April 2010, Bettendorf, IA—Community business leaders can access the knowledge and experience of eleven internationally-acclaimed leaders by attending the Chick-fil-A “Be the One” Leadercast at Harvest Bible Chapel in Davenport, IA, on **May 7, 2010**
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The Chick-fil-A Leadercast is a one-day leadership training event broadcast LIVE from Atlanta, Ga. to hundreds of host sites throughout the nation, including Davenport.
Results Marketing,
“The Shef “ and St. Ambrose University are bringing the event to the QCA.
Speakers for the event include:

- **Jim Collins,** author of “Good to Great,” “How the Mighty Fall” and co-author of “Built to Last”
- **Tony Dungy** (pre-recorded session), retired head coach for the Indianapolis Colts
- **John C. Maxwell,** leadership expert and best-selling author of “The 21 Irrefutable Laws of Leadership”
- **Dr. Ben Carson**, neurosurgeon, professor of Pediatric Neurosurgery at Johns Hopkins School of Medicine
- **Chip Heath**, Author of “Made to Stick,” Columnist for “Fast Company,” and Stanford Professor
- **Jim Goodnight**, CEO of SAS Institute, Inc.
- **Ed Bastian**, president of Delta Air Lines
- **Connie Podesta**, expert in the psychology of human behavior and leadership development
- **Mark Sanborn**, best-selling author of The Fred Factor
- **Steve Uzzell**, award-winning corporate photographer and former staff member of National Geographic
- **Dave “The Shef” Sheffield,** top selling author and “Always Better Your Best” motivational expert

The idea for the Chick-fil-A Leadercast was conceived ten years ago by Dr. John C. Maxwell, “New York Times” best-selling author and speaker. He wanted to combine his influential voice in the community with his desire to reach leaders at the heart level.
What started out as a half day, classroom-format event with John Maxwell teaching has since

become a full-day, experiential conference featuring authors, leadership experts and practitioners.

"The event was a highlight in my development,” said Jennifer Boubel, director of field services for Continental Airlines. “Each speaker brought insights that were inspiring. It is an incredible way to improve upon our leadership so that in turn we can make a difference in the lives of those we influence."

This year’s program will focus on how to **be the one** to make a difference at work, at home and in the community. Topics include connecting with others, standing out amid the competition, ideas for creative problem solving, leading in challenging times, creating strong team cultures and how to avoid, detect and reverse decline.

“Leadership is about who you are within,” said Bill George, Harvard Business School professor and author of “True North.” “I think it’s important to … listen to leaders to reflect on the kind of leader you want to become.”

Cost is just $99 (a $129 value) and includes the day’s manual and lunch. Call for group discounts. A portion of the proceeds will be donated to the QC Boys & Girls Clubs and Big Brothers/Big Sisters leadership programs.

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