



# “Masters or Victims”

by *Keith Woods*, CEO of the North Coast Builders Exchange

**Wednesday, February 25, 2009 • 11:45 to 1:30 pm**

**Ukiah Valley Conference Center**

*11:45 am - Registration & Luncheon / 12:30 - Keith Woods presentation*



## Keith Woods

**Chief Executive Officer  
North Coast Builders Exchange**

The trade association, the largest of its kind in California and the 3<sup>rd</sup> largest in the nation, has nearly 1900 members and an annual budget of \$4 million. The Builders Exchange represents construction industry businesses and serves a 3-county region of Sonoma, Lake and Mendocino Counties.

## MASTERS or VICTIMS

All communities and the people who live in them have a choice to make:

Will they be masters of their future or victims of it? Will they take responsibility for shaping what happens in their personal life and in their communities or let someone else determine their fate? In this thought-provoking presentation on leadership, Keith Woods will offer some insights into why he believes leaders are made, not born, and how communities and their citizens can work together for a brighter future. His premise is that “one person can make a difference,” and he’ll help you learn how to be that person.

## About Keith Woods

Keith Woods has spoken to more than 900 audiences in 48 U.S. states, focusing on leadership, organizational management, and customer service training for business, government, educational and non-profit groups.

For the past eight years Keith has served as Senior Advisor on Chamber Trends for the California Chamber of Commerce.

Keith’s professional experience includes 40 years of organizational management work, including staff and executive positions with the San Francisco, San Jose, and San Antonio Chambers of Commerce. He also served as President/CEO of the Santa Rosa Chamber of Commerce for 13 years until taking his current position in October, 2000.

Keith has been an instructor for the U.S. Chamber of Commerce for 22 years at eight universities around the nation. In 1999, at the request of the U.S. State Department, he traveled to Moscow to conduct management training for Russian business executives.

## Leadership Mendocino presents “Masters or Victims”

**Reservations - Must be received by February 20, 2009**

### 3 Easy Ways to Reserve and Purchase Tickets

**Presale:** Send check or credit card to address below.  
\$21 Alumni - \$26 General Admission

**Online:** At [www.leadershipmendocino.org](http://www.leadershipmendocino.org) OR call 1-800-838-3006. Credit cards only.

**At the Door:** \$25 Alumni - \$30 General Admission

Tables of six are available for \$150. / # \_\_\_\_\_ of seats / # \_\_\_\_\_ of tables



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**Mail to: Leadership Mendocino, 200 South School Street, Ukiah, CA 95482 OR Fax to: (707) 462-2088**