



THE ART AND SCIENCE OF LEADERSHIP

The Art of Vision

Erik Wahl

From Motivation to Motive-Action

Dr. Denis Waitley

Everyday Creativity: Extraordinary vs. Ordinary

Dr. Sheila Sheinberg

The Science of Perception

Dr. William Lewinski

Team Dynamics & High Reliability Organizations

Paul LeSage

The D.R.I.V.E. Attitude

Dr. Dale Henry



40th Annual Northwest Leadership Seminar

March 4-6, 2009 Red Lion Hotel on the River - Jantzen Beach, OR

NORTHWEST LEADERSHIP SEMINAR 2009

WEDNESDAY - March 4, 2009

8:15 AM

7:00 AM Registration Opens

Opening Ceremonies

THE ART OF VISION

ERIK WAHL

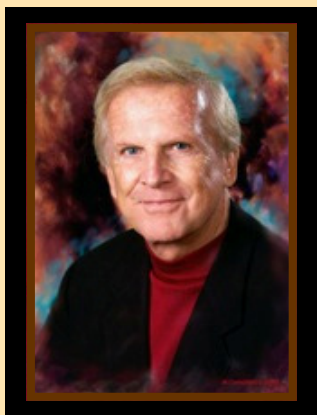


As the landscape for business continues to change, a clear vision is the key to successfully navigating tomorrow's uncharted waters! The Art of Vision is a program specifically designed to help utilize unconventional wisdom and build a vision for the future. No matter what kind of organization, employees at all levels can better embrace the future by becoming more innovative. Breaking apart traditional thinking, Erik challenges and inspires his audience to redefine commonly held assumptions and misconceptions about creativity, goals, success and vision. Discover how you can sharpen your creative skills and identify a personal style for inspiring yourself and others to rethink vision and purpose. The principles in this uplifting and highly practical program will redefine the role of a leader as an artist, as well as an architect.

Erik Wahl's company, The Wahl Group, is a unique consulting firm specializing in identifying breakthrough thinking to achieve extraordinary results. He has consulted with FedEx, Exxon Mobil and Disney and his artwork hangs in executive offices around the country.

FROM MOTIVATION TO MOTIVE-ACTION

DR. DENIS WAITLEY



Today, in the knowledge-based world where change is the rule, a set of personal strategies is essential for success - even survival. Never again will you be able to go to your place of business on autopilot...you must look in the mirror when you ask who is responsible for your success or failure. You must become a lifelong learner and leader. To be a follower is to fall hopelessly behind the pace of progress.

Learn Dr. Waitley's action steps for some new rules in the game of life to understand that you are the Chief Executive Officer of your own future. Understand how being flexible in the face of daily surprises helps us deal with the over-reaction to what happens to us every day, blaming others for our problems and looking to the leaders of our organizations for our solutions.

Dr. Waitley is one of America's most respected authors, keynote lecturers and consultants on high performance human achievement. He has studied and counseled Apollo Astronauts, government leaders and served as Chairman of Psychology of the US Olympic Committee's Sports Medicine Program, which is responsible for performance enhancement of all US Olympic athletes. *To be a player in the 21st Century, you have to be willing to give more in service than you receive in payment.*

12:00 Noon

Lunch (Provided with your registration)

1:30 PM

Seminar Reconvenes

EVERYDAY CREATIVITY

DR. SHEILA SHEINBERG



"Learn to Think like Einstein, Create like DaVinci, Invent like Edison"

Attendees will emerge from this session with a new mindset and the ability to identify new opportunities and new strategies for creative problem solving. Dr. Sheinberg explains the eight keys to creativity while presenting a visual representation of the most creative brainstorming process attendees will ever see: "The Deep Dive". Marvel at the ability of National Geographic photographer DeWitt Jones and learn to apply the keys to your own problem-solving challenges.

As a teaching and research scientist, Dr. Sheinberg's greatest strengths are working with executive teams in both the private and public sectors. Her focus is to ensure flexible and adaptable organizations and workforces. Be inspired to embrace the challenges of change, creativity and the energy of becoming a "change-master".

5:00 PM

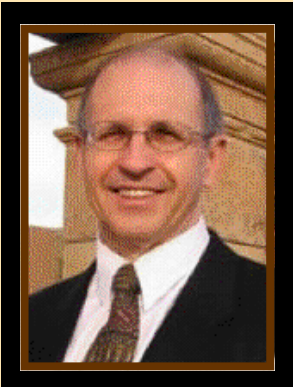
A "Networking Event" and sponsor exhibits, with hors d'oeuvres, follows the conclusion of Wednesday's program in the lower level of the hotel. Please use this opportunity to interact with fellow attendees and colleagues and to thank the generous sponsors of the Seminar.

THURSDAY - March 5, 2009

8:30 AM Session Begins

THE SCIENCE OF PERCEPTION

DR. WILLIAM LEWINSKI



This presentation will explore the impact of stress on human perception in crisis situations.

Among other topics, Dr. Lewinski will discuss:

- Visual and auditory anomalies experienced during high risk events
- Threat recognition and response times
- Groundbreaking research on focus and attention during critical incidents
- Issues related to effective crisis communication
- The little known realities surrounding the thoroughness and accuracy of post-incident memory and recall

With a Ph.D. in Police Psychology, Dr. Lewinski is a tenured, full professor at Minnesota State University. He is the founder and Chief Executive Officer of Ultimate Performance Training, Inc, a research, consulting and training firm that focuses on human behavior. He is also the founder and director of The Force Science Research Center at Minnesota State and is a regional director and on the national board of examiners with Goju Kai, Karate Do, U.S.A.

12:00 Noon

Lunch (Provided with your registration)

1:30 PM

Seminar Reconvenes

TEAM DYNAMICS & HIGH RELIABILITY ORGANIZATIONS

PAUL LESAGE



High Reliability Organizations (HROs) are typified by extremely dynamic work environments where critical decisions have to be made within a compressed time. HROs are particularly susceptible to adverse events, and the consequences are often serious injury or death. When mistakes occur, operator error and personal accountability are often cited as the primary casual factors. This is particularly common within the framework of teams that are comprised of experts, novices, and individuals of differing rank. What obstacles keep teams from effectively communicating? Why do veterans think differently than novices? How can a reliance on strict policies and procedures lead to practical drift? How do stories affect our organizational and personal cultures? Can you teach situational awareness? How can we remain vigilant and avoid “accumulating” the small errors that can lead to a single tragic event?

Team decision-making has been a focus for years, but can be extremely difficult to implement and practice effectively. This educational session will use transcripts and material from actual incidents to expose positive and negative outcomes, help us understand and evaluate interpersonal communication during critical events, and

demonstrate new methods to educate personnel in the art of Situational Awareness, Error Analysis, and Team Decision-Making.

Paul LeSage is the author of several popular field guides related to fire and EMS, and has over 30 years experience in emergency services. Formerly a Flight Paramedic, he is a Clinical Assistant Professor at Oregon Health Sciences University and the Assistant Fire Chief at Tualatin Valley Fire & Rescue in Oregon.

FRIDAY - March 6, 2009

8:30 AM Session Begins

The D.R.I.V.E Attitude

Dr. Dale Henry



Determination - Responsiveness - Innovation - Vision - Effectiveness

These words are cornerstones of customer service. In this program, Dr. Dale Henry returns to the Seminar to explore the necessary components that make up our ability to deliver exemplary customer service. Author, speaker, educator, business owner and entrepreneur, Dr. Henry understands the importance of delivering customer service that is responsive instead of reactive to customer needs.

Through humorous anecdotes and stories, Dr. Henry delivers timely lessons to help attendees focus on the essential elements of customer satisfaction: ...be determined and dedicated in offering service that builds customer relationships ...be responsive instead of reactive to customer needs ...be innovative in service delivery alternatives.

You will not want to miss this opportunity to be re-energized through Dr. Henry's refreshing presentation in 2009!

12:00 Noon

Closing Remarks conclude the Seminar

Red Lion Hotel on the River - Jantzen Beach - Portland, OR

Red Lion Hotel on the River, Jantzen Beach is a resort-style facility conveniently located on the scenic Columbia River, 10 minutes from downtown Portland, 15 minutes from the Portland International Airport via complimentary airport transportation. Vancouver, Washington is just across the Interstate Bridge and shopping is conveniently located nearby.

Each guestroom features large work areas, private balconies, free Net4Guests high-speed wireless Internet access, voicemail and telephone data ports, cable TV with pay-per-view movies and HBO® and coffeemakers. Business services, fitness center, tennis courts, boat dock, outdoor pool and hot tub are available onsite, with golf courses, boating, and skiing nearby.

For reservations, please call 1-503-283-4466.



Register Online

Visit our website at www.nwleadershipseminar.com to register online.

Educational Credits are available for training received at this Seminar:

- **Western Oregon University**
Visit the WOU desk on Wednesday morning to register.
- **Oregon**
Attendees from Police, Law Enforcement and Criminal Justice must sign the DPSST F-6 Attendance Roster, which will be located near the registration desk. OREGON attendees from Fire Service will receive a letter of completion following the 2009 Seminar, to be included in your agency's internal training files.
- **Washington:**
Attendees from Police, Law Enforcement, Criminal Justice, and Fire Service will receive a letter of completion following the 2009 Seminar, to be included in your agency's internal training files.
- This Seminar satisfies 20 hours of leadership training for Law Enforcement certification.

LAST DAY FOR CANCELLATION IS FEBRUARY 20, 2009. REGISTRATIONS ARE TRANSFERABLE.

We encourage you to contact the Registration Staff at 503-587-9427 prior to the Seminar to advise of name changes. Onsite Registration Staff can also make those changes when attendees arrive at the Seminar.

PLEASE NOTE: Your completed registration form for the 2009 Northwest Leadership is an OBLIGATION TO PAY. We honor that commitment and will be unable to issue refunds for cancellations received after February 20, 2009.

40TH ANNUAL NORTHWEST LEADERSHIP SEMINAR REGISTRATION
REPRODUCE FOR ADDITIONAL REGISTRANTS

Last Name _____ First Name _____

Position _____ Agency _____

Mailing Address _____

City _____ State/Province _____ Zip/PC _____

Phone (_____) _____ Email _____

Make checks payable for \$275.00 to: **Northwest Leadership Seminar** Billing Authorization # _____

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