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THE CEO UNIVERSITY LAUNCHES IN LOS ANGELES, ORANGE, AND VENTURA COUNTIES

Executive organization to host information and networking sessions in new Southern California markets

ORANGE COUNTY, Calif., September 5, 2011 –The CEO University (CEOU), a new executive organization that uniquely melds corporate culture with financial success, is launching in Los Angeles, Orange and Ventura Counties. In each of these new markets, CEOU will host networking and information sessions for local executives and entrepreneurs, beginning in Westlake Village, Calif. on Sept. 13.

As the only executive organization to use corporate culture as a foundation for financial success, CEOU employs a peer group model to equip business leaders with the needed skills to build strong cultures, grow their business and achieve work/life balance. Each “Power Group” is led by a proven business executive with extensive leadership experience who has completed a rigorous CEOU training program.

CEOU is also the first organization of its kind to use advanced metrics to measure both the financial and cultural progress of its members.

“When companies have a strong corporate culture, people want to work for them. And good companies are the byproduct of good people, which translates into increased revenue and growth,” said Gary Takacs, founder of the CEO University. “Participants in our Power Groups learn valuable leadership skills through proactive mentoring, monthly group sessions and accountability with likeminded peers from a breadth of industries.”

Takacs has more than 30 years of experience as a business leader, executive coach and turnaround expert, including facilitating CEO groups for the largest business leadership and training organization in the U.S. Previously, he held executive positions in the manufacturing, retail and R&D industries, overseeing repositioning, expansion and acquisition efforts that led to sustainable growth.

The networking and informational sessions will feature a presentation on “The Six Critical Tools for Achieving Success with Your Business” by Takacs, and participants will have an opportunity to network, meet the group chairs and learn more about the CEOU program. Interested parties may RSVP at ceou.org/event for sessions at the following venues:

- **Ventura County;** Tuesday, Sept. 13, 2011
7:30 - 9:30 A.M. Breakfast or 11:30 – 1:30 Lunch
Westlake Village Inn, 31943 Agoura Road, Westlake Village, CA
Group Chair: Sou Wong-Lee, CEO of SWL & Associates and Executive Advisor for the International Leadership Foundation (ILF)
- **Los Angeles County;** Tuesday, Sept. 20, 2011
7:30 - 9:30 A.M. Breakfast or 11:30 – 1:30 Lunch
Ayres Hotel, Palladio Room, 14400 Hindry Ave., Hawthorne, CA
Group Chair: Lee Schwartz, Principal of the Schwartz Profitability Group
- **Orange County;** Tuesday, Oct. 4, 2011
7:30 - 9:30 A.M. Breakfast or 11:30 – 1:30 Lunch
Center Club, 650 Town Center Drive, Costa Mesa, CA 92626
Group Chair: Debra Valle, Leadership and Team Development Coach

Following its launch into these initial markets, CEOU plans to expand to new locations throughout the Western United States throughout 2012.

About The CEO University

The CEO University uniquely focuses on corporate culture as a mission-critical component for financial growth. Participants in this executive organization benefit from an established curriculum, accountability with likeminded peers and measurement of their company's progress. The result is a visionary style of leadership and better work/life balance. For more information about The CEO University, please call the media contact listed above or visit the website, <http://www.ceou.org/>.