



GEICO 2009 SPRING SPEAKER SERIES

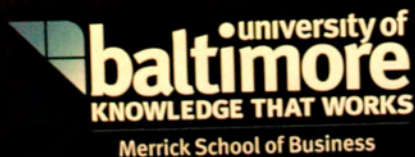
Are You Swimming in Blue Waters?
An Evening with Ralph Trombetta

Blue Ocean STRATEGY

Join Ralph Trombetta, senior Blue Ocean Strategy expert,
as he leads an insightful discussion into the concepts behind
The Wall Street Journal and **BusinessWeek** bestseller

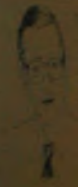
Thursday, March 5, 2009, 6-8 p.m.
University of Baltimore
William H. Thumel Sr. Business Center

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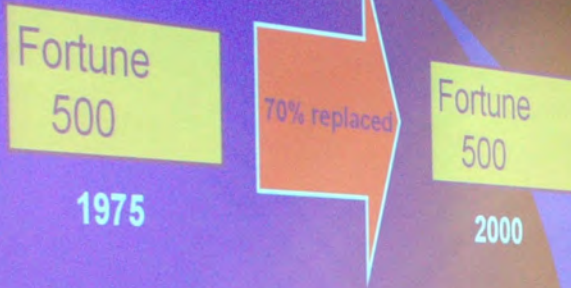
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Merrick School of Business





Ambulant Competition In a World Of Volatility



What are some of the reasons why this occurred?

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Blue Ocean Strategy Workshop
University of Baltimore - Guest Speakers Series March 9th, 2009

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UNWEAVING THE THREADS





Blue Ocean Strategy 2009 GEICO Spring Series

March 5, 2009

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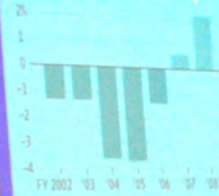
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Toys R Us Comes Back: Reshaping The Industry

Game Change

Comparable-store sales performance
for Toys 'R' Us in the U.S.



*Fiscal year ended Feb 2, 2008

Source: the company

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University of Baltimore - Guest Speakers Series

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Andreas
Andreas Prasetya
Guthrie







Brendan
Brendan Auvil M.B.A. '08
Baltimore
Maryland







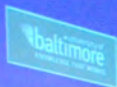






Blue Ocean Strategy
2009 GEICO Spring Series

March 5, 2009



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Managing Partner

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The Creators of Blue Ocean Strategy



- Professors W. Chan Kim and Renée Mauborgne at INSEAD are the creators of Blue Ocean Strategy.

- Six seminal articles written in the Harvard Business Review over the last six years.

- "Blue Ocean Strategy" selected as the best strategy book of 2005 by "Strategy + Business", Booz Allen Hamilton's magazine.

- Visit www.blueoceanstrategy.com.

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Dr. Neil Agarwal

Ervin
Ervin Borne
University of Illinois

Jo-Anne
Jo-Anne Chaston
University of Illinois



Amanda
Amanda [unclear]
[unclear]

Carla
Carla [unclear]

Corey
Corey [unclear]
[unclear]







Deborah
Deborah Ford

Deborah
Deborah Ford

Toyeob
Toyeob Goo

Cynthia
Cynthia Goo





Johnathan
Johnathan Fritts

John
John Miller

Samson
Samson Francis

Disting-
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