



Mile High Chapter

April 18th 2013
5:00 PM to 8:20 PM

Top floor of the Hotel VQ
(formerly Red Lion Downtown)
1975 Mile High Stadium Circle
Denver, Co 80204

Reserve your seat by April 15th
at www.aitpmilehigh.org

Fees
\$25 Student members
\$29 AITP and RMIMA members
\$39 All others

Schedule
5:00 Meet and network with the presenters
6:00 ***Simplify and Automate Small Business Outreach***
6:45 Dinner (vegetarian on request)
7:05 Business Meeting
7:15 ***Difficult Decisions*** keynote
8:15 Prize drawing



Colorful Leadership



No matter how sophisticated the technology, it still takes people!™

Mile High Chapter of the AITP, a 501(c)(6) nonprofit professional association dedicated to continuing ethical career development of IT professionals from the classroom to the boardroom.

Join us on April 18th for two insightful presentations:

1 – Difficult Decisions

Most decisions are easy and have very little long-term consequences. Other decisions are life changing and there is no going back. The most sophisticated decision engine is the neural network inside of everyone’s head. It is good at fuzzy logic and pattern recognition, telling us things we can’t see in a two-dimensional decision matrix with a simple numeric score. A honeybee swarm provides a model of how to make a life-changing decision by a network of intelligent beings. If they pick the wrong location for their next home, they won’t make it through the winter. Bees travel a five-mile radius seeking out holes in trees, looking for the perfect home. They return to the swarm and make a group decision. Suddenly, thousands of bees fly together in one swarm to their new hive. We will look at the bee decision process, along with other ways to make a great decision using the collective intelligence of the people affected by the decision.



Steve Wille, author of [Colorful Leadership](#), is a senior applications manager at Great-West Life and Annuity. He has over twenty-five years of experience in corporate information technology management. Steve is a PMP and has developed multiple large information technology systems from the ground up. Steve’s MBA degree is from Regis University in Denver, and his BSBA degree is from the University of Denver

2 – MORE Effective Marketing with LESS Effort: Simplify and Automate Small Business Outreach

Small businesses are strapped with limited time, money and human resources - marketing success often hinges on the ability to get more out of fewer assets than big business competitors. Presenter Erik Wolf will show you how to leverage your website for optimal marketing efficiencies and automation without breaking your budget.

With 90 minutes of time every week and a total budget of less than \$150 per month, you can get all your online marketing done easily. This talk will show exactly how to become an SEO ninja. An email Jedi. A lion of lead generation.



Mr. Wolf is a marketing, author and creative guy specializing in small business marketing. Author of the award winning *Marketing: Unmasked* and *Blog for Business*, founder of an online marketing agency, Zero-G Creative. He has been featured in The Huffington Post, NewYorkTimes.com, Atlanta Business Radio and spoken at national conferences including South by SXSW and WordCamp Atlanta.