

Wednesday, December 10, 2003

It Ain't The Money Honey -- from the Book "Get Weird"
By John Putzier

Location: **Regional Enterprise Tower**
Former Alcoa Building ~ 31st Floor
425 Sixth Avenue ~ Pittsburgh, PA 15219
<http://www.spcregion.org>

Time: 5:30 - 6:30 Networking and Heavy Hors
D'Oeuvres
6:30 - 8:00 Discussion

Who Should Attend: Business Owners, Family Business Owners,
Advisors to Family Businesses, Friends and
Colleagues

Sponsored by:

**Southwestern Pennsylvania
Commission and Williams
Coulson**

- Find out first hand from the author of the best-selling business book, "Get Weird!" 101 Innovative Ways to Make Your Company a Great Place to Work (AMACOM, American Management Association, New York) why it isn't just a matter of money, time or authority when it comes to attracting, retaining and motivating a high-performance workforce and creating a culture of total customer satisfaction.
- John Putzier is an expert in creative human resource practices, and has appeared in a variety of media, such as CNN, USA Today, Inc., Entrepreneur, and many others. "Get Weird!" was identified as "New & Noteworthy" by Barnes &

Noble where it became their #7 best selling business book, is listed as a Top Ten Must Read by online reviewer, AchieveMax, was nominated for "2002 Book of the Year" by the Society for Human Resource Management, and has a Five-Star rating on Amazon.com!

- In this session, John will share the 3 Universal Truths behind "Get Weird!" and will give you a written summary of all 101 ideas to take with you so you can start down the path of profitable weirdness immediately. He will also make himself available after the session to personally autograph your copy of 'Get Weird!'"

www.fbrpgh.org

About the Presenter:

John Putzier, President of FirStep, Inc., is the author of "*Get Weird!*" *101 Innovative Ways to Make Your Company a Great Place to Work* (AMACOM, New York) and a national keynote speaker, trainer and business advisor based in Prospect, PA.

"Get Weird!" was recognized by Barnes & Noble as "New & Noteworthy" where it became the #7 best-selling business book, made the "Top Ten Must Read" list by online reviewer, AchieveMax, was nominated for 2002 "Book of the Year" by the Society for Human Resource Management and has a "5-Star" rating on Amazon.com.

John has a Bachelor of Science in Industrial Psychology from the University of Akron (cum laude) and a Master of Science in Human Resource Development from the American University in Washington, D.C., where he graduated 1st in his class.

John was the founder and Past President of the SHRM *High-Tech-*

Net, which he spearheaded to meet the unique challenges of human resource professionals working in high technology organizations. HTN has thousands of members from 15 countries across the globe. John also served on the Board of Directors of the Pittsburgh Human Resources Association.

John is an adjunct professor of Organizational Theory and Management at Carnegie Mellon University's Heinz Graduate School. He is the Founder and Past President of the National Speakers Association-Pittsburgh and a member of the National Speakers Association. Recognized as an expert facilitator, John was appointed to serve at the Barbara Bush Foundation's National Conference on Mentoring.

John appears regularly in the media to discuss current workplace issues and trends, including CNN, MSN, The New York Times, USA Today, Men's Health, Entrepreneur, Inc., Business Week, Fortune, ComputerWorld, ITWorld, techies.com, HRMagazine, IT Recruiter, Newsday, Investors Business Daily, Washington Post, San Francisco Chronicle, Atlanta Journal Constitution, San Jose Mercury News and many others.

For more information, go to:

www.firststepinc.com or www.getweird.net

Members can bring a friend and or colleague to this event for only \$20.00!

FBR-Program Reservation - Wednesday, December 10, 2003

Name _____ Company _____
Address _____ Phone _____
City, _____ Email _____
St., Zip _____

Member Reservations: _____ @\$40.00 = Please fax your reservation form to (412) 264-4639.
\$ _____

Friend/Colleague: _____ @\$20.00 = Mail Your Reservation/Check to:
\$ _____ The Family Business Roundtable of
Pittsburgh

Non Member: _____ @\$45.00 = 614 Fifth Avenue ~ Corapolis, PA 15108
\$ _____

Total Due \$ _____

Please have reservations in by December 5th.

**For additional information, please contact David Dietrich Ph.D. at
412.264.4615.**

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