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**S P R I N G**  
**PRODUCT EXPO**

**THURSDAY 2011**

# KEYNOTE SPEAKER

**BRIAN CASHMAN** - Sr. Vice President and General Manager - New York Yankees

Join us to meet and learn from one of the areas most recognized names in sport and business!

3 - 4pm **Meet Brian Cashman!**

4 - 5pm **Keynote address Topics**

- Managing People and Life: A Roadmap for Success
- Building A Winning Organization
- Talking Baseball: An Inside Look at America's Pastime & the Most Famous Organization in Sports
- Leadership: The Common Traits of Great Leaders

5 - 6pm **Q & A with Brian**

## BRIAN'S PROFILE .....



The 2009 New York Yankees won an unprecedented 27th World Championship, the most in any professional sport, behind clutch hitting, accurate pitching and key decision making in the front office. The team became the 4th World Series champion assembled by Senior Vice-President and General Manager Brian Cashman. His 12 years in that role also includes 10 division titles and 6 American League pennants. When Brian won his first title in 1998, he became the youngest GM ever to build a World Series winning team and only GM ever to do so in all of his first three seasons.

Following the latest victory, Cashman has the unique perspective of creating a champion, maintaining a champion and most recently rebuilding a champion. Revealing details behind the decision making from one of the most scrutinized positions in all of sports, Cashman discusses everything from the dismissal of Joe Torre to the trade for Alex Rodriguez and signings of CC Sabathia and Mark Teixeira.

Brian also shares with fans personal stories of his encounters with other legendary Yankees past and present, including Derek Jeter, Hideki Matsui, Bernie Williams, Roger Clemens, David Wells, Mariano Rivera, Johnny Damon and, of course, "The Boss," George Steinbrenner.

Whether or not you are a fan of baseball, you will relish the opportunity to hear how a former intern became one of the most powerful men in his industry. He shares his insights on management strategies that can be related to any business through his well documented experience atop the most successful franchise in sports history.

**REGISTER NOW:**  
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**LOCATION:** SHERATON NEW YORK HOTEL & TOWERS  
7TH AVENUE AND 53RD STREET, MANHATTAN  
**COST:** FREE REGISTRATION!