

# THIRD ANNUAL OWNERSHIP THINKING CONFERENCE

## How to Register

Register online at [www.ownershipthinking.com](http://www.ownershipthinking.com)

Call our office at 303-984-1434, and register live with Carmen

**If you plan on staying at the hotel, you must contact them directly for reservations. A limited number of rooms are being held at the discounted rate of only \$169/night.**

## Fee Information

### Non-Ownership Thinking Club Members

Early Bird: \$499 first person, \$429 additional people (same company) – SAVE \$70

After May 30<sup>th</sup>, \$579 first person, \$499 additional people (same company) – SAVE \$80

### Ownership Thinking Club Members

Early Bird: \$429 first person, \$349 additional people (same company) – SAVE \$80

After May 30<sup>th</sup>, \$499 first person, \$429 additional people (same company) – SAVE \$70

VISTAGE MEMBERS AND HCSS CLIENTS CALL CARMEN AT 303-984-1434 FOR DISCOUNT

Register Online at [www.ownershipthinking.com](http://www.ownershipthinking.com)

or call our office at 303-984-1434

For room reservations, call The Inverness at 800-832-9053 and mention the conference



## CONFERENCE AGENDA

### Wednesday, September 16<sup>th</sup>:

5:00pm to 7:00pm Early Registration, **Meet and Greet**

### Thursday, September 17<sup>th</sup>:

7:00am to 8:30am Registration, Breakfast, **Meet and Greet**

8:30am to 9:00am Conference Kick-Off with Brad Hams

9:15am to 10:30am Breakout Sessions

**Brad Hams**

Creating Incentive Plans... That Work!

**Al Killeen**

Quantum Leadership in a Newtonian World

**Tom Webb**

Inexpensive and Efficient Employee Development

10:45am to 12:00pm Breakout Sessions

**Panel Discussion**

Rapid Improvement Plan Ideas and Examples

**Ken Ritterspach**

Don't Fake It! How to Truly Engage Your Employees

**Jenny Briggs**

The Path of the Mothership – Building an Authentic Culture at New Belgium Brewing

12:00pm to 1:00pm

Lunch and Network

1:00pm to 2:15pm

Breakout Sessions

**Melissa Spence**

Ownership Thinking from an Employee Perspective

**Panel/Discussion**

Ownership Thinking in Multi-Location Companies

**Don Freytag**

How to Create and Use a Board of Advisors

2:30pm to 3:45pm

Open Session Q&A

Learning from One Another

4:00pm to 5:15pm

General Session

Expert Panel of Best in Class Companies  
Three CEOs selected by Brad Hams: Mike Rydin, Les Burch, and Zimmerman Boulos

5:15pm to 7:00pm

**Reception & Get to Know Each Other**

### Friday, September 18<sup>th</sup>:

7:30am to 8:00am

Breakfast and Network

8:00am to 9:00am

General Session

Brad Hams on Navigating the Economy with Ownership Thinking

9:15am to 10:30am

Breakout Sessions

**Alex Freytag**

KPIs, Scoreboards, and Forecasting

**Michael F. Murray**

Models for Motivation

**Glenn Waring**

Effective Financial Management

10:45am to 12:00pm

Breakout Sessions

**Maureen Clarry**

Accountability

**Corey Rosen**

Broad Based Equity Options

**Tom Webb**

Importance of Non-Financial Goal Setting

12:00pm to 1:00pm

Lunch

Table Talk with the Experts

1:00pm to 2:00pm

Closing Session

Feedback and Ideas for 2010

## CONFERENCE ADJOURNS

Check out the venue and book your rooms at [www.invernesshotel.com](http://www.invernesshotel.com), or call 800-832-9053

# CONFERENCE PRESENTERS

**Brad Hams** is on a mission to eradicate entitlement. His company, Ownership Thinking, has helped hundreds of companies to diminish or defeat the entitlement mentality that is so pervasive and so devastating in our culture, and to replace it with cultures of earning – *of employees who think and act like owners*. He believes that human beings do not gain self esteem through unearned compensation, empty praise or false security, but rather through achievement. His company provides employees and organizations with the tools and training they need to realize their potential, and to create wealth where wealth might never have been created. Brad, with the help of his extraordinary team, developed the Ownership Thinking model in the early '90s, during which time he was the president of Mrs. Fields Cookies in Mexico. Prior to this, he held executive positions in the area of finance and operations in a fortune 100 company. Brad is a lifelong student of business and finance, holds a master's degree in Organization Development and Human Resources, and has taught business at the graduate level. He is a board member of the National Center for Employee Ownership, the number one resource for information and research related to broad based equity programs. In addition to his consulting work, Brad spreads his mission and message by speaking to roughly 60 audiences a year, and is one of the most sought after speakers for Vistage, the world's largest membership organization of CEOs.

**Maureen Clarry** is the President/CEO of CONNECT: The Knowledge Network (CONNECT). She regularly speaks on leadership and team issues related to data management, and is a frequent speaker at DAMA and PMI chapters around the country. Maureen hosts the Leadership and Management channel for the B-Eye Network, participates on the Business Intelligence Advisory Board for The Daniels College of Business at the University of Denver, and is on the TDWI Colorado Chapter Board.

**Michael F. Murray** is the Director of his own training firm, Creative Interchange Consultants International. Mike has conducted training seminars and organizational planning events for businesses managers, government officials, and church leaders in all 50 states and in Europe, Southeast Asia, and other parts of North America. His topics have included strategic planning, conflict management, community building, change management, spiritual growth, and leadership development.

**Al Killeen**, founder and President of Personal Mastery Programs, developed a 30-year track record of success in various business fields, and has been consulting, speaking and training in the areas of integrative Leadership, Management and Business Coaching for seven years. He has enjoyed a life-long interest and passion for bringing out individual effectiveness as a foundation to resultant cultural transformation for the purpose of organizational success.

**Mike Rydin** has been CEO of HCSS for 24 years. He started the company in 1986 as a one man business and has been at the helm as the company has grown to over 100 employees. Prior

to HCSS Mike was a systems analyst for a number of companies including AMOCO, MD Anderson Hospital and Raymond International Builders.

**Tom Webb** has been with HCSS for 13 years, where he started as a technical support analyst. Tom showed an early penchant for technology management, and eventually became an executive at HCSS. Interestingly, Mike has a philosophy degree (as well as a math degree) and Tom has a psychology degree. HCSS is one of my favorite companies (this is Brad Hams speaking), and epitomizes one of the qualities I most admire – life long learning.

**Karan Chandler** has 18 plus years experience in Human Resources many of those years in Open Book management companies. Karan is the Sr. Vice President of Human Resources at Chuck Latham Associates, a Manufacturers' Rep Company primarily in the pet industry. Karan graduated with a BA in English and sociology from the University of Kansas and an MBA from the University of Denver.

**Les Burch** is a native of Colorado and received a BS in Chemical and Petroleum Refining Engineering from the Colorado School of Mines in Golden, Colorado. Immediately after graduation in 1972 he started at the family-owned manufacturing company, Sashco Incorporated, as the Laboratory Manager. Les became President of Sashco in 1973, when his mother, Alice Hauptman, retired from the position. Les has served on the Board of Directors of the Adhesive and Sealant Council for over 30 years, and was elected its Chairman in 1998.

**Corey Rosen** is executive director and cofounder of the National Center for Employee Ownership. The NCEO is widely considered to be the authoritative source on broad-based employee ownership plans. He co founded the NCEO in 1981 after working five years as a professional staff member in the U.S. Senate, where he helped draft legislation on employee ownership plans. He is the author or co-author of over 100 articles and numerous books on employee ownership, and co-author of *Equity: Why Employee Ownership is Good for Business*. He has appeared frequently on CNN, PBS, NPR, MSNBC, and other network programs; and is regularly quoted in *The Wall Street Journal*, *The New York Times*, *BusinessWeek*, and other leading publications. He has a Ph.D. in Political Science from Cornell University and serves on the Board of Directors of the Great Place to Work Institute.

**Melissa Spence** is a Business Analyst for HCSS. She has a Bachelor's degree in Accounting and has worked for many different types of organizations during her career. Most of her past employers were just that, "Employers". She started her current position with HCSS in March 2006 and is excited to be working for a company that aggressively promotes an Ownership Thinking environment.

**Don Freytag** holds a BA from Yale in Psychology and an MBA from Harvard concentrated in Marketing. He spent his early years in business in consumer product marketing with Hunt

Foods, Warner-Lambert Pharmaceuticals, and PepsiCo. Don has been president of two publicly traded companies (Beverage Management, Inc. and G.D. Ritzzy's, Inc.) and two private ones (Management's West and Freytag Management Company). For the last 25 years, he has served on numerous boards of directors and advisory boards of manufacturing, distribution, retail, and service businesses.

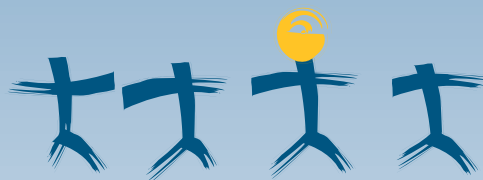
**Alex Freytag**, Vice President of Ownership Thinking, has a BA in psychology from Hamilton College and an MBA from the Fisher College of Business at Ohio State University where he was valedictorian of his class. In 1996 he co-founded and built an employee training firm, Profitworks Ltd., to teach financial literacy and business acumen to employees. Alex has also held senior management positions in operations, IT, sales and marketing with Cardinal Health, Marmor Chocolates and Elmer's Products in Columbus OH.

**Glenn Waring**, MBA, CPA combines CFO experience with an interest in building community. He has been an independent organizational counselor since 1992, working with large and small organizations to help them discover and reach potential. Many of Glenn's CEO clients are members of TEC/Vistage, an international organization with 15,000 clients around the world.

**Ken Ritterspach** is the president and CEO of Stylmark, Inc., an employee owned manufacturing company in Minneapolis. Ken has more than 30 years experience in both manufacturing and service businesses, primarily middle-market, privately held companies. He and his wife Jan are recent empty nesters, with three children in college. Ken is a scratch golfer, which means he scratches his head after most of his shots - "how in the world..."

**Jim Boulos** is owner and President of Office Environments & Services, a provider of business furniture and adaptable workspaces in Jacksonville, Florida. His company has been practicing Ownership Thinking/OBM for a decade, and is a leader in their industry. He is very active in his community, founding the Annual Flowering Tree Sale, which has added 200,000 trees to the community since 1987, and was instrumental in renovating historic San Marco Square. Jim is also a retired International Soccer Referee for FIFA, and has refereed in the Olympics and World Cup.

**Jenny Briggs**, is the HR Director (Madrina de HR) at New Belgium Brewing, and a member of their senior management team. Her wonderful team handle all aspects of Human Resource activities, including an important element of work at NBB – fun! She brings a non traditional viewpoint of relying on Values and communication to her role. She is actively involved in the ESOP community and employees the rewards of working in an open-book, open communication company. Jenny holds a B.S. in Public Health Education, and many certifications related to HR. New Belgium was named one of the top Small Places to Work by the Wall Street Journal in 2008.



## OWNERSHIP THINKING

# Initiating, Improving, and Sustaining Ownership Thinking

September 17<sup>th</sup> & 18<sup>th</sup>, 2009

Inverness Hotel, Spa, and Conference Center Denver, Colorado

### Register Now!

Last year, Ownership Thinking held its second annual conference, Discovering a Purposeful Organization with Ownership Thinking. Attendance grew 50% from our first conference to 125, and the tradition of outstanding speakers and attendees continued. Our keynote speaker, Kim Jordan of New Belgium Brewing, was particularly well received. This year's Ownership Thinking conference promises to be even better than the first two. Based on your feedback, our speakers will be primarily practitioners from some of my favorite companies: HCSS, New Belgium, Sashco Sealants, and Office Environments and Systems to name just a few. We expect to grow our attendance to 150 this year.

### What Makes This Conference Excellent?

Though we will have some outstanding resource speakers on topics such as Models of Motivation, Creating a Board of Advisors, and Improving Accountability, the majority of speakers at this conference are accomplished Ownership Thinking practitioners who have utilized these practices in their organizations for years. In addition, you will find that this conference attracts attendees who are truly enthused about business, and enjoy sharing information and ideas. Companies practicing Ownership Thinking are becoming best in class, and having fun along the way.



### Who Should Attend

Anyone who is interested in creating a culture of high performance, employee engagement, and ownership thinking should attend this conference. Attendees will include business owners, management personnel in all functional areas, and non-management personnel involved in ownership thinking steering committees or ESOP communications committees.

### Conference Site

Under the wide-open Colorado skies, at the foot of the majestic Rocky Mountains, is Colorado's premier conference resort. The Inverness Hotel, Spa and Conference Center reflects the spacious grandeur of its surroundings, offering spectacular vistas, a wealth of recreation and a high degree of luxury. Just 25 minutes from downtown Denver and 35 minutes from Denver International Airport, The Inverness offers easy access to the city's attractions as well as their own: a PGA championship golf course, an IACC accredited conference center, a luxurious spa, four diamond dining and more. Visit their website to learn more: [www.invernesshotel.com](http://www.invernesshotel.com).

### Proud Sponsors:

