

March 5, 2009

Join, Ralph Trombetta, senior Blue Ocean Strategy expert,  
as he leads an insightful discussion into the concepts behind  
**The Wall Street Journal** and **BusinessWeek** bestseller

# Blue Ocean STRATEGY

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to win an  
iPod

# Are You Swimming in Blue Waters?

An Evening with, Ralph Trombetta

Seventy percent of companies listed on the Fortune 500 in 1975 were no longer listed in 2000.

## Where Are You Now?

University of Baltimore  
Alumni Association  
1420 N. Charles St.  
Baltimore, MD 21201



**GEICO** 2009 GEICO SPRING SPEAKER SERIES

The University of Baltimore Alumni Association  
and the Merrick Alumni Network  
present the



### KEYNOTE SPEAKER

**Ralph Trombetta**, founder and managing partner of Value Innovation Associates and adjunct professor at New York City's Fordham University

Trombetta has more than 25 years of business experience working across a diverse set of industries with emphasis on business strategy, growth and innovation, customer management and business alignment. He is a member of the global Value Innovation Network and is a recognized expert in Blue Ocean Strategy.

Discover ways to lead your company to new uncontested market space using the internationally acclaimed Blue Ocean Strategy. Trombetta will illustrate the three core ideas behind creating value innovation strategies that can lead to varying degrees of blue oceans. Blue Ocean Strategy describes the wider, deeper potential of yet to be explored market space. Learn more at [www.ubalt.edu/geico2009](http://www.ubalt.edu/geico2009)

**LOCATION:** UB Student Center, Performing Arts Theater      **DATE/TIME:** Thursday, March 5, 2009, 6-8 p.m.

**COST:** complimentary      **RECEPTION:** immediately following presentation

**REGISTER: ONLINE** - [www.ubalt.edu/geico2009](http://www.ubalt.edu/geico2009); **E-MAIL** - [alumni@ubalt.edu](mailto:alumni@ubalt.edu); **PHONE** - 410.837.6255 **by Monday, March 1.**

The 2009 GEICO Spring Speaker Series is supported by the Merrick Alumni Network, which coordinates a variety of educational and career-related events. To learn more, call **410.837.6131** or visit [www.ubalt.edu/alumni](http://www.ubalt.edu/alumni).

\* All registered guests will be entered to win an Apple iPod. The winner must be present at the event to claim the prize.