

## JOHN SWEENEY MISCELLANEOUS PRESS

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### ARTICLES

Leadership Excellence – March 2007

Talent Management Magazine – March 2007

HR Magazine – January 2007

Minnetonka Magazine – Fall 2006

Meetings: Minnesota's Hospitality Journal - April 2006

MN Monthly - March 2006

Sales and Service Excellence - December 2005

St. Paul Pioneer Press - December 2005

Madison Magazine - November 2005

Executive Traveler - September 2005

The Doctor's Office - July 2005

Advanced Manufacturing - July/August 2005

Leadership Excellence - June 2005

Management Magazine - May 2005

Credit Union Executive - April 4, 2005 edition

Investors Business Daily - April 11, 2005

Contractors Business Management Report - April 2005

Mechanical Engineering - March 17, 2005

Motivation Strategies - March 2005

Industrial Market Trends - March 30, 2005

Minneapolis Star Tribune - March 6 edition

Twin Cities Business Journal - September 10, 2004

### RADIO

KOMO Radio Spots  
September 13-20, 2005

KOMO Radio Interview  
September 28, 2005

KWNG-FM (Red Wing)  
November 11, 2004

WCCO-AM (Minneapolis)  
October 13, 2004

### TELEVISION

KOMO 4 NEWS SEGMENT  
September 20, 2005

KARE 11 Saturday (Minneapolis)  
September 11, October 16, November 13,  
December 11, December 18, 2004

### MISCELLANEOUS

Starbucks "The Way I See It" program,  
quote began appearing on cups Fall 2006