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**FOR IMMEDIATE RELEASE**

***ESPN The Company, an Inside Look***  
***Author Anthony F. Smith to Speak About the Success and Lessons of a Small Start-up That Became the Industry Leader and an International Icon***

**(February 1, 2010, San Diego, CA)** The San Diego North Chamber of Commerce is proud to present Dr. Anthony F. Smith as a special speaker this month.

The author of *ESPN The Company* and the *Taboos of Leadership* will present to business leaders and community members on February 17<sup>th</sup> at Carmel Mountain Ranch Country Club.

Dr. Anthony F. Smith is a co-founder and Managing Director of the Leadership Research Institute, based in Rancho Santa Fe, and recognized as one of the leading management consulting firms in the world, specializing in Leadership Development and Assessment.

"We are honored to host Dr. Smith as a speaker in our Special Speaker Series," said SDNCC President and CEO, Debra Rosen. "His insight into business leadership is incredible. I know attendees will find the lessons of ESPN to be interesting and inspiring."

Smith has been an active consultant for over twenty years in the areas of organizational change and assessment, team building, executive coaching and development and leadership training and design, serving clients like American Express, The National Football League, The Coca-Cola Company, The National Geographic Society, Seimans AG, The Walt Disney Company, Deutsche Bank, Spencer Stuart, Hewlett Packard, ESPN, KKR, Goldman Sachs, and McKinsey and Company.

The event will begin at 8:00 AM (7:30 networking and registration) and conclude at 9:00 AM. Cost to attend is \$15 for SDNCC members and \$25 for non-members. Breakfast is included.

Those interested in attending can register online as [sdncc.com](http://sdncc.com), or by calling the San Diego North Chamber of Commerce at 858-487-1767.

For more information contact the San Diego North Chamber of Commerce at (858) 487-1767.  
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*The San Diego North Chamber of Commerce is the third-largest chamber in San Diego County representing 1,000 member businesses along the I-15 corridor. It ensures sustainable prosperity through its programs, services and events. For additional information, please visit [sdncc.com](http://sdncc.com).*