



**AWSCPA**

*American Woman's Society of  
Certified Public Accountants*

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August 2010

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## **AWSCPA NEWSLETTER**

### **August Speaker Presentation**

**Randall White  
President and CEO  
Educational Development Corporation  
Presenting  
“The Challenges of Managing an Independent National Sales Force”**

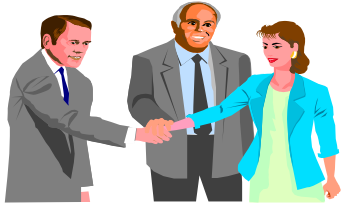
**After joining Educational Development Corp (EDC) in 1983 as its Controller, Randall White became President and CEO three years later - at a time it was near bankruptcy with its stock trading around \$0.15.**

**He attended Keystone OK Public Schools and graduated from Sand Springs High School and Oklahoma State University. His career started with Mapco as an accountant and he held various management positions at other companies before his tenure with EDC.**

**EDC is the US distributor of Usborne Books and the owner of Kane Miller Publishing. After turning the company around from 5 years of over \$5 million in losses and personally guaranteeing the debt, Randall has seen to it that the company has never had an unprofitable year. This resulted in the company twice being named by Forbes Magazine as one of the 200 Best Small Companies in America.**

**When Randall became President of EDC, he created a multi-level marketing division, which has proven very successful. Today he will share some of the challenges of managing a national sales force of over 9,000 independent consultants. This division provides high quality educational children's books by providing people, frequently moms, the opportunity to earn an income via their own small businesses.**

**Randall is married to Carol, with whom he has two sons who are also employed by EDC, and six grandchildren. In addition to his strong support of the OSU Cowboys, he is the proud owner of his boat Book-N-It. Carol is actively involved in many charity events and was recently recognized as “Volunteer of the Year” by Family and Children's Services.**



**AWSCPA OF OKLAHOMA GREEN COUNTRY**  
AFFILIATE OF AMERICAN WOMEN SOCIETY OF CPA'S

**August 2010 LUNCHEON MEETING**

“The Challenges of Managing an Independent National Sales Force”

Presented by Randall White

August 26, 2010

11:30- 1:00 PM

TiAmo Italian Ristorante  
6024 S. Sheridan Road

\$18 Members / \$25 Nonmembers

**Please RSVP (with lunch selection) by 5:00 p.m., Tuesday, August 24, 2010.**

Tortellini Casa (ham and pine nuts in a pesto cream sauce)

Or

Lasagna

Or

Bruchetta Salad with Chicken

(Entrees include bruschetta, soup or salad, dessert and drink)

RECOMMENDED FOR ONE HOUR CPE

LEVEL OF KNOWLEDGE: BASIC

PREREQUISITES: NONE

**ALL UNFILLED RESERVATIONS WILL BE BILLED DUE TO THE FACT THAT  
AWSCPA WILL BE BILLED FOR YOUR RESERVATION BY THE RESTAURANT  
(Cancellation deadline 5:00 p.m., Tuesday August 24, 2010)**

To make reservations, please contact Marilyn Pinney by email or phone. Her email address is [mpinney@edcpub.com](mailto:mpinney@edcpub.com) and her phone number is 622-4522 x118. Please reference the AWSCPA luncheon.



## **DATES TO REMEMBER**

September 23, 2010 AWSCPA Luncheon

October 28, 2010 AWSCPA Luncheon

President	Marilyn Pinney	<a href="mailto:mpinney@edcpub.com">mpinney@edcpub.com</a>	622-4522
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