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The Forster Group at
Morgan Stanley
Smith Barney

Featuring:

Barrie Bergman

Author of

Nice Guys Finish First

Talks Straight About Being Decent and Successful in Business

Thursday, July 23, 2009

12:00-1:30PM

Canary Hotel

Phone: 805-884-0300

Park in public lot located behind the Hotel on Chapala Street.

Show Up. Be Decent. Do What You Do.

Barrie Bergman: An Entrepreneur with a Conscience



A culmination of years of experience and wisdom from building two multi-million dollar industry giants, Barrie's insights on human nature and ideas that work prove that indeed, nice guys can finish first.

Veteran empire-builder Barrie Bergman has never played by the rules. "Ready, Fire, Aim," he likes to say. Now a popular speaker and advisor to fellow visionaries, Barrie calls the game on the current "license to kill" mentality and outlines a style that gets results and lets you sleep at night.

The Anti-Donald Approach: The Business Case for Being Decent

Firing someone is never easy. This program shows that clawing your way to the top, leaving bodies strewn in your path, is not only unnecessary, but just plain stupid. It's time to tell Donald Trump, "You're Fired!"

Hanging Out in the Fast Lane: Confessions of a Rock and Roll CEO

What went on behind the scenes in an industry reputed for sex, drugs, and rock n' roll? From the Rolling Stones to Michael Jackson, hear back stage stories in Rock n' Roll and the insights about life and human nature drawn from them.

Built to Have Fun: Building Empires without Burying Bodies

Burnout is a short term win, but a long term loss. This program defies an erroneous belief that getting results and having fun can't happen at the same time. Audiences will leave with a different perspective on dealing with the every-day twists and turns called life.

Charisma with a Cause: Leadership Styles that Work

In this program Barrie introduces a unique approach that combines down to earth charisma with heart. An insider's look at how real leaders create a loyal following from the next generation of talent.

LUNCH CHOICES*

Grilled Salmon

With Mimosa Sauce, dill potatoes and market vegetables.

Classic Caesar Salad

Grilled chicken, hearts of romaine, Caesar dressing and herbed croutons.

Six Cheese Ravioli

With spicy tomato-basil sauce and market vegetables.

**Lunch includes bread and butter, ice tea and coffee and dessert.*

Continuing Education

CPA/Attorneys: 1.0 Hr CPE/MCLE

This activity has been approved for Minimum Continuing Legal Credit by the State Bar in the amount of 1.0 hour. VCBA certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the state bar of California governing MCLE. Additionally, this organization follows the CE requirements, specified in the California Board of Accountancy Regulations.

Reservations and Cost

The cost of the luncheon is \$35 for non-members and \$25 for members. Please email your reservations and lunch selection to cpalawsb@bpw.com.

RSVP by Monday, July 20, 2009.

Please make checks payable to CPA/Law Society and remit upon luncheon reservation. Or, mail payments to:
Tina Benavides; 1123 Chapala Street; Santa Barbara, CA 93101.

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