



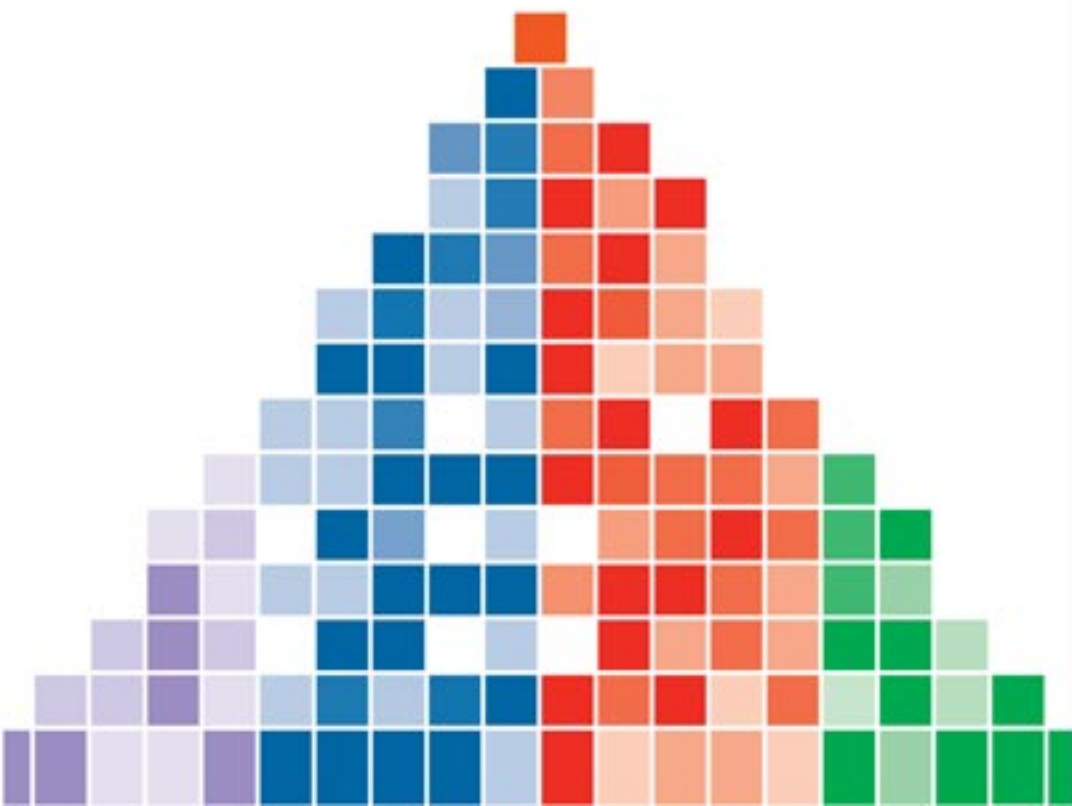
PRESENTS

Chip Conley

Author of

*PEAK: How Great Companies
Get Their Mojo From Maslow*

TUESDAY, AUGUST 19, 2008



Conley's message will resonate with sales, marketing, human resources and finance professionals. Get the most out of this opportunity—be sure to invite your entire team (and your clients!) to attend.

MEET

Chip Conley

Author of *PEAK: How Great Companies Get Their Mojo From Maslow*

Tuesday, August 19, 2008

Choose from two presentation times and locations

7:30 a.m. St. Charles Community College
Social Sciences Building
4601 Mid Rivers Mall Drive
Cottleville, MO 63376
Includes Breakfast

OR

11:30 a.m. COCA
524 Trinity Avenue
University City, MO 63130
Includes Seated Lunch or "To Go" Box
Valet Parking Available

Individual Tickets: \$75 per person

Tickets available by:

- Enclosed response card
- Calling COCA 314-725-6555
- Online at www.cocastl.org/cib

Seating is limited.

Please RSVP by August 11, 2008



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BUTLER'S PANTRY

PEAK

Chip Conley

FOUNDER AND CEO OF JOIE DE VIVRE HOSPITALITY



How Great Companies Get Their Mojo from Maslow

About Chip Conley

Chip Conley is the Founder and CEO of Joie de Vivre Hospitality, California's largest boutique hotel company comprised of over 40 award-winning hotels, restaurants and spas. A graduate of Stanford University with an MBA from Stanford's Graduate School of Business, Conley is a YPO member and was recently named the Bay Area's Most Innovative CEO. His books include *PEAK: How Great Companies Get Their Mojo from Maslow*, *The Rebel Rules* and *Marketing That Matters*.

About His Message

Whether you are a start-up entrepreneur or a manager at a very large company, Conley's message about creating PEAK experiences will help you appreciate the possibilities when employees live up to their full potential, customers are transformed by the experience they receive, and investors are fulfilled by leveraging the potential of their capital.

About COCA

COCA is the fourth largest multidisciplinary arts center in the country. COCA's mission is to provide exceptional arts education through programs, performances and exhibitions.

About COCA Creativity in Business

Creativity in Business is an integral part of COCA's Corporate Membership Program, offering businesses unique opportunities to engage in the creative process and inspire innovation through workshops, speakers and activities for its employees and clients at COCA. Corporate members support the creative life of our community while enjoying a wide range of benefits, as they help fund arts education for the next generation of business and creative leaders.

To learn more about COCA Corporate Membership and its benefits, contact Pam Mandelker at 314-725-1834 ext. 109.

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Chip Conley

Tuesday, August 19, 2008

Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

_____ Tickets for the **7:30 a.m. St. Charles session** **11:30 a.m. COCA session**

Please list additional guest names on back. Individual tickets are \$75 per person.

Payment Options:

Check, payable to COCA, or Credit Card **VISA** **MasterCard**

Card Holder Name: _____

Card Number: _____ Expiration Date: _____

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Required. Three-digit code on the back of your card.

For more information, call COCA at 314-725-6555

Please RSVP by August 11, 2008

Please list guest names below:

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Company

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