



Al Horner to Discuss Business Strategy and Profitability at PMPA Annual Meeting

"Improving profits" will be the focus of Al Horner's presentation at the PMPA Annual Meeting in Savannah, Georgia. Mr. Horner will share his knowledge of the subject at the meeting's Sunday morning business session on October 25th.

"The material I'm going to cover deals with strategic issues and how they affect profit improvement," says the author of "Get A Grip – Turning Better Into Best & Adversity Into Success." Mr. Horner is also the owner of Aaron Carlson, a 118-year-old Minnesota-based company. It is the largest custom woodworking business in that state.

Mr. Horner purchased Aaron Carlson in 1995 and the company has since quadrupled in size. "We have never had a year with a loss and we have no debt," he says.

The formula that Mr. Horner used in turning around that company and several other businesses is the basis for his presentation. "Oftentimes, businesspeople are so busy with day-to-day issues that they don't spend enough time on strategic issues," he explains. "In my seminars, I tell them they

have to take a deep breath and ask themselves some key, strategic questions.

"We will go through those questions and then take a look at the answers at the PMPA Annual Meeting," he continues. "The answers will either validate what the participants are already doing, or they will result in the people choosing to make changes in their strategic directions."

The approach has worked for Mr. Horner for more than 30 years. He says that he has used his formula in six of his businesses in six different industries. "It's simple, but it always works," he states.

The essence of the approach is contained in Mr. Horner's "Get A Grip" book. The key is a checklist that identifies where the biggest problems are. Mr. Horner then offers steps he calls "pearls" that guide people toward taking the right actions. Every company that registers for the conference will receive a copy of Mr. Horner's book in advance of the meeting.

Mr. Horner has been conducting seminars since 2004. In addition to his profitability presentation,



he offers seminars on solving people problems and on personal safety for women.

For more information on Mr. Horner's book and seminars, he can be contacted at alhorner@aaroncarlson.com.

The PMPA Annual Meeting will be held October 24 to 28, 2009 at the Westin Savannah Harbor in Savannah, Ga. For registration details, visit the PMPA meeting calendar at www.pmpa.org and go to the 2009 Annual Meeting Web page.

If you have additional questions about the conference, contact Rob Kiener, PMPA Director of Marketing & Communications at (440) 526-0300, ext. 16. e-mail: rkiener@pmpa.org.

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