

The First
Annual

LEADERSHIP BEST PRACTICES CONFERENCE

November 3, 2006

Sheraton Crystal City Hotel  Arlington, Virginia

PRESENTERS FROM:

Capital One

FBI Academy

Jet Blue Airways

Simonton Windows

Baldrige National Quality Program

US Air Force Academy

US General Services Administration

Schwan University

Wharton School of Business

and Baldrige Award Winners:

Motorola, Inc.

DynMcDermott Petroleum Operations

Park Place Lexus

Branch-Smith Printing Division

FOUR WAYS TO REGISTER:

CALL: (703) 359-5969 or

Toll Free Voice Mail: (800) 899-6363

FAX: (703) 359-5971

E-MAIL: info@theleadersconference.com

ON-LINE: www.leadershipbestpracticesconference.com

LEADERSHIP BEST PRACTICES CONFERENCE

CONFERENCE PURPOSE AND OBJECTIVE

The **Leadership Best Practices Conference** is designed to assist public and private sector organizations in creating a strategic competitive advantage through identifying and implementing leadership best practices. The Conference features proven techniques, tools, principles, and competencies for addressing leadership and management challenges in public and private sector organizations. Hear from world-class organizational leaders as they share proven research, competency-based approaches, and best practices for developing leaders. Learn tools, techniques, and principles to enhance your leadership skills, your decision-making competencies, and how to engage, develop, and teach employees. Learn from the experiences of Baldrige Award winners and other recognized leaders what it takes to be best-in-class and how to build the requisite competencies among your leaders. Whether you are developing leaders in an organization, developing your direct reports, or honing your own leadership skills, you won't want to miss this exciting event!

WHO SHOULD ATTEND

This Conference is recommended for individuals and organizations interested in addressing next generation leadership challenges and developing state-of-the-art leadership competencies including:

- ◆ SES-Level Executives
- ◆ Executive Readiness Candidates
- ◆ Senior and Mid-Level Managers
- ◆ Front-line Supervisors
- ◆ Human Resources and Training Directors
- ◆ Leadership Development Directors

CONFERENCE SPONSORSHIP

As co-sponsor of this event, your organization will receive a defined number of complimentary conference registrations for managers and staff, listing in all conference publicity materials, a defined number of copies of the award-winning Diversity Solutions Best Practices Conference Proceedings, and networking opportunities during the complimentary continental breakfast, lunch, and coffee breaks. See below for more details.

- ◆ Platinum \$50,000 (75 complimentary registrations)
- ◆ Gold \$25,000 (40 complimentary registrations)
- ◆ Silver \$10,000 (15 complimentary registrations)
- ◆ Bronze \$7,500 (10 complimentary registrations)

CONFERENCE EXHIBITION

As an exhibitor at this event, your organization will be given a platform to showcase diverse products and services to several world-class public and private organizations from diverse industry segments. You will also have the opportunity to converse with executives and managers from successful organizations that have purchasing power for diversity products and services, as well as other various networking opportunities during the complimentary continental breakfast, lunch, and coffee breaks. See below for more details.

- ◆ Exhibitor Level I: \$2,000 - 25% off conference registrations from your organization and a 10'X10' area for your exhibit (includes two chairs, waste basket, and up to two 6 foot tables)
- ◆ Exhibitor Level II: \$1,200 - 25% off conference registrations from your organization and a 6 foot table top exhibit area (includes one chair and waste basket if necessary)

CONFERENCE ADVERTISEMENT

As an advertiser at this event, your organization will be given a platform in the Conference Proceedings to showcase diverse products and services to several world-class public and private organizations from diverse industry segments. See below for more details.

- ◆ Advertiser Level I: \$1,000 - Full Page Advertisement in Conference Proceedings
- ◆ Advertiser Level II: \$ 600 - Half Page Advertisement in Conference Proceedings

“The survival of the organization depends on the competencies and abilities of the current and future generations of leaders and managers.”

“A competent leader knows the right questions to ask at the right time, and continually seeks the right answers. A competent leader is a continual learner.”

To Register: Call: (703) 359-5969 or (800) 899-6363 ♦ Fax: (703) 359-5971

E-MAIL: info@theleadersconference.com ♦ ON-LINE: www.leadershipbestpracticesconference.com

LEADERSHIP BEST PRACTICES CONFERENCE

PROGRAM SCHEDULE

7:45-8:30	REGISTRATION
8:30-8:40	WELCOME AND OPENING REMARKS
8:40-9:20	WELCOME KEYNOTE: "WORLD-CLASS LEADERSHIP COMPETENCIES®" by Dr. Johnson A. Edosomwan, Chairman and CEO, JJA CONSULTANTS, Inc.
9:20-10:00	KEYNOTE: "DEVELOPING OTHERS: LEVERAGING SENIOR LEADERS AS TEACHERS" By Steve Arneson, Ph.D., Vice President, Learning and Development, Capital One Capital One will offer best practices for utilizing leaders as teachers by sharing lessons learned in their revolutionary and highly successful "Leaders as Teachers" program. Learn how to involve, engage, and prepare yourself and other leaders to make an impact.
10:00-10:15	BREAK AND NETWORKING
10:15-10:55	"TRANSFORMATION TO MEMBER-DRIVEN EXCELLENCE" by Kandi Gongora, Director of Organizational Excellence, Park Place Lexus (2005 Baldrige Award Winner) Learn about the transformational leadership journey of the President of Park Place Lexus who focused on providing the right tools, hiring the right people, being consistent in expectations, and demanding the best from a traditionally non-trusting, non-engaged industry.
	"LEADERSHIP DEVELOPMENT AT MOTOROLA" by Alejandro Reyes, Director, Leadership Development, Motorola Inc. (2002 Baldrige Award Winner) Learn how Motorola creates a global development platform to accelerate development of high potential leaders while reinforcing the basic management capability of the corporation.
10:55-11:35	"GSA'S ADVANCED LEADERSHIP DEVELOPMENT PROGRAM (ALDP)" by Abe Morrall, Director, Training and Organizational Development Division, U.S. General Services Administration (GSA) Rigorous selection and one year of focused competency-based learning, coaching, and job assignments form the foundation of GSA's ALDP. Ranked as one of the top 10 places to work in the federal government, GSA will share how the ALDP prepares future leaders and supports succession planning.
	"LEADERSHIP DECISION-MAKING IN CHANGING ENVIRONMENTS: COMPETENCY DEVELOPMENT BEYOND THE CLASSROOM" by Evan Wittenberg, Director, Wharton Graduate Leadership Program, Wharton Business School Wharton will present a powerful approach for expanding leadership development beyond conventional classroom experiences to develop world-class decision-making competency in leaders and managers.
11:35-12:15	"A MODEL FOR ENTRY-LEVEL LEADERSHIP DEVELOPMENT" by Dr. Earl W. Brewster, Director of Curriculum and Colonel Gary A. Packard Jr., Head of Department of Behavioral Sciences and Leadership, U.S. Air Force Academy The USAF will share its four-year Officer Development System, which emphasizes participant ownership of the development process and focuses on providing a holistic foundation for character-based leadership.
	"DIVERSITY AND CHANGE MANAGEMENT COMPETENCY: ESSENTIAL ELEMENTS OF FUTURE SUCCESS AT SCHWAN" by Randy Abbott, President, Schwan University Schwan University will share how their ASTD Award-Winning Senior Executive Development Program prepares rising executives to handle two mega-trends: the rapid pace of change and diversity.
12:15-1:40	LUNCHEON AND KEYNOTE SPEAKER
	"INNOVATING EXCELLENCE™" by David Branch, President, Branch-Smith Printing Division (2002 Baldrige Winner) Achieving world-class leadership requires a systematic, yet innovative approach to excellence. Learn from the leader of a Baldrige Award winning business how to integrate strategic planning, leadership accountability, management review, and quality information to achieve performance excellence.
1:40 - 2:20	"PRINCIPLE BASED DECISION-MAKING: A LEADERSHIP DRIVER" by Michael Murphy and Daniel Stewart, Leadership Facilitators, Jet Blue Airways Jet Blue will share their winning leadership development principles and philosophy with a focus on Principle-Based Decision Making, a strategic competency that creates a culture of strong leadership.
	"ROADMAP TO EXCELLENCE AND HIGH PERFORMANCE" by Charles K. Tolleson, VP and Director of Strategic Performance and Communications, DynMcDermott Petroleum Operations Co. (Baldrige Award Winner 2005) DynMcDermott will share how leaders can apply strategies and best practices to initiate, reinvigorate, and progressively sustain forward momentum as a high performer.
2:20 - 3:00	"LEADERSHIP EFFECTIVENESS THROUGH EMPLOYEE ENGAGEMENT" by Dr. James A. Trinkka, Chief Learning Officer, FBI Academy The FBI will share how managers can apply the "vital few accelerators" that drive employee engagement and leadership effectiveness, and ultimately achieve "breakthrough" increases in organizational results.
	"SIMONTON'S LEADERSHIP CHALLENGE PROGRAM" by Patrick "Pete" Rawlings, Corporate Training Director, Simonton Windows Achieve a phenomenal 8:1 return-on-investment from your leadership training dollar through an innovative leadership learning approach that will be shared by Simonton University.
3:00-3:10	BREAK AND NETWORKING
3:10-3:50	"THE BEST OF THE BEST: LEADERSHIP PRACTICES OF BALDRIGE AWARD RECIPIENTS" by Sandra M. Byrne, Ph.D., Senior Staff, Baldrige National Quality Program Hear the best practices of past and present Baldrige Quality Award recipients, all of whom have demonstrated success at transforming their organizations, regardless of sector, to world-class status.
3:50-4:00	CLOSING REMARKS

To Register: Call: (703) 359-5969 or (800) 899-6363 ♦ Fax: (703) 359-5971

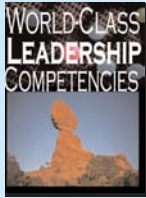
E-MAIL: info@theleadersconference.com ♦ ON-LINE: www.leadershipbestpracticesconference.com

LEADERSHIP BEST PRACTICES CONFERENCE

CONFERENCE MATERIALS



Complimentary Conference materials include The First Annual Leadership Best Practices Conference Proceedings, which includes presentations from each speaker at the event, as well as other information to benefit executives, managers, and supervisors.



Purchase a copy of the recent book, "World-Class Leadership Competencies". This book, based on best practices research from over 400 organizations, provides a results-oriented model, approach, and tool for continuous assessment and development of current and next-generation leaders and managers. The book sells for \$49.00, but will be on sale at the conference to all participants for the low price of \$29.99! Order your copy now by calling: 703-359-5969.

CONFERENCE HOTEL - SHERATON CRYSTAL CITY HOTEL



The Sheraton Crystal City Hotel is located at 1800 Jefferson Davis Highway, Arlington, Virginia 22202, one mile away from Washington DC's Reagan National Airport. The hotel is ideally situated in Arlington's Crystal City, across the river from the nation's capital, monuments, and the White House, and one block from the Crystal City Metro Station. Shopping, sightseeing, museums, entertainment, sports, and unlimited dining options are all nearby. Guest rooms have been recently renovated and feature new bathrooms, climate control, Starbucks Coffee® and coffeemaker, and new furnishings, including luxurious beds with pillow-top mattresses. Executive Club Rooms are equipped with a fax/copier/printer, and dual-line data ports. **Contact the hotel directly for room reservations:** Phone (703) 486-1111; Fax (703) 769-3970. **Ask for special rates for the conference until October 3, 2006.**

CONFERENCE REGISTRATION AND PAYMENT INFORMATION

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-Mail: _____

REGISTRATION FEE	After August 30, 2006	On or Before August 30, 2006	On or Before July 31, 2006
Commercial Rate	\$599.00	\$549.00	\$499.00
Government Rate	\$499.00	\$449.00	\$399.00
Total Registration Fee:	\$ _____		(One form per registrant please)

Make Checks Payable to: Leadership Best Practices Conference and mail to: 3970 Chain Bridge Road, Fairfax, VA 22030

Check #: _____ Name on Check: _____

Payment by Credit Card: Number of Participants This Card Will Pay For: _____ Total to be Charged to Card: _____

Name on Card: _____

Billing Address of Card: _____

Card Type (Please circle one): AmEx Visa Mastercard Card #: _____

Expiration Date: _____ Signature: _____

Cancellation Policy - If a registrant is unable to attend, he/she may send a substitute, request a certificate of transfer, or cancel the registration. If the registration is cancelled more than 30 days in advance of the event, the registration fee, less a 50% service charge per person, will be refunded. If registration is cancelled within 30 days of the event, there will be no refund. The certificate of transfer may be redeemed at the full registration fee for a future event of equal cost or as a partial fee for an event of higher cost. Should a presenter in this event be unavailable due to conditions beyond our control, another equally qualified presenter will be substituted.