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JEFFREY HAYZLETT GIVES KEYNOTE ADDRESS AT 2010 ICED EXECUTIVE CONFERENCE

CYPRESS, Texas — Jeffrey Hayzlett, the man Forbes Magazine calls the Celebrity CMO, filled the stage with his presence at the 2010 ICED Executive Conference in Cypress, where he gave the keynote address on June 3. Franchisees, vendors, and ICED staff members were alternately amused and enthralled as Hayzlett challenged them to think about why they are doing what they are doing.

With his big booming approach, he punctuated his points with personal stories and insights from his own career – a career that ranged from owning a small printing business in South Dakota to staff positions with the United States Congress to c-level positions with global companies. He pulled no punches as he hammered home one of his mantras: “leaders take risks,” and then went on to describe times in his career when he took what some would call extreme risks.

Hayzlett, until recently the CMO of Eastman Kodak, is the author of *The Mirror Test: Is Your Business Really Breathing?* Three weeks after launch, the book has already hit three business best seller lists: #1 on Inc. Magazine, and #4 on USA Today and the Wall Street Journal. Prior to taking the ICED stage, Hayzlett chatted with attendees and wrote a personal message to each in their copy of the book.

A much sought-after speaker on topics ranging from worldwide business growth, communications, marketing, social networking and mobile marketing, Hayzlett is also a frequent television guest and commentator on shows such as Fox Business News, and NBC’s *Celebrity Apprentice* with Donald Trump. He has also won just about every marketing award that can be won.

Hayzlett knows what it takes to succeed in the digital age, and talked about how to use the current tools for utilizing social media to build closer relationships with customers, to build a brand. Today that might be Twitter, Facebook, and LinkedIn; tomorrow it could be something else. He stressed how to multiply the impact of marketing programs by utilizing other people’s money – a point that resonated with his audience.

Bob Metzger, CEO of the print and pack and ship brands for ICED, first met Jeff Hayzlett over 20 years ago as co-members of a group of print owners involved in the formation of the Worldwide Electronic Print Network (WEPN). “In all the years that I’ve known Jeff, he hasn’t changed, and is still one of the most passionate advocates of print that I know. His knowledge of our industry is exceptional.”

Metzger proclaimed Hayzlett to be “a good ole boy who tells it like it is.” He said, “Jeff’s message is ‘right on,’ and I recommend that everyone read the book.”

The ICED Executive Conference took place June 3-5 in Cypress, Texas at the Northwest Forest Conference Center, home campus for the ICED franchising family. Through workshops and round tables, center owners heard about advertising and sales, target marketing, mailing services, database management, staffing, finances and center management. In addition, the ICED Vendor Showcase featured an array of specially selected vendors who displayed the latest in products and services for the print and pack and ship industry.

About ICED

The International Center for Entrepreneurial Development, Inc. (ICED), located in Cypress, Texas, is the parent company for Kwik Kopy Printing, American Wholesale Thermographers, The Ink Well, Franklin's Printing, Parcel Plus, Kwik Kopy Business Centers and COMPUTER EXPLORERS. This group represents one of the world's largest international alliances of printing, communications, and education franchises with business relationships in the United States and 14 other countries. These company names are all registered trademarks or service marks of I.C.E.D. Management, Inc.

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