

2009-2010 EDUCATION YEAR

eXtreme

KANSAS CITY YOUNG PRESIDENTS' ORGANIZATION

Dive into an

eXtreme

Education Year



eXtreme Education Year

Extreme Ed Chairs: Ann and Peter Long

Dear Members and Spouses

Welcome to the 2009/2010 eXtreme education year catalog! This catalog provides an overview of the almost 20 event opportunities available this year. Each event in this year's line-up will attempt to deliver an "only-in-YPO" experience. This awesome year of events will promote learning, networking, family, business and fun.

In the past year we have all witnessed extremes: extreme political change, extreme economic distress and extreme business pressures. With those dynamics on our minds we choose an extreme theme for the year.

eXtreme. The objectives for this year's education program are outlined on the back cover of this catalog. These objectives served as the basis for determining the constructs of each event—from the topic and venue, to the format and food selection. In addition, the day chairs have been instrumental in personalizing and including an extreme element in each event.

We invite you to dive head first into the events. We believe that the full involvement of the chapter will yield an outstanding year. We have deliberately chosen day chairs from almost every forum, as well as from those not in a forum. Now we are asking you to actively participate in the chapter events. Come prepared to be engaged, to interact, to ask questions, to have fun and to explore outside of your comfort zone. Get ready to expand your YPO network, experience something new and confront new ideas.

Push the limits—you'll be rewarded by exhilarating and exceptional events! We look forward to a fabulous year!!

Your Extreme Ed Chairs

Ann and Peter Long



Acknowledgements

We issued a challenge to the day chairs this year to promote an eXtreme theme. They are all diving in to make their event exceptional! What an amazing team you are!

Tim Barton
Buckie & Frazier Bell
Katie & Jim Gerson
Christine & Sandy Kemper
Kelly & Jon Lambert
Kelly & Ron Lockton
Britton & Rick Norden
Lynne & Mark O'Connell
Dr. Nelson Sabates
Sonya & Chris Shore
Deb & John Starr
Jonathon Thomas
Sheila & Todd Thorp and family

We are also grateful for the insights and thoughtful guidance shared by a number of former Education Chairs: Andy Fromm, Chandler McCray, and Debbie & John Starr. Their wisdom was invaluable as we planned this education year.

A huge thank you to the following members who generously donated goods and services from their companies.

Bill Berkley
Tension Envelope Corp
Invitation envelopes

Jeff King
Barkley Evergreen
DVD creation

Michael Wurst
Henry Wurst, Inc.
Catalog printing

Thanks also to Bombardier Flex-jet for underwriting a portion of the evening's festivities at the Starr's house in February.

Finally thanks to each of you for diving into uncharted waters to explore this year's extraordinary education events!

eXtreme Gaming

with Jeffrey Ma, former MIT blackjack player

eXtreme Gaming

Friday, August 28, 2009
5:00 PM - Midnight

The VooDoo Lounge
Harrah's Casino
1 Riverboat Drive
North Kansas City, MO

Member/Spouse Event
Vegas Nightlife Attire

Day Chairs:
Britton & Rick Norden

Get ready to PARTY at Kansas City's swankest nightclub. With an electric bar, state of the art light and sound equipment, a center stage and recessed dance floor we will rock the night away!

We'll start the evening with the amazing story of how Jeffrey Ma and the MIT black jack team took Las Vegas for millions. Learn about 21 and other lucky numbers that have transformed his life. Then join one of three black jack training tables open for play. Try to beat Jeffrey Ma as he plays his hand right beside us, or take tips from him. Will he outsmart the dealers? Or will you?

Slide up to the bar and order your favorite cocktail or a special 21-tini from the flair bartenders. Savor scrumptious passed hors d'oeuvres and delectable food stations set up around the room. Cap off the evening with an aperitif, coffee and decadent dessert.

After we've warmed up the black jack tables, we'll twist and shout the night away to the beat of one of Kansas City's best bands "The Kansas City All Star band". Wear your dancing shoes.

Want to gamble until the wee hour of the morning? Too tired and tipsy to drive? Book a room at Harrah's so you can party all night long and sleep in the next morning. Call reservations at 816-472-7777 by August 14th. Rate \$109 per night. Group number S8YPO.

Come join the party and get set for an Extreme Year!



Jeffrey Ma



eXtreme Terror

at The Beast & Macabre Cinema Haunted Houses

The haunted houses in the west bottoms in Kansas City are some of the best in the country.

Begin at The Beast where we will enjoy a casual dinner buffet before sitting

down to hear an overview of how the haunted houses operate. Come hear how these old warehouse buildings have been transformed and how this remarkable production occurs.

Then for all those 16 and older who dare—come be transformed into one of the scary creatures in the Macabre Cinema. We will go through make-up and costuming before taking our places and being given instruction on how to haunt all of the visitors to the house that evening! Who will be the scariest, creepiest, goriest, darkest creature in the house?!

For those who don't want to act and those under age 16—you'll leave shaking, startled, and scared as you tour the stories that unfold in Macabre Cinema. Will you know which YPO'er just made your heart skip a beat? Do you recognize the haunting voices and sounds? If you've still got nerve you can also tour the Beast and the Edge of Hell!

eXtreme Terror

Saturday, September 26, 2009

4:30 - 11:00 PM

All participants as actors must stay until the houses close that evening.

The Beast
The Macabre Cinema
1222 West 12th Street
Kansas City, MO

Member/Spouse/Teen Event
Casual Black Attire

Day Chairs:
Sheila & Todd Thorp
Madison, Chase & Kelsey

All proceeds generated this night will benefit Variety, the Children's charity. Dare your friends to come tour the Macabre Cinema and find out where you lurk!

This night is sure to be thriller for all!



eXtreme Photo Safari

with Dewitt Jones, National Geographic Photographer

eXtreme Photo Safari

Sunday, October 18, 2009
2:00 - 5:00 PM

Location to be Announced

One member, spouse, or teen
per family, attendance
limited to 20
Casual Attire

Day Chairs:
Kelly & Ron Lockton

In this very rare opportunity Dewitt Jones has agreed to take a small group out for a photography workshop. Look through your camera lens and what do you see? Let Dewitt look through your lens and what does he see? Whether it is an ordinary object viewed from an extraordinary angle or a microcosm of a great natural wonder, Dewitt will guide us in a photographic journey in Kansas City.

Please bring your own digital camera to the workshop. Attendance will be limited to 1 member per family.



eXtreme Vision

with Dewitt Jones, National Geographic Photographer



eXtreme Vision

Monday, October 19, 2009
5:00 PM sharp—Annual Meeting
6:00 PM—Presentation

AMC Mainstreet 6
1400 Main Street
Kansas City, MO

The Bristol Restaurant
51 East 14th Street
Kansas City, MO

Member/Spouse Event
Business Casual Attire

Day Chairs:
Kelly & Ron Lockton

Dewitt Jones



Dewitt Jones travelled the world for 25 years as a National Geographic photographer. Now he divides his time between Hawaii and Lake Tahoe sharing his view of the world and the life practices that make him successful. His breathtaking photography will captivate you, especially when displayed on the new all digital screen at the AMC Mainstreet Theatre. Is it a good frame, better frame or a great frame? You will leave feeling upbeat and having a better view of what is actually right with the world!

Afterwards we will walk over to the Bristol Restaurant for cocktails and a scrumptious seafood dinner.

Please note that this meeting counts for 2 meeting credits only if you arrive promptly at 5:00 for the annual meeting.

Please plan to valet park at AMC and to pick your vehicle up from the valet at the Bristol.

eXtreme Media

with Jeff Lanza, former KC FBI Investigator

eXtreme Media

Tuesday, November 17, 2009
3:00 - 5:00 PM

Kansas City Public Library
Plaza Branch
Turner Meeting Room
4801 Main Street
Kansas City, MO

Member Only Event
Attendance limited to 20
Business Casual Attire

Day Chairs:
Sonya & Chris Shore

Live. Late Breaking. Investigative News. Is your organization prepared to be in the headlines? Remember the Tylenol scare that forever changed the way over the counter drugs are

packaged? Or the tainted tomatoes where one rotten batch spoiled the US tomato market for weeks? Learn from an FBI expert how to handle the press and manage communications in both times of crisis and non-crisis.

As an FBI special agent Jeff Lanza focuses on the clear and concise communication of information to the media, public perception of the message and choosing the right person to deliver the message to various constituents including the public, regulators, stockholders, boards of directors and partners.

This presentation will include role play interviews of participants with playbacks demonstrating how words can be misrepresented and construed.

This is media relations in the trenches—learn how to feed the beast without getting your arm bit off!

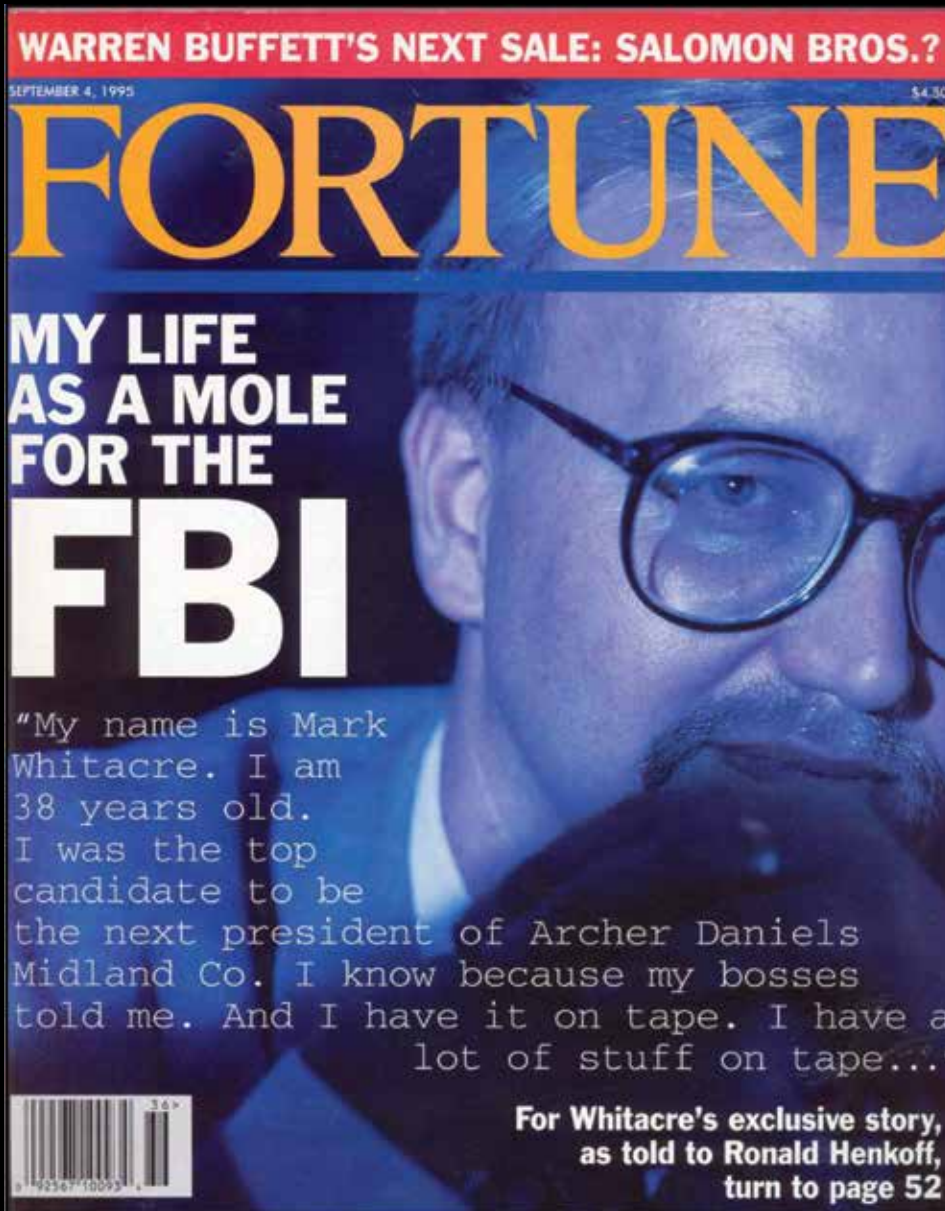


Jeff Lanza



eXtreme Justice

with Dr. Mark Whitacre & Mr. Bob Herndon



eXtreme Justice

Tuesday, November 17, 2009
5:30 PM

Kansas City Public Library
Plaza Branch
Truman Auditorium
4801 Main Street
Kansas City, MO

Member/Spouse Event
Business Casual Attire

Day Chairs:
Sonya & Chris Shore

As the former divisional President of Archer Daniels Midland, Mark Whitacre's career was at its peak when suddenly the tides turned and he was the subject of a national FBI investigation. Mark exposed an international price fixing conspiracy and wore a wire for the FBI for three years. But he landed in federal prison for fraud and tax evasion. His story is the basis for the book "Rats in the Grain" and the soon to be released movie "The Informant" starring Matt Damon.

Bob Herndon is currently a Special Agent for the FBI in Kansas City and was one of the lead investigators on the ADM price fixing case. He has agreed to bring the governments perspective to the presentation. We are bringing Mark and Bob together for the first time as joint presenters so we can hear both sides of the story.

This presentation will be followed by intimate dinners in YPO member homes. Come explore this amazing story of a whistle blower.

Mark Whitacre



Bob Herndon



eXtreme Financing

with Jessica Jackley, Kiva

eXtreme Financing

Thursday, January 14, 2009
5:30 PM

Kauffman Conference Center
4801 Rockhill Road
Kansas City, MO

Member/Spouse Event
Business Casual

Day Chairs:
Buckie & Frazier Bell

Jessica Jackley Flannery is a microfinance pioneer and the co-founder of Kiva, the world's first online micro-lending marketplace for the working poor.

Jessica first saw the power and beauty of microfinance while

working in rural Kenya, Tanzania, and Uganda. Moved to help the suffering she witnessed, Jessica and her husband Matt created Kiva, which today generates over \$100,000 in microloans every 24 hours. Jessica is the driving force and inspirational spirit of the organization and she speaks to audiences around the world on microfinance, social entrepreneurship and corporate social responsibility.

Named as one of the top ideas in 2006 by the New York Times Magazine and called "revolutionary" by the BBC, Kiva lets internet users lend as little as \$25 to specific small business entrepreneurs around the world, providing affordable capital to help them start or expand their businesses. Kiva has been one of the fastest-growing social benefit Web sites in history, with thousands of people lending millions of dollars to entrepreneurs in over 50 developing countries.

Come join us at the Kauffman Center to hear Jessica's amazing story. Jessica has agreed to waive part of her honorarium so that we can allocate funds to YPO and our families to invest in Kiva projects. Come learn about the new business opportunities our chapter has sponsored!



Jessica Jackley



eXtreme Wealth Management

with Tom Rogerson, BNY Mellon Wealth Management

How do we prepare our children to understand the real value of money today and in the future? What do we, as parents, need to know about wealth passing from one generation to the next? What do our children need to know about the responsibility that wealth brings? Often the first time children make decisions together about significant wealth, it is in settling the parents' estate. That is a bad time for siblings to learn about making financial decisions as a group.

Tom Rogerson, a top rated YPO resource and nationally recognized thought leader in family wealth management will share his insights and experiences with us. He speaks all over the United States on how to prepare families to be good stewards of family wealth,

avoid fights over it's use and how to prepare your family for the awesome responsibility it brings. Tom is a proponent of teaching siblings to work together in a partnership early when dealing with financial matters. He also helps parents answer such hard questions as:

- How much is enough for the children?
- When do I tell the children about the wealth?
- When is a family member able to direct the wealth?
- When does someone become a family member?
- What are the barriers to creating effective family governance, and how do I break through them?

eXtreme Wealth Management

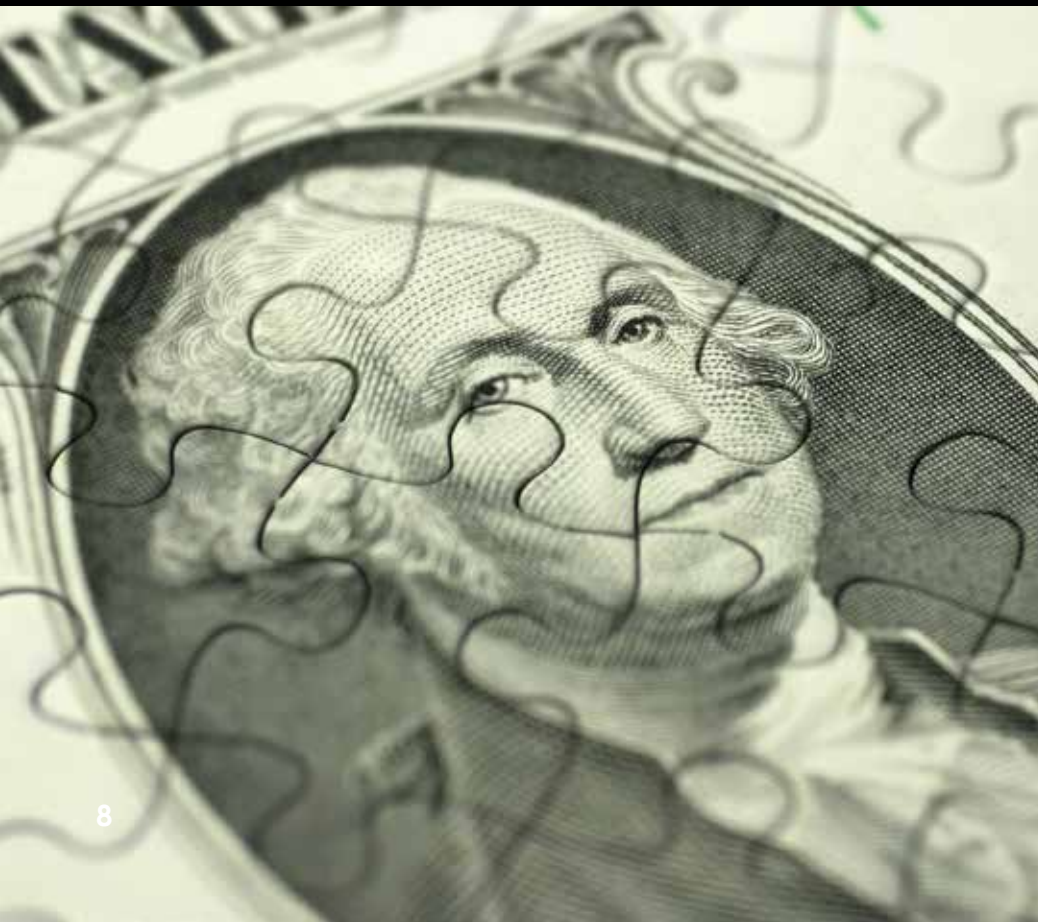
Tuesday, February 9, 2010
5:30 PM

Debbie & John Starr's House
833 West 51st Street
Kansas City, MO

Member/Spouse Event
Business Casual Attire

Day Chairs:
Debbie & John Starr

Day chaired and hosted by the internationally famous YPO education event leaders John & Debbie Starr—they have planned an evening at their home to remember!



Tom Rogerson



eXtreme Bravery

with Marcus Luttrell, former Navy Seal

eXtreme Bravery

Wednesday, March 3, 2010
5:30 PM

The National World War I Museum
Liberty Memorial
100 West 26th Street
Kansas City, MO

Member/Spouse Event,
Joint KCPO Event
Civilian - Business Attire
Veterans - Military Dress

Day Chairs:
Kelly & Jon Lambert

Come join us at the National World War I Museum to hear Marcus Luttrell, a former Petty Officer First Class and United States Navy SEAL, recount one of the amazing survival

stories of the past decade. Marcus received the Navy Cross for his actions in 2005 when he faced off against over 100 Taliban fighters during Operation Red Wing.

Marcus was part of an elite Navy Seal team assigned to kill or capture Ahmad Shah a high-ranking Taliban leader responsible for killings in eastern Afghanistan and the Hindu-Kush mountains. He alone survived to tell the story of how they battled enemy fighters for hours. Badly wounded, he managed to walk and crawl seven miles to evade capture until given shelter by tribesmen from Sabri-Minah, a Pashtun village. Six days later he was rescued by US forces. Come hear one of the true heroic stories of the Afghanistan war and meet a true American hero.

After Marcus's story we will have a dinner that will focus on the flavors

of Afghanistan. Be prepared for a lively dinner discussion on the Afghanistan war, as our resources will attempt to discuss what is really happening in the battle with militant Islam. This joint event with WPO is a chance for us to all expand and extend our network.



Marcus Luttrell



eXtreme D.C. Extr

with an array of Washington notables



Join us for a truly extraordinary tour of Washington D.C.! We are working with Tim Kaine's office—chair of the Democratic National Committee, Congressman Ike Skelton's office, the Business Executives for National Security and the international YPO team to plan an exceptional couples retreat. Our extremely full agenda will include behind the scenes tours of DC and interactions with notables as we experience DC as insiders! Preliminary plans include tours of the white house and capital hill, meetings at the



avaganza

World Bank, a briefing by the editor of the Washington Post, rooftop cocktails overlooking the White House, special private dinners in unique locations, and much more!

We will make our home at the historic Hay-Adams hotel—Washington's landmark property just steps away from the White House. This Lafayette Square hotel is designed in the manner of a private mansion.

Don't miss these four fabulous days in D.C.!



eXtreme D.C. Extravaganza

Noon Thursday, April 15 –
Noon Sunday, April 18, 2010

Accommodations:

The Hay-Adams Hotel
800 16th Street Northwest
Washington, D.C. 20006

We will tour various sites in the Washington D.C. metro area not accessible to the general public

Member/Spouse Retreat

Attendance limited
to 20 couples

Pack your bags for a long weekend in the city—from sightseeing, and yachting to fine dining. Bring good walking shoes for the miles of steps we will climb!

Day Chairs:

Lynne & Mark O'Connell



eXtreme Witness

with Renee Firestone, Holocaust Survivor

At 19 Renee Firestone was imprisoned for 13 months in the infamous concentration camp, Auschwitz/Birkenau during the last years of World War II. Her entire family was murdered except for her father Morris, who died of tuberculosis shortly after liberation, and her brother Frank, who was a partisan.

Following liberation in May of 1945, Renee was reunited with her brother. She settled in Prague, Czechoslovakia, and emigrated to the United States in 1948 with her husband Bernard and her infant daughter Klara. After arriving here, she pursued her love of fashion, becoming a noted designer.

For the past ten years, Renee has been involved with Steven Spielberg's "Survivors of the Shoah Visual History Foundation," an organization which is documenting the testimonies of the remaining survivors of the Holocaust, righteous Gentiles, and military liberators. Renee was one of the five survivors whose experiences were featured in Spielberg's film The Last Days.

Auschwitz was liberated more than 65 years ago and the greatest generation is now in their mid 80's

eXtreme Witness

Wednesday, May 5, 2010
5:30 PM

The Jewish Community Center
of Greater Kansas City
5801 W. 115th Street St #101
Overland Park, KS

Member/Spouse Event
Business Casual Attire

Day Chairs:
Katie & Jim Gerson

and 90's. Don't miss this amazing opportunity to hear one of the few remaining first hand accounts of life in the concentration camps and its impact on the human spirit.

Renee Firestone



eXtreme Cuisine

with Jim Denevan, Founder, Outstanding in the Field

eXtreme Cuisine

Thursday, June 3, 2010
5:00 PM

Christine & Sandy Kemper's
Walnut Hill Farm
14905 Little Blue Road
Kansas City, MO
816-373-8975

Member/Spouse Event
Summer Casual Attire

Day Chairs:
Christine & Sandy Kemper

the source to the table. Beginning with cocktails in hand we will hear the story of how Outstanding in the Field got started and what it's mission is. Then as a group we will journey out in the field at the Kemper's farm for a gourmet meal rarely experienced. All of the ingredients for dinner will be secured from farms in the local area—many of which are organic producers. The farmers will join us for dinner to share their stories and partake of the delicious fruits of their labor. Outstanding in the Field is currently securing a top-chef in Kansas city to create an amazing visual and palette pleasing meal.

Join us as we celebrate an exhilarating end to our extreme education year!

As the final event of the 2009/2010 Extreme Education year we plan to go all out—and we literally mean out—out in a field. Come join us for an amazing night of Food, Wine and Friendship at the Kemper's farm. This evening will bring food straight from



Jim Denevan



extreme Insider Series: extreme Internet

with Tim Barton, Freightquote.com

Freightquote.com is the leading provider of web-based freight transportation management services for businesses of all sizes. Founded in 1998 and based in Lenexa, Freightquote handles nearly one million freight shipments per year. Come join us for a behind the scenes tour and intimate exchange with Freightquote's management team and learn more about what has made this Kansas City area company a huge success story. Tim Barton

has agreed to give us an Only-in-YPO access to Freightquote. You will learn how they use internet metrics to drive their business. You are sure to learn something new about how the internet can be used to make your company more money through smarter approaches.

This extraordinary insider event will give members a sense of the entrepreneurial spirit that has driven Freightquote's growth.

extreme Insider: Internet

Friday, September 18, 2009
7:30 - 9:30 AM
Breakfast meeting

Freightquote
16025 West 113th St
Lenexa, KS

Members Only Event
Limited Attendance
Business Casual Attire

Day Chair:
Tim Barton



extreme Insider Series: extreme Healthcare

with Dr. Nelson Sabates

extreme Insider: Healthcare

Tuesday, December 1, 2009
3:30 - 5:30 PM

Cocktails following

The Vision Research Center at
Truman Medical Center

Members Only Event
Limited Attendance
Business Attire

Day Chair:
Dr. Nelson Sabates

We all know about the Stowers Institute and Life Science research that is taking place here in Kansas City. What you probably don't know is the cutting edge nationally recognized research going on in Kansas City to study the causes and cures for Macular Degeneration (most common cause of blindness). The Kansas City Vision Research Center is nationally recognized as a leader in eye research. Nelson Sabates is going to provide us an Only-in-YPO experience as we see cutting edge eye surgery in action and gain access to some of the leading research and therapies under development. Renowned

researcher Dr. Peter Koulen will brief us on what the Vision Research Center is studying and the progress they hope to achieve in solving one of the tragic causes of blindness.

This special insider event will allow members to see the future of eye care.

Dr. Nelson Sabates



Dr. Peter Koulen



extreme Insider Series: extreme Investment

with Jonathon Thomas, American Century Investments

American Century Investments (ACI) recently celebrated its 50th year in business. With over 1300 employees and 75 billion dollars in assets under management ACI ranks as one of the top money management firms in the world. Come spend a special lunch hour and find out what makes ACI tick. As part of our "Extreme Insider Series" Jonathon Thomas has agreed

to open the doors to our YPO chapter for a special behind the scenes peek at ACI operations. Get a tour of the trading room and come listen to the senior management talk about how ACI operates. This promises to be a special Only-in-YPO access event.

This exceptional insider session is for members only.

extreme Insider: Investment

Tuesday, April 6, 2010
Noon - 2:00 PM
Lunch meeting

American Century Investments
4500 Main Street
Kansas City, MO

Members Only Event
Attendance limited to 22
Business Attire

Day Chair:
Jonathon Thomas



extreme Spouse Series

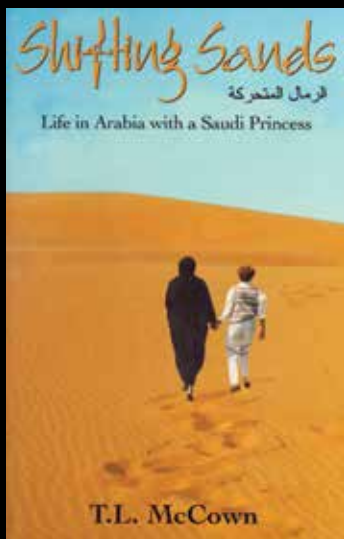
The spouse events are being reintroduced this year to allow for the exploration of issues of particular interest to spouses and to provide an opportunity to enhance the networking among the chapter spouses. The following provides an overview of the events. Specific details will be forthcoming.

extreme Fairy Tale

Fall Spouse Event with T. L. McCown

Join us for coffee and conversation as Teresa McCown shares her experience living in the inner circle of Saudi Princess Madawi for ten years. First hired as an English tutor and nanny to the royal family, she then established an educational learning center for Saudi women.

This is a truly unique opportunity to get an inside perspective on the Saudi culture—one that is both private and intriguing. Explore the values and beliefs that permeate the role of Saudi women.



extremely Good Style

Spring Spouse Event



This event will focus on what makes a style statement. How do we each define our own sense of style? What is the impact of seasonality and personality? Join us to explore the elements of style with an area expert!



eXtreme

Education Year Objectives

eXperiential

Create opportunities to increase the active participation and discussion in events. Bring experiences to life.

eXhilarating

Leave every event learning something new and feeling exhilarated!

eXpand & eXtend

Expand your YPO network and extend more opportunities to include spouses, and YPO children to participate in events. Really get to know other members of the chapter.

eXplore

Explore without boundaries. Access the incredible network and knowledge within the Kansas City chapter to exchange ideas and share expertise. Explore new areas where you haven't ventured before.

eXceptional

Create exceptional events that offer more poignant and intimate interactions. Match the best resources with the most fitting formats to create unforgettable events.

eXtreme

Take some risks with events—push the extremes.