

LEADERSHIP: SHARPENING YOUR MENTAL EDGE

...IT'S YOUR MOVE



39TH ANNUAL NORTHWEST LEADERSHIP SEMINAR

- CONSCIOUS COMMUNICATION: Bring Out the Best in People, Even at Their Worst
Dr. Rick Brinkman
- FAILURE NEED NOT BE FINAL
Commander (Ret.) Scott Waddle
- THE POWER OF CHOICE
Captain (Ret.) Charles Plumb
- UNINTENTIONAL INTOLERANCE: The KISS Principle in a Complex World
Dr. Steve Robbins
- HIT BY THE *STUPID* TRUCK
Fire Chief Jeff Johnson
- FIRST STEPS TO BUILDING SUCCESSFUL TEAMS
Bruce Brown
- MOTIVATION - A MOVING TARGET
Mark Speckman



2008

March 5-7, 2008
Portland, Oregon

Red Lion on the River
Jantzen Beach

“PROVIDING A VARIETY OF DYNAMIC, EDUCATIONAL EXPERIENCES
AND VALUABLE, PRACTICAL SKILLS FOR LEADERS OF TODAY AND TOMORROW”

Wednesday - March 5, 2008

7:00 AM Registration Opens

8:00 AM Opening Ceremonies

8:30 AM Session Begins

CONSCIOUS COMMUNICATION

DR. RICK BRINKMAN



Conscious Communication is based on the belief that good communication skills are the foundation of relationships and the lifeblood of effective leadership, teamwork, and organization performance.

The cost of *unconscious communication* often goes uncalculated. How much time is lost being concerned about it, trying to work it out, and clarifying what everyone really meant?

- Learn to communicate in a manner that prevents problem behaviors from occurring
- Develop the tools to move people out of problem behaviors
- Positively influence the behavior of the people you interact with on a daily basis

Dr. Brinkman literally wrote the book on communication. As a keynote speaker and trainer for over 20 years, he is known for his unique style of educating through entertainment to make the program engaging and the material memorable.

12:00 Noon Lunch (Provided with your registration)

FAILURE NEED NOT BE FINAL

COMMANDER (RET.) SCOTT WADDLE



An inspirational leader with uncompromising ethical standards, Scott Waddle graduated at the top of his class at Annapolis. Handpicked from a highly competitive field of 250 naval officers to command the improved Los Angeles class fast attack nuclear submarine, *USS Greeneville*, he managed a 140-man crew.

On the fateful day of February 9, 2001, Commander Waddle's life was forever changed when he gave the order to perform an emergency surface maneuver that inadvertently caused the 9,000 ton submarine to collide with the *Ehime Maru*, a 500-ton Japanese fishing vessel, killing nine people on board.

Against the advice of his attorney and the Navy's direction, he took responsibility for the accident. Commander Waddle's compelling story about a tragic ordeal and the choices that followed is a lesson about integrity, faith and resilience.

THE POWER OF CHOICE

CAPTAIN (RET.) CHARLES PLUMB



"In a daily routine, or in a communist prison camp, each of us has the choice to succeed, to fall...or to become the victim of circumstance."

A graduate of the Naval Academy at Annapolis, Captain Charlie Plumb flew the F-4 Phantom jet on 74 successful combat missions over North Vietnam. On his 75th mission, only five days before he was to return home, he was shot down, captured, tortured, and imprisoned in an 8' x 8' cell. He spent the next 2,103 days as a prisoner of war in communist prison camps.

During his nearly six years of captivity, Charlie Plumb distinguished himself among his fellow prisoners as a professional in underground communications and as a Chaplain. Audiences are spellbound as Captain Plumb draws parallels between the P.O.W. experience and the challenges of everyday life. You will not regret spending this session with the recipient of two Purple Hearts, the Legion of Merit Star, the Bronze Star and the P.O.W. Medal, a truly extraordinary man who declares in his popular book: *"I'm No Hero"*.

5:30 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 6, 2008

8:30 AM Session Begins

UNINTENTIONAL INTOLERANCE - THE KISS FACTOR IN A COMPLEX WORLD

DR. STEVE ROBBINS



A sought-after consultant and keynote speaker, Dr. Steve L. Robbins coined the term “unintentional intolerance” several years ago, and has since developed engaging presentations and workshops that take a fresh, inviting approach to an often difficult topic.

Research and experience tell us that we all have biases that we are often unaware of, or think little about. Yet these biases guide our decision-making, behaviors and attributions on a daily basis. Could nice, well-meaning people be making “bad” decisions and engaging in exclusive behavior unknowingly? The answer is “YES”.

Dr. Robbins explores the “how’s” and “why’s” surrounding unintentional intolerance in this interactive, humorous and eye-opening presentation...and shows us the antidote. This is a “**must go to**” presentation for NICE people seeking to be good leaders, good managers and good citizens in an increasingly diverse 21st century.

12:00 Noon

Lunch (Provided with your registration)

1:30 PM

Seminar Reconvenes

HIT BY THE *STUPID* TRUCK

CHIEF JEFF JOHNSON



Jeff Johnson, Fire Chief of Tualatin Valley Fire & Rescue and a noted national speaker on Leadership, returns to the Northwest Leadership Seminar to talk about being “Hit by the *Stupid* Truck”.

If you’ve ever watched in agony as a colleague self-destructs publicly from their own behavior, you must wonder...*what were they thinking?* Were they hit by the *stupid* truck? Chief Johnson will delve into the causes that underlie self-destructive conduct that seems to belie reason and rational thinking—but in the end, hurts all of us even remotely affiliated with our respective professions.

While painfully humorous, you will learn to spot at-risk patterns of conduct and gain insight into the difference between a lone event and symptomatic behaviors.

Friday - March 7, 2008

8:30 AM Session Begins

FIRST STEPS TO GREAT TEAMS

BRUCE BROWN



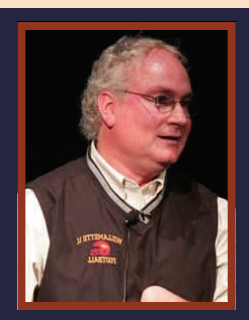
The first steps to building successful teams, whether business or athletic, are consistent and predictable. Leadership has the ability—and the responsibility—to create a positive climate within their “teams”.

Join Bruce Brown of Proactive Coaching for this session and discover the essentials for crafting teams of character, establishing what you stand for (the Core Covenants) and building a team’s “inner circle”, based on the right kind of pride and confidence.

With 35 years as a teacher, coach and athletic administrator, Bruce has received many prestigious honors, including the Lifetime Achievement Award from Citizenship Through Sports Alliance, the NAIA National Co-Athletic Director of the Year and the Coach Krzyzewski Leadership and Service Award.

MOTIVATION - A MOVING TARGET

MARK SPECKMAN



Coach Speckman returns to the Seminar to focus on the complexities of Motivation and Success. He speaks to the idea that all people *want* to achieve Success. This session will show how Success equals a complex combination of Motivation, Leadership, Attitude, and Potential. Learn how all areas are important and how individuals can overcome deficiencies in these critical areas of performance.

As a college athlete, teacher and successful coach, Mark brings years of experience with the concept of Motivation and Success to his presentation. Drawing on his own life experience of being born without hands, he will share anecdotal stories that bring these points to life and make them unforgettable.

Mark Speckman is the Head Coach at Willamette University and brings his lifelong passion for education, coaching and building character to the speaking platform.

12:00 Noon

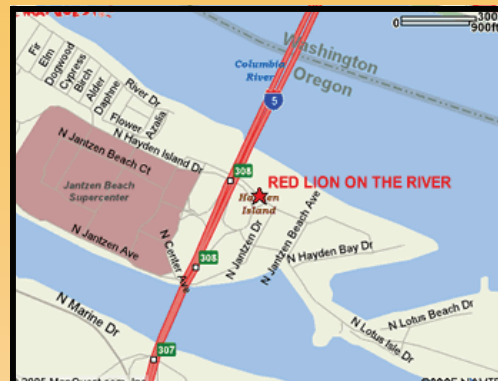
Closing remarks conclude the Seminar

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 on site, 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 2007 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 2007 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 22, 2008. 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 2008 Northwest Leadership is an OBLIGATION TO PAY. We honor that commitment and will be unable to issue refunds for cancellations received after February 22, 2008.

39TH 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 # _____

Register online at www.nwleadershipseminar.com

Mail Registrations to:

Don Milligan, Registrar
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727 Center Street NE, Suite 300
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