



Technology Leadership Networking Breakfast  
**Presented by TESLA MOTORS**  
Come and Check out the Tesla Roadster on Nov 19<sup>th</sup> !



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Albin Engineering is sponsoring the  
**Technology Leadership Networking Breakfast Series**  
Thursday, November 19, 2009 starting at 8:30am

**Open to all IT, Engineering, Technology Leaders (managers/directors, VPs, CEOs, CIOs)**

**This month's speaker:**  
Shayne Hughes, "The Ultimate Obstacle to Effective Leadership"

Why is it that we know what we need to do to be effective leaders and yet, despite our best efforts, we sometimes fail – we lose our tempers, procrastinate, blame others, avoid difficult conversations?

In this lively and engaging talk combining lecture and inquiry, you will learn how your ego works (for and against you!) in terms of behavior. Understand how you can get in the way of achieving your goals, and discover your own potential obstacles to success, gaining new insights to help you be more effective personally and professionally.

**Please RSVP with your  
name, company, title, and phone # via email to  
[judy.davis@aes.com](mailto:judy.davis@aes.com) by Tuesday, Nov 17th**

**Event Location:**

Albin Engineering Services, Inc.  
3350 Scott Blvd, Suite 27, Santa Clara, CA 94054  
(for a map to our location, go to [www.aesi.com/AESI\\_Map.pdf](http://www.aesi.com/AESI_Map.pdf))

**Date & Time:**

Thursday, November 19, 2009  
NO COST EVENT 8:30am – 10:30am  
BREAKFAST provided



Event Sponsored & Organized by: Albin Engineering Services, Inc.  
[www.aesi.com](http://www.aesi.com)

For more info, contact Craig Silverman at 408-733-2374



**About Our Speaker:**

Shayne Hughes, COO and Principal Facilitator  
Learning as Leadership

As a facilitator and executive coach at Learning as Leadership for over 18 years, Shayne Hughes has successfully orchestrated organizational culture change efforts and personal performance improvements for such clients as NASA, Fairchild Semiconductor, Sandia National Laboratories, Shell Oil and the Navy.

Shayne has been a featured speaker at the San Francisco Commonwealth Club, NASA, the Avionics Conference, and in-house corporate retreats for Fortune 500 companies. He has taught leadership at Darden University, the University of California Haas School of Business and the University of Michigan Executive MBA Program. He recently co-authored "Ecosystem Leadership" for Harvard University's DuBois Review. Shayne was recognized as one of the Forty Under 40 most remarkable up-and-coming leaders in Northern California in 2009.

**About Learning as Leadership**

Developed over 25 years ago, Learning as Leadership's methodology brings together a wide range of influences, including Peter Senge's Five Disciplines, Rational Behavioral Therapy, current neuro-scientific research on the brain, and expertise in business and social engineering. The company's methodology is taught at Darden, Harvard Business School and the University of Michigan. Learning as Leadership ([www.learnaslead.com](http://www.learnaslead.com)) is based in San Rafael, California.

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