

The Rotman Initiative for Women in Business, in partnership  
with Miller Thomson LLP and Loewen & Partners presents:

# Next Steps: A Program for Experienced Women Entrepreneurs Networking Reception

## How to Grow a Resilient Business: What to Do Now to Rebound

Featuring Anna Rossetti, President, CPI Card Group

**Tuesday, April 13<sup>th</sup>, 2010**

Presentation 5:30 pm – 6:30 pm  
Followed by networking & cocktails

**Miller Thomson LLP**

40 King Street West, 58<sup>th</sup> floor  
Toronto, Ontario M5H 3S1

Registration for this complimentary event is limited. Please register  
online by April 9<sup>th</sup> at [www.rotman.utoronto.ca/wib-apr13](http://www.rotman.utoronto.ca/wib-apr13)



### About Anna Rossetti

In 1999, Anna Rossetti joined Giesecke & Devrient, North America's largest manufacturer of financial payment cards, as Vice President of Sales & Marketing. Her objective was to recapture a 30% market loss to the competition. With her marketing acumen, Anna approached business building with a firm focus on being pertinent to the client. In 2004, she assumed her current role as President and continued to create brand awareness and develop recognition in the market-place. Anna joined CPI Card Group as President in 2008. Her expert leadership was brought in by Tricor Pacific Capital, a private equity fund, to further grow the company.