



OWNERSHIP  
THINKING

1617 S. Holland Ct.  
Lakewood, CO 80232

17 YEARS  
IN BUSINESS

### Comments from previous Ownership Thinking conference attendees

*"I always get a ton of take away but I also got very inspired this year being surrounded by so many enlightened and passionate leaders."*

*"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."*

*"Exceeded my expectations on almost every possible level."*

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

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

Visit our website to see video highlights of previous Conferences.

[www.ownershipthinking.com](http://www.ownershipthinking.com)

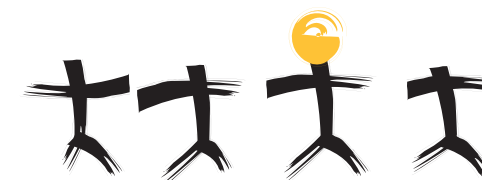
## 2012 Annual Conference, October 11<sup>th</sup> and 12<sup>th</sup>



## Creating Cultures of Accountability and Purpose

# OWNERSHIP THINKING

## SIXTH ANNUAL OWNERSHIP THINKING CONFERENCE



OWNERSHIP  
THINKING

## Creating Cultures of

# Accountability and Purpose

October 11<sup>th</sup> and 12<sup>th</sup>, 2012

and on October 10<sup>th</sup>:

### Preconference Workshop: "Getting Started with Ownership Thinking" (all day)

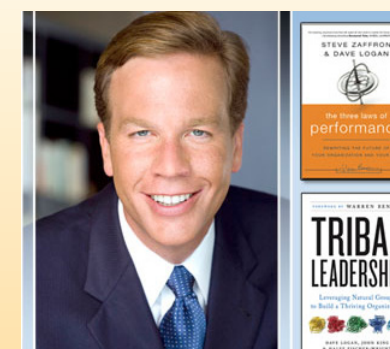
Inverness Hotel, Spa, and Conference Center – Denver, Colorado

#### What Makes This Conference Excellent?

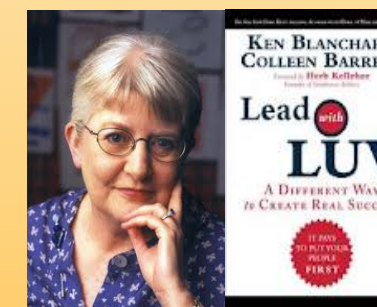
The sixth annual Ownership Thinking Conference promises to be a fantastic event. We are honored to have Dave Logan, author of Tribal Leadership and The Three Laws of Performance as our keynote speaker, and Colleen Barrett, past president of Southwest Airlines as our Friday morning general session speaker. As always, we will have several leading resource speakers on a variety of excellent topics related to this year's theme, 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.



Keynote Speaker  
David Logan



Keynote Speaker  
Colleen Barrett

#### 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).

#### Register Today!

You can register on line at [www.ownershipthinking.com](http://www.ownershipthinking.com), or call our office at 303-984-1434 and register live with Carmen. Space is limited to 200 attendees, so register soon!

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](http://www.invernesshotel.com), or call 800-832-9053 and tell them that you are attending the conference when registering. You must register by September 9th to get this rate.

# SIXTH ANNUAL OWNERSHIP THINKING CONFERENCE

## How to Register

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

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 for Ownership Thinking Conference

<b>Ownership Thinking Club Members</b>	
Initial Attendee	<b>\$649</b>
Additional Attendees	<b>\$449</b>
<b>Non-Ownership Thinking Club Members</b>	
Initial Attendee	<b>\$729</b>
Additional Attendees	<b>\$529</b>

## For Ownership Thinking Newbies!

Getting Started with Ownership Thinking Preconference: a 1-day, hands-on workshop designed to provide participants with the tailored tools and information they need to begin practicing Ownership Thinking in their organization. Attendees should include CEO/owner, President, and/or senior leadership team members. We recommend that three people from each company attend. (The workshop fee will be credited toward a full implementation should a participant company choose to utilize an Ownership Thinking consultant to come on-site for a full implementation.)

## Fee Information for Getting Started Workshop

<b>Ownership Thinking Club Members</b>	<b>\$2,500</b> (3 attendees/company)
<b>Non-Ownership Thinking Club Members</b>	<b>\$3,000</b> (3 attendees/company)

## CONFERENCE AGENDA

### Wednesday October 10<sup>th</sup>:

7:00am to 10:00am	Registration for Preconference
7:00am to 8:30am	Preconference Breakfast
8:30am to 5:00pm	Preconference Workshop
	<b>Tom Bouwer:</b> Getting Started with Ownership Thinking
5:00pm to 7:00pm	Early Registration for Conference
	Meet and Greet / Cash Bar for Conference Attendees

### Thursday October 11<sup>th</sup>:

7:00am to 8:30am	Registration and Breakfast
8:30am to 9:00am	Welcome and Conference Overview with <b>Brad Hams</b>
9:15am to 10:30am	Breakout Sessions
	<b>Henry Evans</b> Creating High Accountability Cultures
	<b>Panel</b> First Year OT Successes
	<b>Grace Keenan</b> Customer Satisfaction
10:45am to 12:00pm	Breakout Sessions
	<b>Hunter Lott</b> Hire the Best, Fire the Rest, and Stay Out of Court
	<b>Greg Bustin</b> All In: How Engaged Organizations Win
	<b>Tom Webb</b> Onboarding
12:00pm to 1:00pm	Lunch
1:00pm to 2:15pm	Breakout Sessions
	<b>Tim Keran</b> Accountability as Retention Tool
	<b>Amy K Hutchens</b> Ignite Brilliance in Your Leadership
	<b>Tom Bouwer</b> Ownership Thinking 101
2:30pm to 3:45pm	Open Session Q & A
	<b>Brad Hams:</b> Brainstorming and Self Improvement
4:00pm to 5:15pm	General - Keynote
	<b>Dave Logan:</b> <i>Tribal Leadership</i>
5:15pm to 7:00pm	Reception

### Friday October 12<sup>th</sup>:

7:30am-8:00am	Continental Breakfast
8:00am to 9:00am	General - Keynote
	<b>Colleen Barrett:</b> <i>Southwest Airlines: Servant Leadership</i>
9:15am to 10:30am	Breakout Sessions
	<b>Eric Coryell</b> Creating and Leading Accountable Teams
	<b>Al Killeen</b> Leveraged Effectiveness
	<b>Howard Task</b> Advisory Boards
10:45am to 12:00pm	Breakout Sessions
	<b>Tiffany Dahlberg</b> Communication w/Multiple Locations
	<b>Whitney Walpole</b> Aligning Individual & Organizational Purpose
	<b>Casey Brown</b> Strategic Pricing
12:00pm to 1:00pm	Lunch and Meet the Experts
1:00pm to 2:00pm	Closing Session
	<b>Alex Freytag:</b> Feedback and Ideas for 2013

## CONFERENCE ADJOURNS

# CONFERENCE PRESENTERS

### Special Keynote Speaker: David Logan



**David Logan, author of the bestselling book *Tribal Leadership***, studies how people communicate within a company -- and how to harness our natural gifts to make change within organizations. Dave has a Ph.D. in Organizational Communication from the Annenberg School at USC. Dave works with Fortune 500 companies, including Qualcomm, Intel, Charles Schwab American Express, and Prudential, and with major defense contractors and governments around the world.

### General Session Speaker: Colleen Barrett, former COO and President, Southwest Airlines

**Colleen Barrett** joined Southwest Airlines Company in 1978 as a corporate secretary and rose through the ranks to become the company's president and chief operating officer. Barrett's development of Southwest's innovative customer focused culture made her a driving force in the airline's growth into one of the largest and most profitable major airlines.

**Brad Hams** is founder and President of Ownership Thinking, and your host at the 6th Annual Ownership Thinking Conference. He is also the author of Ownership Thinking: How to End Entitlement and Create a Culture of Accountability, Purpose, and Profit.

**Alex Freytag** is Vice President and partner at Ownership Thinking, where he heads up the consulting side of the business. Alex is an MBA who has held senior management positions in operations, IT, sales and marketing with Cardinal Health, Maramor Chocolates and Elmer's Products in Columbus OH. Alex and his team have doubled the consulting revenues at Ownership Thinking in 2012.

**Tom Bouwer**, Senior Consultant at Ownership Thinking, offers over 20 years of U.S. and international management and consulting experience. Tom's experience in Turkey, where he started and ran his own company, provides him with unique insight into the issues confronting business owners and their employees.

**Casey Brown**, Senior Consultant at Ownership Thinking, has delivered large, complex projects for nearly 15 years in such areas as Strategic Pricing, Business Productivity, Six Sigma, Sales, R&D, Manufacturing, and Supply Chain. She holds undergraduate degrees in Chemical Engineering and Spanish, and an MBA. Casey is fluent in Spanish and is a certified Six Sigma Black Belt.

**Tom Webb** has been with HCSS for 14 years, where he started as a technical support analyst. Tom showed an early penchant for technology management, and eventually became an executive at HCSS. HCSS is one of my favorite companies (this is Brad Hams speaking), and epitomizes one of the qualities I most admire -- lifelong learning.

**Henry Evans** is co-founder and Managing Partner for Dynamic Results, LLC, providing coaching and consulting solutions to independent executives, as well as those in national organizations, helping each achieve their desired goals. Henry is also the author of the best-selling book *Winning With Accountability*, *The Secret Language of High Performing Organizations*

**Tim Keran** has been on his own personal continuous improvement journey for over 20 years and has focused on building a fun,

rewarding and winning work culture at his company, Western Graphics. Western Graphics was awarded Printing Industries of America's 2010 Best Workplace in the Americas and the prestigious 2010 Manufacturer of the Year by the Manufacturers Alliance.

**Amy K Hutchens** has given over 1000 presentations to 30,000+ executives in 8 countries, and is the brain brilliant woman offering up a unique perspective on life, leadership, neuro-sales and innovation. Her company won 5 Telly Marketing Awards and the Summit International's Award for Creativity. AmyK travels the world helping companies and individuals grow profitably!

**Eric Coryell**, is past President of Diamond Cut, a startup company in Mequon, WI, and of EWC, a manufacturer of medical interconnect systems. He now helps organizations engage their employees through strategic alignment, leadership development, and the creation of functional and accountable teams.

**Hunter Lott** specializes in helping small business cope with HR regulations and compliance. He has presented to over 100,000 business leaders on topics such as hiring, firing, attitude, harassment, documentation and motivation. He is the author of *Please Sue Me: The Guide to Safe Hiring and Firing Practices for the Frontline Manager with a Short Attention Span*.

**Al Killeen** is founder and President of Integrative Mastery Programs. 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 personal and organizational success. Al is also the author of the excellent book, *Soul Proprietorship*.

**Greg Bustin** helps leaders increase their effectiveness. Greg has worked with leaders at many of the world's most respected companies, and speaks to and works with leadership teams throughout the U.S., Canada and Europe. Greg's most recent book -- *Lead The Way -- examines the critical steps of effective planning and execution*. His new book focuses on accountability.

**Tiffany Dahlberg**, president of Ready2ACT (a solutions provider for project management, process improvement, and employee training) has over 20 years of experience in helping organizations improve their processes, better manage projects, and implement positive change.

**Howard Task**, Marketing, Management and Advisory Services provides business consultation services to family owned businesses, including Serving on Boards of Directors/Advisory Boards; Strategic Planning Facilitation; Part Time Chief Marketing Officer; General Business Consultation; Marketing Resource Sourcing and Selection and Sales Management Services.

**Whitney Walpole** has been a professional leadership coach and culture change expert for over 18 years. Her achievements include starting her own private school, founding and running a successful Internet software firm, managing her own coaching firm, and winning the Colorado Ethics in Business Award for her company's strong ownership culture.

**Dr. Grace Keenan** is board certified in internal medicine, integrative and holistic medicine, and anti-aging medicine. She is the founder of Nova Medical Group, the largest primary care practice in Loudoun County (Virginia) with locations in Ashburn, Sterling, Leesburg and

Warrenton. A fifth office in Gainesville is slated to open in June 2012.

**Chuck Orrico** is President and CEO of DYONYX L.P., an IT Managed Services and Consulting firm employing 175 employees in 5 cities throughout the U.S. Chuck has more than 28 years of experience in helping clients achieve business objectives through IT strategic planning and technology management.

**Kathi Roche** for the past 30 years has been in Finance, Accounting & Management for public and private firms with a heavy focus in the construction industry. She is currently the Controller for Santa Rita Landscaping in Tucson Arizona and takes pride in helping to diminish or defeat the entitlement mentality.

**Chris Webb** - of his 26 years in the landscape industry, the last 15 have been focused on management and leadership. He is currently the Manager of Operations at Santa Rita Landscaping in Tucson Arizona and focuses on the minor changes that make the big difference!

**Brock Coleman** is owner and CEO of Commercial Kitchen. Founded in 1946, CKPS remains a privately held company now dedicated to serving the needs of more than 4,000 food service businesses throughout Texas.



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