

**Event contact:**

Jim Poole, Membership Development Manager  
The James J. Hill Reference Library

jimpoole@jjhill.org

651.265.5555

## Media Alert

# What Are Your Competitors Thinking?

## Smarter Business Talk Event at The James J. Hill Reference Library

**What:** “What Are Your Competitors Thinking?” at the James J. Hill Reference Library in St. Paul, MN  
As part of its nonprofit mission in St. Paul, the Hill Library presents a venue for experts to speak to small businesses so they can learn about ideas that otherwise would remain available only to much larger enterprises.

---

**When:** **Wednesday, April 15, 2009 – 11:30 a.m. – 1:00 p.m.**

---

**Where:** 80 West Fourth Street, St. Paul, MN 55101

---

**Highlights:** Steve Schulz of the Line of Sight Group will explain how to better understand customers, competition and markets through the principles of Competitive Intelligence.

---

**Details:** In today's tough economic environment, businesses must know which markets to enter and which to abandon. Competitive Intelligence (CI) helps them identify the risks and opportunities waiting in the market before they become obvious to their competitors.

“Competitive intelligence is about better understanding your own organization relative to customers and competitors; and using that information to make decisions and take action. If it is not focused on decisions and action, you are wasting your time,” said Steve Schulz, founder and president of the Line of Sight Group.

Steve Schulz will demonstrate how businesses can gain a better understanding of their markets, win more business and improve margins by establishing pricing that correctly reflects the real conditions of their markets.

Steve Schulz is founder and president of the Line of Sight Group, a consulting firm based in Minnesota that offers powerful research and intelligence services and products to give businesses a competitive advantage. Steve has two decades of experience working in market research and competitive intelligence both as an employee within Fortune 500 corporations and as a consultant to them. To learn more, visit [www.lineofsightgroup.com](http://www.lineofsightgroup.com).

**Cost:** \$25 for Hill Library Members; \$35 for Non-members

---

**Notes:** News photography and filming at the event permitted. Media access to the event at no charge.

###

*The James J. Hill Reference Library is a private, non-profit library located in St. Paul, Minnesota. The Library houses a world-class collection of resources and is considered the most comprehensive publicly accessible practical business library in America. The mission of the Hill Library is to provide access to and assistance in finding the practical business information clients need to succeed. The Hill Library was founded in 1921 by one of the nation's true business pioneers, James J. Hill.*

*More information at [www.jjhill.org](http://www.jjhill.org).*

*For public relations, please contact Matthew Bellin at [mbellin@jjhill.org](mailto:mbellin@jjhill.org) or 651.265.5442.*