

Stanislaus Business Forum and the
Central Valley H.R. Management Association jointly present

Creating a Culture of Accountability, Purpose, and Profit

What: A full day of expert advice from nationally-recognized speaker Brad Hams. Mr. Ham's goal is to train employees and businesses how to develop a company culture of self accountability and commitment rather than one of entitlement.

Where: Martin G. Petersen Events Center
720 12th Street Modesto, CA (between G & H Streets)

When: October 17th, 2012
Morning session:
Breakfast served at 7:30 a.m.
Program from 8 a.m.-11 a.m.
Afternoon session:
Lunch served from 11:30 a.m.-1 p.m.
Program from 1 p.m.-4 p.m.

Price: \$49 for morning session (includes breakfast)
\$59 for afternoon session (includes lunch)
\$99 for entire day (includes breakfast and lunch)

Attend: Please RSVP by October 12, 2012
To register please call 209.567.4910
Please make checks payable to Alliance SBDC
1020 10th Street, Suite 102, Modesto, CA 95354

For additional information on afternoon session visit
www.cvhurma.shrm.org/events/2012/10/2012-annual-fall-workshop-expo

Local Business Speakers



John W. Gardner
President



John T. McSherry
Director of Operations



Brent J. Gardner
Director of Sales & Internet Operations

Central Valley Automotive

The late Bill Gardner established Central Valley Automotive in 1973. The Modesto-based and family-owned firm has grown from that small Chrysler-Plymouth dealership to four new car dealerships, eight franchises and 190 employees. Central Valley Automotive annually sells more than 4,000 new and used cars and tops \$120,000 million in sales.

Professional Speaker

Brad Hams

Brad Hams is Founder and President of Ownership Thinking, LLC, a consulting and training organization with offices throughout the U.S. Brad Hams is on a mission to eradicate entitlement. His company, Ownership Thinking, has helped over 1,000 companies to diminish or defeat the entitlement mentality that is so pervasive and so devastating in our culture, and to replace it with cultures of earning – of employees who think and act like owners.



Brad believes that human beings do not gain self esteem through unearned compensation, empty praise or false security, but rather through achievement. His company provides employees and organizations with the tools and training they need to realize their potential, and to create wealth where wealth might never have been created. In addition to his consulting work, Brad spreads his mission and message by speaking to roughly 60 audiences a year, and is the author of "Ownership Thinking: How to End Entitlement and Create a Culture of Accountability, Purpose, and Profit."



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