providers that all share a strong commitment to leadership in the field of strategic corporate growth. ACG Chicago, recipient of the 2006-2007 Outstanding Chapter Programming Award, provides its members with professional and business opportunities as well as the most current information through its ongoing luncheon series, breakfast seminars, regional conferences, in-depth publications and social events. Visit www.ACGChicago.com for more information or call 630-455-1740.

You can find this press release here