

**FOR IMMEDIATE RELEASE**

June 1, 2009

**CONTACT:**Jennifer Arisman  
jen.arisman@thesteelgroup.us**Steele to present at Main Street Institute**

INDIANAPOLIS – David E. Steele, Managing Principal of The Steele Group, LLC and faculty member at the Kelley School of Business at Indiana University – Indianapolis (IUPUI), will be leading a seminar on Friday, June 12, for the Main Street Institute.

The Main Street Institute is collaboration between the Kelley School of Business at Indiana University – Indianapolis (IUPUI), and the Greater Indianapolis Chamber of Commerce. The seminar, titled *Managing Prospects and Existing Clients in an “Always On” World*, will take place in IUPUI’s Lilly Auditorium.

Steele’s seminar examines the sales, marketing and customer management process from a historical view to the current 24/7, social technology enabled environment that is influencing and creating new expectations at lightning speed. The seminar will provide participants tools and processes they can “take back to the office” to more effectively manage customers and clients in today’s “Always On” environment.

“I believe entrepreneurship in the global marketplace presents one of the most important growth opportunities for our future,” says Steele. “This is an excellent forum to explore and understand these emerging issues.”

Steele is a deeply experienced practitioner and widely recognized speaker in all areas of customer engagement. He has over 20 years experience innovating and successfully leading new approaches to customer relationship management and engagement - and has held key customer facing roles at the officer level in both international and domestic companies. Steele is also a successful entrepreneur and has led the creation and success of three start ventures and recently led a private equity funded turnaround/growth venture that was acquired by a New York based consortium of blue chip investors.

Steele is an award winning faculty member and has twice been awarded the Schuyler F. Otterson award for teaching excellence; academic year 1099 & 2006; 21 Club Distinction 2007 for being instrumental in helping students become successful; 2007 Favorite Professor Distinction by Intercollegiate Student-Athletes, 2008 Favorite Professor Distinction by Intercollegiate Student-Athletes. Steele currently serves as the faculty advisor for the entrepreneurship club at the Kelley School of Business.

Most recently, Steele was appointed by Dr. Patrick Gallagher, Deputy Director of the U.S. Commerce Department’s National Institute of Standards and Technology (NIST), to the 2009 Board of Examiners for the Malcolm Baldrige National Quality Award. The Award, created by public law in 1987, is the highest level of national recognition for performance excellence that a U.S. organization can receive.

### **Main Street Initiative (continued)**

The Main Street Initiative program is an outreach effort to support Central Indiana's small and mid-sized businesses (companies with 10-100 employees). The Kelley School of Business and the Greater Indianapolis Chamber of Commerce sponsor this series of seminars and educational programming to build a stronger and more diverse local economy. Topics include sales, marketing, customer relations and managing growth.

To participate in the 2009 seminar program, visit [www.kelley.iupui.edu/mainstreet](http://www.kelley.iupui.edu/mainstreet) for dates and registration forms.

-30-

The Steele Group is a privately held management consultancy specializing in the customer side of business success. The company supports clients in all business sectors with a focus on customer expectation, acceptance and integration of emerging process applications designed to yield financial and customer satisfaction improvement. The Steele Group is headquartered in Indianapolis, Indiana and may be found on the web at [www.thestelegroup.us](http://www.thestelegroup.us).