



Cornell University  
Charles H. Dyson School of  
Applied Economics and Management

# Points to Success

A BOLD  
Leadership Skills Seminar



# Joe Bourdow

President Valpak Direct Marketing Services, Inc.



Are You Suffering from HDD?  
(humor deficit disorder)



Don't Be Sad!  
Joe will show you...

How to Use  
HUMOR  
in the Workplace  
to  
Move a Team  
Forward

Is Your Team Humor-Impaired?

GE does it...AT&T does it,  
IBM does it,  
even the IRS likes to laugh!

Wednesday  
November 17  
5-6 pm  
Bradfield 101