



INPRO CORPORATION
Interior and Exterior Architectural Products

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TO: Fellow Business Executives

FROM: Stephen J. Ziegler, President/CEO

RE: The Value of Executive Agenda to Your Company

Starting dead last, InPro is now the largest company in our industry. Much of that success is due to our commitment to continuing management development through organizations as Executive Agenda (EA). The benefits of EA available to sponsoring companies and members are enormous.

At InPro Corporation we have seven Senior Managers in EA groups, including our Vice Presidents of Plant Operations, Sales and Marketing, Information Technology, Finance, Human Resources, Distribution and a Divisional VP. In addition, I have been a member of TEC 18 for over 11 years.

It is my feeling that all leaders of successful businesses must continually seek to gain competitive advantage. An excellent and convenient way of doing this is through ongoing discussions with trusted peers to gain different perspectives, learn of best practices and resource leads, be involved in creative problem solving, and discuss current business issues. It is very easy for all levels of management to get caught up in “the way we do things”. It is, therefore, very important to explore other options within a forum such as Executive Agenda, and learn how other companies operate.

In addition to the benefits of executive level discussions with peers, I know that InPro’s Vice Presidents in EA feel that the relationship they have with their chairperson is also very valuable. The Chair offers them the opportunity to bounce ideas off, air out problems or concerns, and to have someone objectively look at situations from outside the company. I know that many of the EA members at InPro view their EA Chair as a mentor.

The structure of a professional organization is also very important. Executive Agenda is structured to bring together thoughts and ideas from many points of view. Other professional organizations have members from a single profession. At Executive Agenda the groups are formed so the members will receive input from many areas of business... Human Resources, Manufacturing, Finance, Sales, Information Technology, etc.



Also very important is that EA is not a social club. InPro's Vice Presidents state that they do not need more opportunities for social lunches, dinners and golf outings. They like to attend their EA meetings and discuss relevant topics to expand their knowledge base, answer tough questions and be held accountable for their issues.

Finally, the opportunity to listen to several top business speakers provides expertise, which non EA members miss out on. The topics discussed by the specialists are thought provoking and current.

I strongly believe that the ongoing success of InPro Corporation over the past 11 years is directly related to our involvement in Executive Agenda. During those years, InPro has risen from number six out of six competitors in our industry to number one, been awarded two Manufacturer of the Year Awards, the Governor's Award for Achievement in Exports, a Wisconsin Forward Award for Commitment to Quality, three ADEX Awards, one Bell Award and three Awards of Excellence from the Business Marketing Association, a Top Ten US Building Green Award, a first attempt ISO Certified Company and voted one of Milwaukee's Best Places to Work.

I strongly recommend that all business executives give serious consideration to Executive Agenda.