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Press Release

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Theresa Valade, award-winning entrepreneur offers “*Simplicity as a Business Strategy*” at First Financial Bank

CROWN POINT – On Wednesday May 27th, Theresa Valade, founder and CEO of Success Trek[®] Inc., shared her expertise on *Simplicity as a Business Strategy* with a wide variety of business owners from Lake and Porter counties. Hosted by First Financial Bank, businesspersons responded to the Morning Business Hour invitation to learn about tools and resources to help build their business.

While engaging regional business leaders in her presentation, Theresa provided her three step strategic screen process and how to make a business strategy simple. Business owners quickly jotted notes, and nodded their heads in agreement when learning about some of the reasons on what gets in the way of fulfilling a plan. Answers and feedback on planning and strategic execution questions had owners energized and prepared to return to their company to start re-working their business strategy. “I see I have some homework to do!” said one business owner at the end of the program.

First Financial Bank has been in the business of client service and success for 150 years. With more than 100 banking centers in Ohio, Kentucky and Indiana, they combine world-class financial expertise with personal community service that builds lifelong relationships. That's what makes your banker your trusted partner.

FOR THERESA VALADE, CEO of Success Trek[®] Inc., it is all about the search for the missing pieces of the puzzle in the workplace. She has the ability to identify and isolate deficiencies in operations where a lack of strategic direction, inefficiencies and dysfunctional team dynamics are affecting productivity and profitability. Known for her unbiased approach in dealing with difficult situations, meticulous attention to detail, and rock-solid work ethic, Theresa's efforts have not only achieved growth for companies but she also built her company in a challenging economy.

As Success Trek fast approaches its 10 year anniversary this October, the Company continues to engage clients to play to the strengths of their people, minimize the perceptions that negatively influence the work environment, and provide immediate relief to leaders who feel the extreme pressure of achieving the company's goals

If you would like to learn more about the process to simplify your business strategy call Theresa Valade at (219) 680-7720.