

**Date:** Thursday September 14, 2017

**Place:** Holiday Inn Vanderbilt

**Note:** Please note the change of meeting fees for 2016

**Cost:** Professional and Student Members - \$25

Guests - \$30

**Discount:** \$5 discount for any registration made before noon on the Tuesday before our Thursday meeting

### Reservations

Contact Mary Simpson for reservations at  
615-367-8083 or [msimpson@genesco.com](mailto:msimpson@genesco.com)

### Meeting Schedule

5:30 - 6:00 Social/Networking  
6:00 - 6:45 Dinner  
6:45 Business Meeting & Speaker

## Becoming a Thought Leader

Jeff Bradford - President and CEO, the Bradford Group

Are you a follower or a leader? Do you have ideas but are unable to sell them? Are you frustrated when others take your ideas and are able to sell them? Has your company or organization been unable to attract new business or members?

Our September speaker will address the above listed questions and give us guidance to solving them. A good answer to the last question about attracting new members would be very worthwhile.

Our September speaker will be Jeff Bradford, President and CEO of the Bradford Group here in Nashville. Jeff is a marketing and public relations guru and established the Bradford Group 18 years ago. Jeff previously served as a Senior Vice President of a large advertising and public relations agency for over eight years and six years as Executive Vice President of a regional public relations agency.

Jeff is a writer and a marketing expert by experience. He has always worked in words and made them work for others. In his 20s he ran a weekly newspaper and reported for a daily paper. In college, he edited the literary magazine and founded the school's first publishing press.

Jeff is a current member of the Rotary Club of Nashville, and a founding board member of Knowledge Academies. He is a graduate of Leadership Nashville, a former board member of

the Nashville Junior Chamber of Commerce, and named Volunteer of the Year by the Nashville Chamber of Commerce. Jeff earned his bachelor of arts in English, with a philosophy minor, from Centre College of Kentucky, where he was named to the Dean's List and College Council.



Jeff Bradford

This should be an interesting and timely session. Tell your management about it.

**Please post a copy on your company bulletin board**

AITP September 2017 Meeting Announcement

**REMEMBER**

**\$5 discount for early registration**