



**DATE:** March 25, 2011

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Senior Vice President

**FOR IMMEDIATE RELEASE:**

Greater Akron Chamber's KNOW Luncheon Presentation:  
The Art of Sales & Negotiation

***The Greater Akron Chamber invites all businesswomen to  
KNOW (Knowledgeable Network of Women)***

Join the KNOW on **Wednesday, April 20, 2011**, as **Karen Hough**, Founder & CEO of **ImprovEdge**, offers an engaging and thought-provoking presentation about negotiation, how to approach the negotiation table and how to leverage your strengths. You will learn important negotiation tactics, negotiation myths and the unexpected value of your style in effective compromise. You will walk away with:

- How to avoid common negotiation pitfalls
- New ways to leverage the strength of collaboration
- Tips for the best negotiations you have ever had, whether you are negotiating bedtime for a 4-year-old or a million-dollar contract

Karen Hough is the Founder & CEO of ImprovEdge, a company that has been creating engaging learning experiences using improvisation to teach business skills for over 12 years. ImprovEdge has a presence in seven cities nationwide and a client list including JPMorgan, Turner Broadcasting, Coach and Nationwide Insurance to name a few. Ms. Hough is the recipient of the Athena Powerlink Award, the author of the Yes! Deck (activity cards featuring tips, ideas and exercises to accelerate your work and life) and her new book, *The Improvisational Edge: Secrets to Building Trust and Radical Collaboration at Work*, published by Berrett-Koehler, in addition to articles and blogs. She speaks nationally on diversity, negotiation, leadership, sales and women's issues.

For stories that inspire, innovative ideas and practical solutions, plan to be a part of the Greater Akron Chamber's exhilarating program developed exclusively for women and sponsored by **Crooked River Salon**. Registration and networking begin at 11:00 a.m., and the program is held from 11:30 a.m. to 1:00 p.m. at Portage Country Club, 240 North Portage Path, Akron. To make a reservation, call the Greater Akron Chamber at (330) 376-5550 or register on-line at [www.greaterakronchamber.org](http://www.greaterakronchamber.org). RSVP by noon on Friday, April 15, 2011.

***The mission of the Greater Akron Chamber is to drive economic development and prosperity for the people of the Greater Akron Region.***

**Serving Medina, Portage & Summit Counties**

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