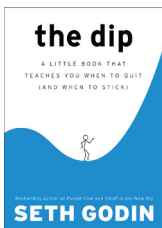


Beat Mediocrity!

“The Ultimate Entrepreneur for the Information Age” Business Week.



Who: SETH GODIN - Entrepreneur and author of seven bestselling books that have changed the way people think about marketing, change and work.

Where: Ann Arbor – Michigan Theater

When: Tuesday, May 22 at 3:00 – 4:30 PM

Doors: 2:00 PM

What: Seth Godin talk on his newest book THE DIP

Why: Be the best in the world at what you do. Learn when to quit and when to stick it out.

Admission: \$50 to hear Seth – Get 5 books FREE

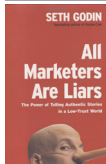
Bonus: Sponsoring Members – Bring a friend FREE

Order Tickets Online: Ann Arbor IT Zone, Inforum, Ann Arbor Ad Club

Info/Blog: <http://connectannarbor.com> or email at: connectannarbor@gmail.com

Book Pickup: Advance pickup May 15 – 20 at Nicola's Books (www.nicolasbooks.com) otherwise pick up books at the event

After Event: Book signing at IT Zone (330 E. Liberty)



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