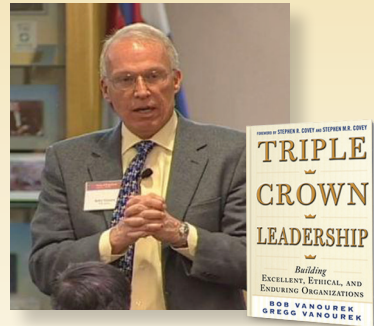


TRIPLE CROWN LEADERSHIP

How Ethical Organizations Can Take the Lead

Keynote Speaker
Bob Vanourek
Author of *Triple Crown Leadership*



Irondequoit Country Club
March 30 from 7:30 to 11:30 a.m.

Bob Vanourek is the co-author of the 2013 International Book Award-winning book, *Triple Crown Leadership: Building Excellent, Ethical, and Enduring Organizations*. He is a former CEO of five companies and graduated in the top 5% of Harvard Business School.

Greater Rochester Chamber of Commerce CEO, Bob Duffy, will introduce Vanourek's keynote.

Following the keynote, participants are invited to participate in one of three breakout sessions:

- **Conscious Capitalism**, led by Tom and Andrew Brady of XLR8 Team, Inc.
- **Ethics in Rochester**, led by Alan Ziegler, Rochester Area Business Ethics Foundation, and Jim Nortz, Carestream
- **Trust**, led by Vanourek and Bob Whipple, "The Trust Ambassador"

Seating is limited, please register today at www.rochesterbusinessethics.com before the event sells out.

\$50 general/ \$25 full time student

Hosted by

