

DISTINGUISHED SPEAKER SERIES

The College of Business and Technology partners with the Richmond Chamber of Commerce and the Richmond Rotary Club to provide a Distinguished Speaker for Eastern Kentucky University this fall. The mission of the Distinguished Speaker Series is to bring leaders of business, industry, and government to the ECU campus to address students, faculty, and members of the Richmond community and surrounding areas on current topics and issues.



PAST DISTINGUISHED SPEAKERS

Gov. Martha Layne Collins

Former Governor, Commonwealth of Kentucky

Dr. Ronald Tatham

*President and CEO, Burke Marketing Research
Cincinnati, Ohio*

Mr. Orson Oliver

*President and CEO, MidAmerica Bancorp
Louisville, Kentucky*

Mr. Dennis D. Doggett

*Vice President, New Business Development
The Valvoline Company, Lexington, Kentucky*

Mr. Dustan E. McCoy

*President, Brunswick Corporation Boat Group
Chicago, Illinois*

Dr. Will McIntosh

*Managing Director, AIG Global Real Estate
Investment Corp., New York, NY*

Mr. E. Ray Walker

*Deputy Editor, Knight Ridder/Tribune News Service
Washington, D.C.*

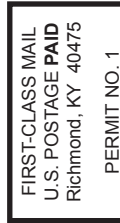
WELCOME

“As part of the Distinguished Speaker Series, the College of Business and Technology invites prominent leaders to our campus to discuss current topics and issues related to their expertise. The guest speaker has an opportunity to interact with students, faculty, and other interested participants during a public address, round table discussion, and luncheon. We are pleased to have the Richmond Chamber of Commerce and Richmond Rotary Club join with us in providing this enrichment opportunity.

We are honored to have Jennifer Haddix Terbush, an Eastern alumna, as this year’s Distinguished Speaker. Ms. Haddix Terbush has distinguished herself in the field of marketing, direct marketing, business development, and management of consumer products and services. Companies such as Mattel, Disney, and Universal Studios have benefitted from her marketing and management expertise. Jennifer currently enjoys success as a marketing consultant to Fortune 500 clients and small businesses, the most recent being Lions Gate Entertainment.

We welcome Ms. Haddix Terbush to campus and cordially invite all interested persons to attend the public address.”

Dr. Robert B. Rogow, Dean
College of Business and Technology
Eastern Kentucky University



College of Business and Technology
Eastern Kentucky University
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521 Lancaster Avenue
Richmond, KY 40475-3102
220000



EASTERN KENTUCKY UNIVERSITY COLLEGE OF BUSINESS & TECHNOLOGY

DISTINGUISHED SPEAKER SERIES

OCTOBER 5, 2004



JENNIFER HADDIX TERBUSH

SENIOR CONSULTANT/OWNER
HADDIX CONSULTANCY
ENCINO, CA



CO-SPONSORED BY

RICHMOND ROTARY CLUB
RICHMOND CHAMBER OF COMMERCE
RICHMOND, KENTUCKY

Ms. JENNIFER HADDIX TERBUSH

Distinguished Speaker

*College of Business and Technology
Eastern Kentucky University*

Ms. Haddix Terbush is a 1989 EKU Marketing graduate and is the Senior Consultant and Owner of Haddix Consultancy in Encino, California. She is a seasoned chief marketing officer and general manager with proven success in marketing, direct marketing, business development and general management for consumer products and services. She is an innovative, profit-building leader, equally effective in a wide variety of environments and business situations.

Her career began in New York City working on Wall Street as a stockbroker. Choosing to integrate her creative abilities with her financial aptitude, Jennifer entered the field of direct response advertising. Within one year, she was the star account manager for Nash Direct generating over 50 percent of the agency's revenue under her management of the Mattel account.

Mattel enticed Jennifer with a career in toys and entertainment and moved Jennifer to their offices in Los Angeles. For seven years she generated increased profits for the Barbie doll and Disney businesses quarter over quarter by utilizing both general and direct advertising principles and by developing highly appealing product lines.

As Vice President of Marketing with Universal Studios, Jennifer integrated five independent development studios under a common corporate image and established several new marketing groups. Jennifer currently enjoys success as a marketing consultant to Fortune 500 clients and small businesses, the most recent being Lions Gate Entertainment.

SCHEDULE OF EVENTS

TUESDAY, OCTOBER 5, 2004

- 8:00 A.M. - 9:00 A.M.** **BREAKFAST ROUND TABLE DISCUSSION**
with Ms. Haddix Terbush for Faculty and Staff
*Faculty Lounge, Keen Johnson Building
EKU Campus, Richmond, Kentucky*
- 9:30 A.M. - 10:45 A.M.** **PUBLIC ADDRESS** by Ms. Haddix Terbush,
Senior Consultant/Owner, Haddix Consultancy,
Encino, California
*Student Services Auditorium
EKU Campus, Richmond, Kentucky*
- 12:00 NOON - 1:30 P.M.** **LUNCHEON** with Ms. Haddix Terbush
for Business Community and University
Administration
*Arlington House
Richmond, Kentucky*

The logo for Eastern Kentucky University (EKU) is displayed in a bold, black, sans-serif font. The letters 'E', 'K', and 'U' are stacked vertically, with the 'E' and 'K' being larger and the 'U' being smaller and positioned to the right of the 'K'.