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For more information about our programs,
contact the Dean's Office, 223 Wimberly Hall
University of Wisconsin-La Crosse
1725 State St., La Crosse, WI 54601
608.785.8090

If you have a special need/accommodation to aid your participation,
contact the CBA's dean's office to make appropriate arrangements.

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College of Business Administration



UNIVERSITY OF WISCONSIN - LA CROSSE

Presents

2009 Lecture Series

The Leadership Manifesto

Ralph Heath

Author, consultant and keynote business speaker

October 20, 2009 • 7 p.m.

Strzelczyk Great Hall

Cleary Alumni & Friends Center

615 East Ave. N. • La Crosse

Open to Public • No Admission Fee

Biography of the Presenter

Ralph Heath is an author, consultant and keynote business speaker. His first book, published in August 2009 by *Career Press*, is called *Celebrating Failure: The Power of Taking Risks, Making Mistakes, and Thinking Big*.

Heath is currently a managing partner with Synergy Leadership Group, a firm he started in 2009 with two former associates that specializes in creating best of class strategic plans, sales presentations, branding and creative campaigns.

Heath writes a blog, *Thoughtful Leadership and Marketing*, and is currently promoting his book with a cross-country radio tour. *Celebrating Failure* has captured favorable attention from the media including a book review in *Time* magazine.

Heath often calls upon his 30-plus years of wildly diverse business experience as president of Ovation Marketing, an ad agency he founded in 1978 in La Crosse. The small agency, located far from Madison Avenue, found a creative niche with some of America's most iconic brands including Budweiser, Hershey's, Betty Crocker, Smucker's, State Farm Insurance and others. Ovation was instrumental in helping to launch The Company Store as one of America's largest retailers of bedding products. Ovation was twice named to *Inc.* magazine's 500 fastest-growing companies. The firm was recognized frequently for their employee health care innovations.

While at Ovation, Heath's writing was recognized with a John Caples International Advertising Award, and he was named Midwest Direct Marketer of the Year.

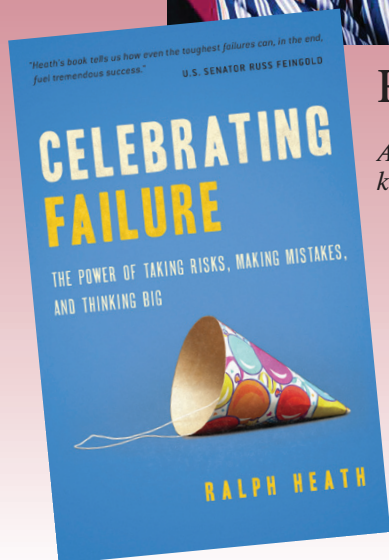
He earned his B.S. in mass communications from the University of Wisconsin-La Crosse. After graduating from UW-La Crosse, he managed radio station WSPL-FM from 1973 to 1978, when he left to start Ovation Marketing.

Heath is active in the La Crosse community, serving as president of Mississippi Valley Conservancy for five years. During his presidency, the organization doubled in size and was named Conservation Organization of the Year and Land Trust of the Year in Wisconsin during his final year as president.

He is founder and the former CEO of Human Powered Trails, an organization that builds sustainable multi-use trails. Heath is on the steering committee of the La Crosse Fitness Festival.

Heath is a passionate advocate of exercise and a healthy lifestyle. He has been honored as a four-time Triathlon All-American, is a two-time finisher of the Hawaii Ironman, and a bronze medalist in Wisconsin cycling in 2008 and 2009.

He lives in La Crosse with his wife, Joni, a manager at St. Clare Health Mission. His two daughters live in the Minneapolis area and attend the University of Minnesota and Hamline University Law School.



Ralph Heath

*Author, consultant and
keynote business speaker*