

**FOR IMMEDIATE RELEASE**

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**MANAGEMENT GURU DR. DAVID ULRICH TO CONDUCT INTERACTIVE SEMINAR ON SEPTEMBER 19 IN PHOENIX, ARIZONA**

PHOENIX, AZ / July 30, 2007 / -- An interactive seminar with Dr. David Ulrich will take place on September 19, 2007 in Phoenix, Arizona. The session, "New Competitive Realities: How Leaders Must Respond", will be hosted by the Arizona HR Executive Forum (AZHREF) and is sponsored by local area businesses including DuffyGroup, Inc.

The upcoming event will feature Dr David Ulrich -- the "#1 management educator and guru," ranked by Business Week, and listed by Forbes as "one of the world's top five business coaches".

Dr. David Ulrich, a nationally recognized management consultant, will lead an interactive session on leadership in our competitive environment. Dr. Ulrich will share cutting edge ideas and practices that companies will need to build on including organizational capabilities such as talent, leadership branding and culture to name just a few. These tools, along with others, are imperative to the new challenges that businesses and business leaders will face in the future.

Along with his many accolades, Dr. Ulrich has published over 100 articles/book chapters and 12 books. He studies how organizations build capabilities of speed, learning, collaboration, accountability, talent, and leadership through leveraging human resources. He has helped generate award-winning data bases that assess alignment between strategies, human resource practices and HR competencies.

The event will be held at National Bank of Arizona Conference Center, 6001 N. 24th Street Phoenix, Arizona, from 9:00 am to 11:30 am (continental breakfast begins at 8:00 am).

To register for the David Ulrich event, visit: [www.azhref.org](http://www.azhref.org) or call Angela Williams at 480-632-7566. Registration fees are \$299.00. A special rate of \$199.00 has been established for HRPS affiliates, SHRM and local chapter members. AZHREF member companies can register for \$99.00. The rates for non AZHREF members (who meet membership requirements) are \$499.00 and include membership dues for 2008. All registration fees include a continental breakfast.

**About AZHREF**

The mission of the AHREF (Arizona HR Executive Forum) is to enhance organizational performance and sustainability through effective design and implementation of value-added human resource strategies and practices. For information about AZHREF, please visit: [www.azhref.org](http://www.azhref.org).

**About DuffyGroup, Platinum Event Sponsor**

Founded in 1991, DuffyGroup, Inc. is a highly respected research and recruitment firm, headquartered in Phoenix, Arizona. They represent clients both nationally and internationally in a vast array of industries. The three business lines of DuffyGroup offer executive search, sourcing and recruitment research, HR contract and direct hire services, and an employee referral outsourced service solution. For more information about DuffyGroup, please visit: [www.duffygroupinc.com](http://www.duffygroupinc.com).

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