

# CPA/Law Society

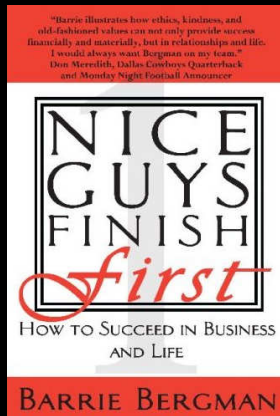
in association with our friends at  
Rabobank

Present:

## Barrie Bergman, Empire Builder/Author

Veteran empire-builder Barrie Bergman has never played by the rules. His maverick approach may be unconventional, but Barrie has built multi-million dollar empires in two diverse businesses: in the Entertainment Industry and in the Cosmetic Industry. 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.

In 1963, after his father bought the Record Bar from Barrie's uncle, Barrie and his wife, Arlene, opened the second store in Chapel Hill, NC. Through Barrie's charismatic leadership, Record Bar grew to a national chain of 180 stores in 30 states. At the age of 47, Barrie and his partners sold Record Bar for \$92 million.



Shortly after selling Record Bar, Barrie and partner, John Hansen, purchased bankrupt Bare Escentuals, a 4-store skin care company. Twenty-four stores later and a constant presence on QVC, it was recapitalized for over \$200 million, just 14 years after its rescue.

"The image of businessmen who don't understand the meaning of ethics is commonly what people think of when they think of millionaire success. 'Nice Guys Finish First: How to Succeed in Business and Life' is author Barrie Bergman's call for ethics and courtesy, claiming such virtues do have their place in the modern world of business, and do not doom their champions to failure. Packed with advice to the would-be nice guy business man, "Nice Guys Finish First" is a fine and highly recommended read." John Burroughs, *The Midwest Book Review*

Attendees Receive a Complimentary Copy of "Nice Guys"

An "Inside the Actors Studio" Format  
with a Relaxing Interview and Q&A with Bergman

Friday, November 20, 2009  
Noon - 1:30 PM @ The Pierpont Inn, Ventura

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Lunch Choices: (1) Grilled Loin of Pork (2) Mandarin Ginger Chicken Salad; or (3) Vegetarian Sandwich

The cost is \$35 for members of the CPA/Law Society; \$45 for non-members; \$30 students. Price Includes Copy of Bergman's Book, Lunch, Coffee/Tea, Dessert and MCLE/CPE credit. Please make your reservations and lunch selection by calling Barbara at Doug Kulper's office (805) 659-6800, or please e-mail Doug Kulper at [dkulper@fcoplaw.com](mailto:dkulper@fcoplaw.com), before November 17, 2009. All reservations are considered "firm" on November 17 (at 5 pm); we will bill late cancellations and "no shows."

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Ethics Credit for Attorneys/General Credit for CPAs