



TEC Helps Printer Grow in Challenging Times

Link on paper, say the pundits, is losing ground to the internet.

Maybe so, but you'd never know it by the numbers at Southeastern Printing in Stuart, where revenues tripled to \$38 million after Don Mader took the helm as president of the 82-year-old company.

"The industry is changing, but it's not going away," he notes. "It's challenging – that's why you see the big media companies jockeying for position – and only the strong will survive."

That makes TEC an invaluable resource to Mader, who brings every major decision to his TEC Group for their input. "I think we all have a tendency to complicate things and interject personal feelings when we get too close to a decision," he said.

Working with TEC helped him successfully assimilate a series of acquisitions including a complex purchase of a division within a public company that then went private. Perhaps even more importantly, his peers and TEC Chair Jaynie Smith have counseled him to walk away from others. "My TEC Group gets me back to the basics and makes me answer the important questions: is this really where I want myself and my organization to go?"

Facing Change Head-On

Mader started in the industry with a \$5.50 an hour job cleaning screens in a print shop specializing in artwork on t-shirts. He worked his way into upper management as the company's revenues increased from a half-million to over \$6 million, then recognized the writing on the wall before the t-shirt fad burned out. It happened again when he founded a company that specialized in color separations – an industry that digital technology has totally replaced.

"TEC challenges its members to embrace change and adapt to it, and holds you accountable to position yourself in a market that's sustainable – or to re-invent yourself if it's not sustainable," Mader said.

"The really great thing about my TEC Group is that they're not close to my business and they have no vested interests or hidden agendas – their only aspiration is to help me succeed. They don't always tell me what I want to hear and sometimes that can be a little difficult. TEC isn't for leaders who like to be surrounded by 'yes men' but it's invaluable to people who take their responsibilities seriously and recognize their responsibilities to their employees and their community."



Making Southeastern a place where people like to come to work is another secret in Mader's success. "My hope is that when somebody walks through our doors, they talk to our people and think 'what a smart, fun company.'"

About TEC

Leadership Centers USA offers special CEO peer programs for Florida Presidents and Business Owners through either TEC (The Executive Committee) or PF (The President's Forum). Members meet monthly in small groups of 12 to 17 where they give and receive advice, share experiences and hear expert speakers.

Research shows that companies grow 2-1/2 times faster after their CEO joins TEC.

Since 1957 TEC has been dedicated to increasing the effectiveness and enhancing the lives of CEOs. There are 14,000 members worldwide – with more than 800 in Florida.

To learn more call Leadership Centers USA at 800-733-4832 or visit www.tecflorida.com

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