



## BE THE ONE!

On May 7, 2010, experience an event that will inspire you to be the one to make a difference — at work, at home and in your community. It all starts with leadership training.

You are invited to join this global simulcast gathering of leaders with one purpose in mind: **Developing leaders at all levels, positions and stages.**

And we can do it. One community. One business. One person at a time.

Because we know that leadership is more than just learning. It's more than just growing. It's more than status or even experience. Real leadership is about service. It's about sacrifice. It's about having the will to take action. It's about positively influencing the lives of those we lead.

Authentic leadership is about being the one.

The one organization that leads by example. The one team that maintains focus amid chaos and courage amid adversity. The one person others look to for strength and guidance. The one who casts vision. The one who offers hope.

**The Blue Ridge Conference on Leadership Partnering with Auburn University College of Business is proud to be the host organization bringing this live simulcast event to Montgomery!**

**Date: May 7, 2010**

**Location: Renaissance Montgomery Hotel and Spa at the Convention Center**

**Address: 201 Tallapoosa Street, Montgomery, Alabama 36104**

**Ticket may be ordered by phone at 334-844-5100 or**

**email: [www.auburn.edu/outreach/cfaleadercast/registration.htm](http://www.auburn.edu/outreach/cfaleadercast/registration.htm)**

# GIANT Impact

The Producer of the Chick-fil-A Leadercast

Giant Impact is a global leadership company focused on awakening leaders through effective content, powerful brands and world class events.

Giant has a presence in more than 20 countries. Giant Impact produces Chick-fil-A Leadercast. The event was founded by John Maxwell with a mission to develop leaders of excellence and integrity. What began ten years ago as a half day, classroom-format event with John Maxwell has since become a full day, experiential conference featuring several leadership experts and practitioners.

## Blue Ridge Conference on Leadership, Inc. and Auburn University College of Business Hosting Entity for Montgomery, Alabama

The Blue Ridge Conference in partnership with the Auburn University College of Business is the hosting entity for the Montgomery Chick-Fil-A Leadercast.

Blue Ridge is a 501(c) 3 non-profit organization dedicated to enhancing leadership and human relationship skills. The organization has a rich 91 year history of developing leaders in the Southeast. Partnering with Auburn University College of Business since 2000, the cornerstone annual leadership development conference is held in Black Mountain, NC at the YMCA Blue Ridge Assembly during October. Blue Ridge can also offer in-house training and events as needed for organizations.

The 2010 Annual Conference will be held October 13-15 and the theme is "Getting and Keeping Your Players in the Game: The Power of Full Engagement." Please reference the Blue Ridge website ([www.blueridgeleadership.com](http://www.blueridgeleadership.com)) for additional information.



## 2009 Attendee Demographics

### Average Number of Attendees per Year:

Throughout US 60,000

At Live Atlanta Site 1,500

### Average Number of Host Sites:

Throughout US 500

### Size of Attendee's Organization: (Number of Employees)

1 to 50 45.7%

51 to 100 09.4%

101 to 500 12.5%

501 to 1,000 06.0%

More than 1,000 26.4%

### Attendee's Position: Owner/Principal

13.3% CEO/President 04.7%

Senior C Level Executive 04.4%

Director/VP 09.5%

Middle Manager 10.2%

Supervisor 10.2%

Team Member/Professional/ 27.4%

Consultant Other 12.2%

### Attendee's Gender:

Male 50.0% Female 50.0%

### Attendee's Age:

35 or younger 28.6%

36-45 32.1%

46-55 32.1%

56 or older 07.2%

### Other Data:

70% attend at least two professional development programs in a year

98% recommend the event to others

Top 3 sources of business news: CNN, Fox News, local newspaper



## LEADERCAST Schedule

“Be The One”

May 7, 2010

| Central Time | Description       |
|--------------|-------------------|
| 7:00 AM      | Registration      |
| 8:00 AM      | Session 1         |
| 9:20 AM      | Break             |
| 9:40 AM      | Session 2         |
| 11:00 AM     | Lunch             |
| 12:00 PM     | Session 3         |
| 1:30 PM      | Break             |
| 1:50 PM      | Session 4         |
| 3:00 PM      | Program Concludes |

### Ticket Pricing:

| Type of Ticket     | Pricing |
|--------------------|---------|
| Regular Admission  | \$99.00 |
| Education/Military | \$79.00 |

Call for tickets today! (334)844- 5100 or go to

<http://www.auburn.edu/outreach/cfaleadercast/registration.htm>



# SPEAKERS

## JIM COLLINS

Jim Collins has authored or co-authored four books, including the classic *Built to Last*. Collins' book, *Good to Great*, attained long-running positions on the *New York Times*, *Wall Street Journal* and *BusinessWeek* best seller lists, has sold 3 million hardcover copies and has been translated into 35 languages. His most recent book, *How the Mighty Fall*, was published in May 2009. In 1995, Collins founded a management laboratory in Boulder, Colorado, where he now conducts research and teaches executives.

**TONY DUNGY** (Pre-Recorded Session) Tony Dungy led the Indianapolis Colts to Super Bowl victory on February 4, 2007, the first such win for an African American coach. With this victory, he joined Mike Ditka and Tom Flores as the only individuals to win the Super Bowl as a player and head coach. An author and a speaker, Dungy has been involved in a wide variety of charitable organizations, including the Fellowship of Christian Athletes, Athletes in Action, Mentors for Life, Big Brothers Big Sisters, Boys & Girls Clubs, the Prison Crusade Ministry, and All Pro Dad, among others.

## JOHN MAXWELL

John C. Maxwell is an internationally recognized leadership expert, speaker, and author who has sold over 16 million books. EQUIP, the 501(c)3 organization he founded in 1996, has trained more than two million leaders worldwide. Every year he speaks to Fortune 500 companies, international government leaders, and audiences as diverse as the United States Military Academy at West Point, the National Football League, and ambassadors at the United Nations.

## BEN CARSON

Ben Carson, Sr., M.D., dreamed of becoming a physician while growing up in poverty. His mother, with only a third-grade education, challenged him to succeed. Today Carson is a professor of neurosurgery, oncology, plastic surgery, and pediatrics at Johns Hopkins and has directed pediatric neurosurgery there for nearly 25 years. Carson holds more than 50 honorary doctorate degrees and sits on the boards of numerous organizations like Kellogg and Costco. In 2001, Carson was named by CNN and *TIME* Magazine as one of the nation's 20 foremost physicians and scientists. He was appointed to the President's Council on Bioethics and recently received the Presidential Medal of Freedom.

## CHIP HEATH

Chip Heath is a Professor of Organizational Behavior in the Graduate School of Business at Stanford University. He is the co-author of the book *Made to Stick: Why Some Ideas Survive and Others Die*, which has been a *New York Times*, *Wall Street Journal*, and *BusinessWeek* bestseller. Chip is also a columnist for *Fast Company* magazine, and he has spoken and consulted on the topic of "making ideas stick" with organizations such as Nike, the Nature Conservancy, Microsoft, Ideo, and the American Heart Association.

## SPEAKERS

**JIM GOODNIGHT** (CEO Panel) Since he co-founded SAS in 1976, Jim Goodnight has served as the company's CEO. In 2008, the company's revenue was \$2.26 billion, its 33rd consecutive year of growth and profitability. In 2004, Harvard Business School named Goodnight as one of the "20th Century's Great American Business Leaders," citing his impact on "the people have lived, worked and interacted in the 20th century." Goodnight has a Ph.D. in statistics and speaks internationally on leadership, education and innovation.

**ED BASTAIN** (CEO Panel Discussion) Ed Bastian currently serves as president of Delta Air Lines, and president & CEO of Delta's wholly-owned subsidiary, NWA. He most recently served as chief financial officer for Delta Air Lines. Bastian joined Delta in 1998 as vice president of finance and controller and was promoted to senior vice president in 2000. He had responsibility for the divisional finance organizations, financial planning and analysis, financial reporting and the company's profit improvement initiatives. He left Delta in early 2005 to become senior vice president and chief financial officer of Acuity Brands. He returned to Delta in July 2005.

### **CONNIE PODESTA**

Connie Podesta delivers a powerful message using a no-nonsense, interactive style and provides immediate, positive results. An internationally-successful speaker, trainer and executive career/life consultant, Podesta uses her diverse talents as an entertainer, author, organizational therapist, and radio/TV personality to help millions of people find real-life solutions and achieve the success they desire, the happiness they seek, and the personal and professional balance they deserve.

### **MARK SANBORN**

Leadershipgurus.net lists Mark Sanborn as one of the top 15 leadership experts in the world. Sanborn has written or co-authored seven books and more than two dozen video and audio training programs. The Fred Factor has been featured on the *New York Times*, *BusinessWeek* and *Wall Street Journal* bestseller lists. His newest books include *You Don't Need a Title to be a Leader* and *The Encore Effect*. Sanborn is the former president of the National Speakers Association and winner of The Cavett.

### **STEVE UZZELL**

Steve Uzzell started in the photography business 36 years ago as the assistant to the editor of *National Geographic* magazine and a member of their photographic staff. He now shoots for a roster of clients that includes airlines, automobile manufacturers, travel, shelter and fashion magazines. His work has won numerous awards, including ten from Communication Arts. He has photographed two books, *Maryland* and *The View From Sterling Bluff*, and has editorial work published in over 80 publications.

## ATTENDEE TESTIMONIALS

“After the event we have had several management meetings where content from that day has been discussed or shared... We have all committed again to being servant leaders and continuing to improve.”

**ANGELA CHRYSLER** | TEAM NATIONAL/NATIONAL COMPANIES

“People want to take it back to their workplaces and make change happen.”

**LEE WILLINGHAM** | LONE OAK FIRST BAPTIST

“The motivation and the excitement were phenomenal. The information from all speakers was phenomenal. The knowledge was so good that you could not possibly sit through it and not change things about your life.”

**GERALMY SWINT** | EARTHLINK

“The event was a highlight in my development. Each speaker brought insights that were inspiring. It is an incredible way to improve upon our leadership so that in turn we can make a difference in the lives of those we influence.”

**JENNIFER BOUBEL** | CONTINENTAL AIRLINES

“I enjoyed seeing the passion and energy that the speakers had...very inspiring and REAL! The practical information they shared are things that everyone can use in their own lives.”

**STACIE HEIM** | VERIZON WIRELESS

“It encouraged me to set my goals high and strive toward them.”

**QUINTON SCHWENGEL** | WINSHAPE RETREAT