



Contact:
Eva Keiser
Risdall McKinney Public Relations
651.286.6765
eva@risdall.com

BMA-Minnesota to Discuss Managing and Leading Through Tough Times

Marketing executive at Twin Cities-based Ceridian will share ideas that can be applied at both a personal and business level

MINNEAPOLIS (May. 12, 2009) – The Minnesota chapter of the Business Marketing Association ([BMA-Minnesota](#)) will discuss effective leadership skills for B2B marketing professionals during difficult times. Led by Keith Peterson, vice president of marketing communication at Ceridian, the session will be held on May 28, 2009 at [The Depot](#) in Minneapolis, Minn. from 6 p.m. to 7 p.m.

Peterson's presentation will focus on making tough choices during tough times and will offer insights for individual leaders that can be applied on a personal level as well as ideas for organizations. The range of topics will include setting priorities and stretching boundaries, the power of transparency in relationships, dealing with pressure and uncertainty as well as responses to tough questions for marketing communicators regarding budgets and staffing.

"In today's economy, every marketing professional is dealing with budget cuts, tight deadlines and staffing shortages," said Chris Schermer, president of BMA-Minnesota. "We're all expected to manage through these challenges while leading effective strategies and delivering outcomes. Keith's experience, personal examples and sense of humor will help us understand and harness the leadership concepts we need to meet these expectations."

Sponsored by Minnesota's only professional organization dedicated exclusively to the needs of business-to-business marketing professionals, the event will be held at [The Depot](#) located at 225 Third Avenue South, Minneapolis, MN 55401.

The program will run from 6:00 p.m. to 7:00 p.m. with registration and light hors d'oeuvres beginning at 5:30 p.m. The cost of the event is \$30 for BMA members and \$45 for non-members. Attendees can register online at www.bmaminnesota.org through May 27. A limited number of walk-up registrations are available.

-more-

- more -

About Keith Peterson

Keith Peterson joined Ceridian in July 1993 and leads corporate marketing communication programs, community relations, internal communications, and national events. Prior to joining Ceridian he worked in communications at Northwest Airlines. He earned a master's degree in Journalism and Public Relations and a bachelor's degree in Journalism and Public Relations from the University of Wisconsin — Madison. Keith's popular presentations focus on effective communications and leadership, using humor to build and sustain relationships, and improve human interactions.

About Business Marketing Association

[Business Marketing Association](#) is the leading professional resource for business-to-business marketers and communicators. The organization develops and delivers services, information, skill enhancement, and networking opportunities that help its members grow, develop and succeed throughout their marketing careers. For more information on BMA-Minnesota, visit www.bmaminnnesota.org.

###