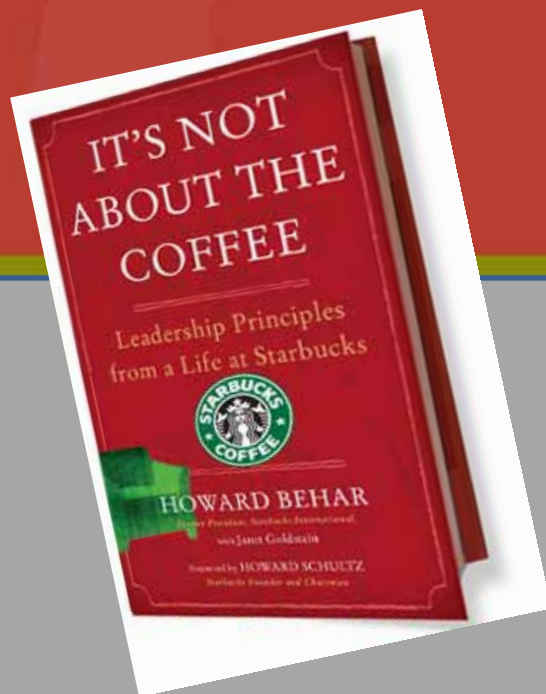


**BMA** *Business Marketing  
Association*  
Colorado

**It's Not About the Coffee:**  
Leadership Principles from a Life at Starbucks  
April 8, 2009

**Howard Behar**  
Former President,  
Starbucks International



# Sponsorship

## Venti Sponsorship - \$1000

- Table Exhibit Space
- 2 Breakfast Tickets with Copy of the Book
- 4 Lunch Tickets
- Your Company Logo included on all communications for the event

## Grande Sponsorship - \$750

- Table Exhibit Space
- 2 Lunch Tickets
- 1 Copy of the Book
- Your Company Logo included on all communications for the event

## Tall Sponsorship - \$600

- Table Exhibit Space
- 1 Lunch Ticket
- 1 Copy of the Book
- Your Company Logo included on all communications for the event

## RESERVE YOUR SPONSORSHIP TODAY!

Contact the BMA Sponsorship Team:

Ken Sabey , BMA Sponsorship Chair  
Host Works  
303-539-1839 [ksabey@hostworks.com](mailto:ksabey@hostworks.com)

Chelsea Hunt  
Proctor Productions  
303-572-1149  
[chelsea@proctorproductions.com](mailto:chelsea@proctorproductions.com)

Duane Ciacco  
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[dciacco@moxiemediagroup.com](mailto:dciacco@moxiemediagroup.com)

BMA Executive Director  
Marilee Yarchak  
303-607-9957  
[marilee@bmacolorado.org](mailto:marilee@bmacolorado.org)

# Mini Expo Exhibits

**Exhibits - \$500 each**

- Table Exhibit Space
- 1 Lunch Ticket



**RESERVE YOUR EXHIBIT SPACE TODAY!**

Contact the BMA Sponsorship Team:

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Host Works  
303-539-1839 [ksabey@hostworks.com](mailto:ksabey@hostworks.com)

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BMA Executive Director  
Marilee Yarchak  
303-607-9957  
[marilee@bmacolorado.org](mailto:marilee@bmacolorado.org)

## It's Not About the Coffee Breakfast with the Boss

This exclusive breakfast will offer a select few the opportunity to chat "live" with one of the leading executives of Starbucks. Howard will discuss how he laid out his strategy for running the business and executed on that strategy -- along with thousands of *people* every day to build one of the world's best known brands.



At this breakfast you'll:

- Learn why **the fifth "P"** is – in Howard's opinion – the most critical of them all
- Find out how to sharpen your own **people skills**
- Be able to **ask your own questions** to learn how some of Howard's basic principles can inspire you in your career and in your everyday life.

**ONLY 20 TICKETS AVAILABLE FOR THIS EVENT**  
**Offered to BMA Members first – so register today!**

### Breakfast Tickets:

\$95 members

\$125 non-members

All breakfast attendees will receive a copy of Howard's book

**Please make reservations by Monday, March 25. After that it will open up to non-members**

Web: [www.bmacolorado.org](http://www.bmacolorado.org)

Fax: 303-969-8320

Phone: 303-607-9957

Email: [registration@bmacolorado.org](mailto:registration@bmacolorado.org)

### Event Agenda

April 8, 2009

7:15 am

Check-in

7:30am

Breakfast

8am – 9am

Presentation/discussion

**Location: Sheraton Four Points Hotel**

6363 East Hampden Avenue

Denver, CO 80222

(303)758-7000

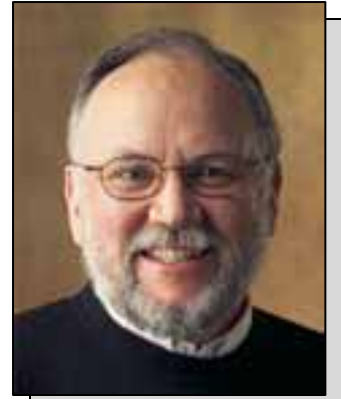
A Mastercard, VISA or AMEX number is required to hold reservations. Special meals (fruit plate or vegetarian) are available with 24 hours notice.

## It's Not About the Coffee A Discussion with Howard Behar

If it's not about the coffee – then what *is* it about?

In every type of business – manufacturing, service, retail and so on – what it really comes down to is people. People make things happen every day.

- It's about **knowing who you are** as an individual.
- It's about **how you do something** that really counts.
- It's about **having the courage**, particularly in the tough times, to double-down for things you believe in.
- It's about **making it all work together** and keeping your values aligned – which holds true for brand values and your personal values, too.



At this luncheon, Howard will discuss how he developed a people-centric culture at Starbucks that kept things in sync, included all the key decision makers and inspired people every day – and in the end delivered profitable results. [Register Now](#)

### Lunch Tickets:

- \$35 members
- \$50 members + book
- \$49 non-members
- \$65 non-members + book
- \$25 students
- \$40 students + book

**Please make reservations by:  
Friday, April 3, 2009**

Web: [www.bmacolorado.org](http://www.bmacolorado.org)  
Fax: 303-969-8320  
Phone: 303-607-9957  
Email: [registration@bmacolorado.org](mailto:registration@bmacolorado.org)

A Mastercard, VISA or AMEX number is required to hold reservations.

### Event Agenda

April 8, 2009

10:30 am - 11am Mini-Expo Exhibitor Set Up

10:30 am - 11:30 am New & Prospective

Member Orientation

11:30 am Noon Check-in and

Networking

Noon - 1:30 pm Luncheon and

keynote presentation

(Keynote begins at

approx. 12:30 pm and wraps at

1:30pm)

**Location:** Sheraton Four Points Hotel

6363 East Hampden Avenue

Denver, CO 80222

(303) 758-7000



## About the Speaker

### Howard Behar Former President, Starbucks International



Howard Behar is the former president of Starbucks Coffee Company North America and Starbucks Coffee International. He joined Starbucks in 1989 when the company had just begun to venture outside the Northwest region. Initially serving as vice president of sales and operations, he grew the retail business from 28 stores to more than 400 stores by the time he was named president of Starbucks Coffee International in 1995. Under Behar's leadership, Starbucks opened its first location in Tokyo in 1996. Following this historic opening, over the next three years he introduced the Starbucks brand across Asia and the United Kingdom. After a two-year hiatus, he returned to Starbucks as President of Starbucks North America until his retirement in January 2003. He was a director of the Company from 1996 to 2008.

*"Howard helped us put our values into action. If you follow just some of the principles in this book, you will be a wiser, more effective, and more successful human being and leader. There is no better teacher than Howard Behar."*

— **Howard Schultz**, Founder and Chairman of Starbucks  
(from the [Foreword](#))

