



The Board of Directors
and staff of HSLC/Access PA

cordially invite its Member Representatives and Access PA
Contacts to attend the
HSLC/Access PA Annual Membership Meeting,
Wednesday, November 28, 2007
beginning at noon

Featured after luncheon speaker: **Tom Asacker**,
author...renowned speaker...provocateur, whose book **A
Clear Eye for Branding**, is a groundbreaking book that
redefines business for the new, customer-controlled
economy.

- Complimentary buffet luncheon
- Introduction of Board Members and Officers
- Brief report on HSLC/Access PA activities
- Book provided and signing with Tom Asacker

Location: The Inn at Penn, Woodlands Room A/B, 3600
Sansom Street, Philadelphia, PA - for directions:

http://www.theinnatpenn.com/directions_philadelphia_hotels.asp

**Please let us know by November 21 if you will attend
by registering online at
<http://www.regonline.com/hslcannual07> or by
contacting Toni Wharton (wharton@hslc.org or 215-
222-1532)**

TOM ASACKER BIOGRAPHY

In management guru Tom Peters' renowned book, *Re-imagine!*, Peters refers to Asacker as a "marketing guru." More often described as a catalyst and non-conformist, Tom Asacker is a writer, brand strategist and public speaker with a unique specialization - advancing business relationships by helping organizations transition from "economically driven" to "emotionally driven". His philosophies are outlined in his highly acclaimed book series *Sandbox Wisdom* and in his new book, *A Clear Eye for Branding*, published by Paramount Market Publishing, New York.

Asacker is a former GE corporate executive and high-tech business owner, as well as a student and critic of popular culture. Beyond his success as an entrepreneur and author, Tom is a recipient of the George Land Innovator of the Year Award; he holds medical patents and product design awards; and he is recognized by Inc. Magazine, M.I.T., and Y.E.O. as a past member of their "Birthing of Giants" executive leadership program. He holds a degree in Economics from U.N.H. Visit <http://www.acleareye.com> to learn more.

"Tom is timely, thought provoking and all about the new brand vision packaged as a Seinfeld stand up. I went to school on his ideas."

Jeff Taylor, *Founder, Monster.com and CEO, Eons*

"Arguably the most insightful business speaker around today."

Michael Murphy, Director of Sales, *Hewlett Packard*

Wow! 4.0 out of a possible 4.0! Your professionalism and dedication to excellence is what made this conference such a successful event.

Randy Levy, Conference Director, *Inc. Magazine*

High energy ... engaging style ... insightful ... inspiring! A great mix of stories, facts and experience. Our attendees raved about your presentation at our annual conference!

Andrea Woodward, *Innovation Network*

About *A Clear Eye for Branding: Straight Talk on Today's Most Powerful Business Concept*

John F. Kennedy said that the enemy of truth is not the lie, but the persistent, persuasive, and unrealistic myth. In *A Clear Eye for Branding*, Tom Asacker exposes the myths on brands and branding and shines a light on the truth of business in the new millennium.

In this deceptively simple and entertaining book, Asacker demystifies the concept of branding so that executives, small business owners, and entrepreneurs can finally understand, evaluate, and communicate their strategies and organizational initiatives.

Whether you're in the private or public sector, *A Clear Eye for Branding* will upend your present way of thinking and provide a new framework for winning in the new, customer-controlled economy. You'll discover why a brand is not a logo, a promise, or even an experience. And you'll become obsessed with the three most important questions to ask yourself—and your people—in order to succeed in today's hypercompetitive, unforgiving marketplace.

“Finally, this branding babble is put to rest. Tom debunks most of the mystery of branding and simplifies it to the bare essentials in this easy to read story.”

Kevin W. McCarthy, CEO, *On-Purpose Partners*

“Tom Asacker does it again! In this little gem he takes on the issue of branding, presenting it from the customer's perspective -- not the marketer's perspective. It's easy to say ‘We're customer centric’; but the truth is few companies deliver on that mantra. Follow Tom Asacker's advice and you'll be closer to being there.”

David Wolfe, author of *Ageless Marketing*

Other books by Tom Asacker

Sandbox Wisdom: Revolutionize Your Brand with the Genius of Childhood

"An insightful and readable little book." - Fred Smith, CEO, FedEx

The Four Sides of Sandbox Wisdom: Building Relationships in an Age of Chaos, Complexity and Change

"I LOVED this book!" - Joe Marconi, Author, *The Brand Marketing Book*

A Brand New World: 10 Guiding Business Principles for Success in Chaotic Times

"Now, more than ever, you need to set your company apart from everyone else. In this guide, Tom gives us ten principles for creating a unique brand." - Successories



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