



For Immediate Release
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**“Chick-Fil-A Leadercast Brings 10 of the World’s Best Leaders
Together for a Life-Changing One Day Event”**

Birmingham, AL – On Friday, May 7, Alabama leaders from virtually every circle of influence will come together to experience the Chick-Fil-A Leadercast and learn more about the art and science of leadership. Speakers including Tony Dungy (former NFL Head Coach), Jim Collins (Author of Good to Great), Chip Heath (Author of Made to Stick), Dr. Ben Carson (The Ben Carson Story), John Maxwell (Leadership Expert and Author), and Connie Podesta (Author, Speaker, and Expert in Psychology and Leadership) will communicate their views during the live simulcast event.

The Greater Birmingham Chapter of ASTD is proud to be the host organization that is bringing this event to Birmingham. Held in the Birmingham-Jefferson Convention Complex, this event will host hundreds of Birmingham’s leaders gathering to learn effective leadership strategies. In addition to the simulcast speakers, Birmingham Police Chief A.C. Roper will give special remarks regarding values-based leadership and its impact on the Birmingham Police Department.

“As leaders, we should constantly search for tools and ideas to help us lead our employees,” says Birmingham ASTD’s President, Pete Blank. “Whether you’re a leader at work, at home, or in your community, this simulcast will fill you with tips, tools, and techniques that you can use to enhance your leadership skills. This is your chance to hear from 10 of the world’s best leaders in one sitting. I hope all Birmingham area leaders will take advantage of it.”

You can be the one to make a difference. This is an invaluable opportunity to learn: the keys to connecting with others, how to set yourself apart from the competition, how to influence others, new ideas for creative problem solving, the best practices for leading in challenging circumstances, how to create strong team cultures, and how to avoid, detect, and reverse decline.

This event has been approved for CEUs credit. Juvenile Probation Officers can receive up to 5.33 credits; Nurses and Social Workers can earn 5 credits for attending; HRCI provides 5.25 credits towards PHR, SPHR and GPHR recertification.

Participation Details

Friday, May 7, 2010

7:00am-3:00pm

Birmingham-Jefferson Convention Complex
2100 Richard Arrington Jr. Blvd North
East Ballrooms A and B
Birmingham, Alabama 35203

Students: \$49

ASTD-SHRM members: \$59

Early Bird: \$69 (through April 15)

All Others: \$79

Founded in 1954, The Greater Birmingham Chapter of American Society for Training and Development is a non-profit organization with approximately 100 members. The Greater Birmingham Chapter of ASTD is dedicated to enhancing workplace learning and performance for its members and their affiliated organizations.