

# MEDIA ADVISORY



## FOR IMMEDIATE RELEASE

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Young Professional Society of Greater Springfield

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### HALLMARK CARDS TO HOST YOUNG PROFESSIONAL SOCIETY OF GREATER SPRINGFIELD FOR C.E.O. LUNCHEON

The Young Professional Society of Greater Springfield (YPS) will host a much-anticipated CEO luncheon, an event open to area professionals interested in hearing about the professional experiences of local CEOs, on Friday September 5<sup>th</sup> at 12:00 pm. The featured speaker for the event is Keith Kennedy, general manager of Hallmark Cards, Inc., Enfield Distribution Center. The luncheon will take place at Hallmark Cards, Inc., located at 25 Bacon Road in Enfield, Connecticut (just 8 miles from downtown Springfield.)

Kennedy is responsible for the distribution of over \$1.5 billion of personal expression products to Hallmark Cards' retail partners across the east coast and as far west as Ohio and parts south. His breadth of experience as a general manager for the \$4.4 billion dollar company makes him a valuable speaker for the Young Professional Society sponsored event, and offers a wonderful opportunity for area professionals to benefit from listening to his story and advice for serving as a successful leader.

YPS promotes their bi-monthly CEO Luncheons as a vehicle for the group's members to meet with area business leaders on a more relaxed level, helping to foster relationships and allow its members to see, first hand, how successful leaders run their organizations. "A major part of the YPS mission is civic responsibility, and Hallmark Cards truly encourages community involvement. Hallmark Cards is extremely involved and generous in supporting community based initiatives and encouraged their employees to give back to the communities where they live and work", says YPS President, Michelle Sade.

Keith Kennedy started his career at Hallmark Cards, Inc. in 1992 as a career development staff assistant, and has held positions of increasing responsibility to include roles in graphic arts, manufacturing, human resources & corporate diversity, and information technology. In February 2008, Keith concluded a 28-year distinguished career in the U.S. Air Force and Air Force Reserve, retiring as a Lieutenant Colonel and most recently the commander of the 439<sup>th</sup> Communication Squadron, Westover AFB, MA. Keith has an Associates of Applied Science degree in electronic systems technology, Bachelors of Science in Mathematics, and Masters of Science in applied statistic and operations research. He is a member of the Enfield Rotary Club, Northern Connecticut Chamber of Commerce, Council of Supply Chain Management

Professionals, and Reserve Officer Association. He is on the board of directors of New Horizons of Northern Connecticut, and a past board member of numerous other not for profit organizations. He is married and a proud father of four.

Some of the past speakers have included, James Morton of YMCA, Joe Carvalho of Springfield Museums, and Allan Blair of Economic Development Council.

It is the goal of YPS to provide a comfortable environment where attendees are able to engage in conversation with the featured speaker and with one another. Therefore, space for the CEO luncheon is deliberately limited. YPS members interested in joining in the conversation are encouraged to sign up online through [www.springfieldyps.com](http://www.springfieldyps.com).

The mission of the Young Professional Society (YPS) is to engage, involve and educate the region's young professionals. Through business & career development; volunteerism & philanthropy; social & cultural opportunities, we will attract and retain our communities future leaders. For more information, please visit [www.springfieldyps.com](http://www.springfieldyps.com)

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