



OWNERSHIP
THINKING

1617 S. Holland Ct.
Lakewood, CO 80232



Comments from previous Ownership Thinking conferences

"The topics and speakers at the conference provided great ideas that lead to useful discussions both with other people at the conference and our own group. Our team is going away from this experience with a new energy and direction for the company."

"Tremendous learning from both the presenters and by interacting with other attendees - who were extraordinary. The conference was structured in a way that allowed for both."

"If I had known what I would be seeing, I would have invited my children so they could see businesses like New Belgium and HCSS, and demand more from their future employers."

"Eye opening, motivating, valuable information - interaction between attending companies is priceless!"

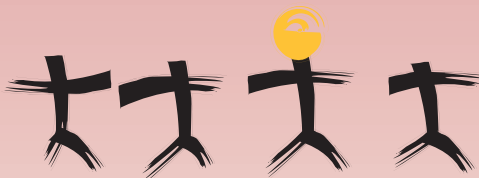
"Terrific event - speakers, content, and facilities. Keep us on your mailing list!"

2010 Annual Conference, September 16th and 17th



Increasing Accountability with Ownership Thinking

OWNERSHIP
THINKING



OWNERSHIP THINKING

Increasing Accountability with Ownership Thinking

September 16th & 17th, 2010

Inverness Hotel, Spa, and Conference Center – Denver, Colorado

What Makes This Conference Excellent?

The fourth annual Ownership Thinking Conference promises to be a fantastic event. We are honored to have several leading resource speakers on a variety of excellent topics related to Ownership Thinking and Accountability, and several of our favorite leaders from best practice Ownership Thinking companies. In addition, you will find that this conference attracts attendees who are smart, forward thinking, 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, CEOs, leadership personnel in all functional areas (particularly finance and HR), 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.

Register Today!

You can register online at www.ownershipthinking.com, or call our office at 303-984-1434 and register live with Carmen. Early Bird registration discounts available until June 1st. Space is limited.

If you plan on staying at the Inverness, you must contact them directly for reservations. A limited number of rooms are being held at the discounted rate of only \$169/night. www.invernesshotel.com, or call 800-832-9053 and tell them that you are attending the conference when registering.

Proud Sponsors:



FOURTH ANNUAL OWNERSHIP THINKING CONFERENCE

How to Register

Register online at 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. 800-832-9053

Fee Information

	Before June 1 st	After June 1 st
Ownership Thinking Club Members		
Initial Attendee	\$429	\$499
Additional Attendees	\$349	\$429
Non-Ownership Thinking Club Members		
Initial Attendee	\$499	\$579
Additional Attendees	\$429	\$499

VISTAGE MEMBERS CALL CARMEN AT 303-984-1434 FOR DISCOUNT

Register Online at 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 15th:

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

Thursday September 16th:

7:00am to 8:30am Registration & Breakfast

8:30am to 9:00am Welcome and Conference Overview with Brad Hams

9:15am to 10:30am Breakout Sessions

Sebabi Leballo Hiring for Talent

Jean Arthur Maxwell The Relationship Imperative

Greg Bustin High Performance: How to Get It, How to Keep It

10:45am to 12:00pm Breakout Sessions

Alex Freytag The Ownership Thinking Process

Steve Parry Sales Team Accountability

Les Burch Forgiveness as an Organizational Value

12:00pm to 1:00pm Lunch

1:00pm to 2:15pm Breakout Sessions

Maureen Clarry Accountability

Perry Phillips Effective Exit Planning

Corey Rosen Want Your Employees to be Accountable? Make Them Owners!

2:30pm to 3:45pm Open Session Q & A Learning from One Another

4:00pm to 5:15pm General - Keynote Eradicate Entitlement with Brad Hams

5:15pm to 7:00pm **Reception & Get to Know Each Other**

Friday September 17th :

7:30am-8:00am Continental Breakfast

8:00am to 9:00am General - Keynote Al Killeen on Soul Proprietorship

9:15am to 10:30am Breakout Sessions

Panel/Discussion Rapid Improvement Plans

Kristen Russell Creating a Culture of Ownership in Your Benefits Plan

Mike Scott The Totally Accountable Organization

10:45am to 12:00pm Breakout Sessions

Derrick Kuhn Measurable Marketing with Website Analytics

Brad Hams High Involvement Budgeting

Tom Webb Creating Wellness Programs in Your Company

12:00pm to 1:00pm Lunch and Meet the Experts

1:00pm to 2:00pm Closing Session Feedback and Ideas for 2011

CONFERENCE ADJOURNS

Check out the venue and book your rooms at 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 over 1,000 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*. 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 holds a master's degree in Organization Development and Human Resources, and is a past board member of the NCEO. He is one of the most sought after speakers for Vistage, the world's largest membership organization of CEOs, for whom he has done over 400 talks.

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.

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.

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.

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 authoritative source on broad-based employee ownership plans. He cofounded the NCEO in 1981 after working five years 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, has a Ph.D. in Political Science from Cornell University, and serves on the Board of Directors of the Great Place to Work Institute.

Steve Parry is President of Sales Productivity Consultants, Inc., a sales development consulting firm working with successful, established companies that wish to raise the bar, and growing companies striving to achieve sales goals. SPC specializes in increasing revenues, sales efficiency and effectiveness through evaluations of sales processes, systems and people, business development strategies, and sales and sales management training and consulting.

J. "Jean" Arthur Maxwell is an internationally-known consultant, trainer, facilitator, and speaker. He brings a unique blend of psychological insight and business acumen, integrating inspiration with practical human tools. For more than 35 years, Maxwell has helped individuals; teams and organizations increase effectiveness and profitability through accountability, empowerment, relationship, productivity, and trust.

Mike Scott founded his training and consulting business in 1983, teaching executive and management teams the essentials of maximizing the output of themselves and their employees. For the past 25 years, Scott and his professional team have consulted and trained with thousands of U.S., Canadian, and British companies including AAA, McDonald's, and Ernst & Young to significantly increase income and decrease expenses by millions of dollars.

Greg Bustin founded and led a 50-person consulting firm after leading the Dallas office of an international consulting firm to unprecedented levels of success. He has worked with the CEOs and leaders of many of America's Most Admired Companies, including Burger King, Nucor, OGE Energy Corp., PepsiCo and Trammell Crow Company as well as with leadership teams at small to medium sized companies. He is the author of *Take Charge! How Leaders Profit From Change and Lead The Way*.

Sebabi Leballo leads HCSS' people function, which includes all areas related to workplace culture, employment branding, and acquiring, developing, and retaining great talent. Through his work on culture and branding, HCSS has been named one of the top 10 Best Companies to Work for in

Texas for three years in a row (2008-2010), and also reached the national spotlight as one of the Top 15 Winning Workplaces in America as named by the Wall Street Journal in 2009. Sebabi is a frequent speaker at HR events and is often called upon to share best practices in areas such as employer branding, culture, social media, wellness, attracting and retaining talent, and employee engagement programs.

Perry Phillips, CA-CBV, ASA, CEPA (Certified Exit Planning Advisor), Ownership Thinking's Canadian Licensee, is the founder and President of ESOP Builders Inc. Perry is also on the Board of Directors of The Exit Planning Institute, an association of professionals founded in 2004 and recognized thought leader in the field. As an ESOP consultant, Perry has designed and implemented over 100 employee share ownership plans with a street value of over one billion dollars and is recognized nationally and internationally as an expert in ESOPs.

Tillie Hidalgo Lima leads a national corporate concierge company, Best Upon Request, which provides services that combine the resourcefulness of a concierge with the usefulness of an errand runner. They are specifically designed to increase employee productivity and reduce stress, leading to enhanced employee retention. Her numerous honors include 2007 YWCA Career Woman of Achievement and 2008 Brillante Award for Entrepreneurial Excellence from the National Society of Hispanic MBAs.

Joe Motz is the president and CEO of The Motz Group, a landscape management and grounds care business based in Cincinnati, Ohio. The Motz Group is one of the most recognized and respected natural and artificial sports turf design and construction firms in the world. He is past president of the Ohio Turfgrass Foundation, past Chairman of the Council for Agricultural Research, and Entrepreneur of the Year at Vistage for 2008 and 2009.

Alex Miller has been with Mercedes Medical almost since its inception, serving in many capacities for over 16 years, most recently as COO. Alex holds a Bachelor's Degree from the University of Rhode Island and has vast experience in marketing, operations, strategic development and distribution within the medical supply industry. She recently earned her MBA at The Carey School of Business at Johns Hopkins University.

Andy Wright graduated magna cum laude from Stetson University with a double major in Marketing and Finance. Directly out of college he was employed with Arthur Andersen where he managed the southeast region of the United States selling tax preparation software. In 1996 he joined Mercedes Medical as a telesales representative, and in 2002, became a minority shareholder in the company and shortly thereafter was appointed Chief Operating Officer.

Derrick Kuhn is a serial entrepreneur who loves web technologies and how they can impact and enhance businesses. He has been involved in helping companies capitalize on their website opportunities for over 10 years. He decided to focus on serving small businesses as he believes the Internet provides exceptional leverage, which allows smaller companies to compete effectively against their larger counterparts.