

## Getting to Ka-Ching: The “Warren Buffets” Of This Market

**Scottsdale, AZ – March 27, 2008** Over 1,100 visionary CEOs and Presidents from the Phoenix-Scottsdale area were invited to a luncheon-dinner moderated by Jackie Bassett, CEO of BT Industrials, Inc and sponsored by the regional offices of Salesgenie, Citrix, Babson College and the Phoenix CEO-CFO Group.

Like the oracle of Omaha, Warren Buffet, only the most visionary leaders of the region who recognize that *this* economy is a time of great opportunity, came out to share their successes and insights. Each of these thought leaders are getting to Ka-Ching: not in spite of this economy but *because* of it!

At a time when Isuzu, once the leader in the SUV market, has officially abandoned the US market, these CEOs shared actual details on how their own US headquartered companies are thriving by turning problems into profits.

Jackie Bassett, CEO of BT Industrials, Inc provided a myriad of ways the CEOs she works with are able to turn IT into a profit center. “The CEOs that are thriving understand they need to leverage technology and innovation to grow their business, to do more with less and to gain a competitive advantage.” Bassett says.

Christophe Fabre, CEO of Axway, provided details on how he successfully managed the merger of Axway and Phoenix-based Cyclone Commerce. He enthusiastically spoke of how the demand for collaborative business solutions will continue to grow across all industries for a longtime to come.

Karen Riordan, President of Arnold DC, shared how successfully managing creative people has helped Arnold grow to become the largest, most award-winning advertising agency in New England and one of the top 15 agencies in the U.S

Stewart Cramer, President of LAI International, provided insights on how his company is able to design and leverage disruptive processes and business models to deliver superior results to his contract manufacturing customers.

Doug Bruhnke, CEO of Growth Nation, demonstrated his companies marketing process that has created over \$1billion of new revenue from globally-thinking, tech and manufacturing companies..

David Miller, President of Lighting Parts, shared how his company has been able to use its supply chain expertise to deliver unparalleled efficiency to the lighting and electrical industry at a time when global markets are investing in more green products.

Bob Hobbi, CEO of Service Elements, explained with great passion the dramatic results that great customer service can have in differentiating a company and how it can add profits to every company's bottom-line.

Scott Ferguson, CEO of Inilex, described his company's specialized expertise in intelligent telemetry and how "the power of knowing" where a company's mobile assets are is making a bankable difference across multiple industry verticals.

Michael Swiszczy, President of the Phoenix CEO-CFO group, expounded on the business value of the exciting ideas launched at this event and recommended continuing the new connections these CEOs made here by joining the Phoenix CEO-CFO group. [www.phoenixceocfo.com](http://www.phoenixceocfo.com)

So where are the high growth areas and what are the specific actions that a CEO can do to capitalize on the current economy?

- Turn IT Into A Profit Center
- Fill the void in the digital advertising space
- Retain (not replace) your existing staff after an M&A
- Identify hidden assets and undervalued assets
- Embrace disruptive processes and technologies
- Grow your international customer market
- Create a culture of corporate entrepreneurship

Other executives that contributed their enthusiasm and expertise were from Senexco, McKellar & Co, FFS Capital Group, RSM McGladrey, TopLine Strategies, Xactly Corp, Smartphone.net, Predix, Duffy Group and others.

Scottsdale was the first of a six city series of CEO dinners that include: Denver, Las Vegas, Newark, Boston and Houston. These are invitation-only events.

So if you missed us in Scottsdale and want to come fly with the Eagles who know what Warren Buffet knows, "How To Get To Ka-Ching" in this market, contact: Jackie Bassett, CEO BT Industrials, Inc to find out how you can participate.

She can be reached via email: [jackieb@btind.com](mailto:jackieb@btind.com) or call: 703-485-0282

**About BT Industrials, Inc:** BT Industrials is a strategic management and technology consulting firm providing collaborative management consulting services to create value innovation. We work with Board of Directors, CEOs, CFOs and CIOs to integrate technology into business strategy as a competitive advantage - turning problems into profits. [www.btind.com](http://www.btind.com)

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