

***Join us for an inspiring evening of fun, food, and learning to celebrate our  
5-Year Anniversary!***

Enjoy the exquisite surroundings of the historic Howell Opera House, network with state and local SHRM leaders and members, and hear from one of Michigan's most successful business owners.

Our keynote speaker is Bob Fish, CEO and Co-Founder of BIGGBY COFFEE, who will share his experience and strategies for:

- Identifying and LIVING your organization's core values
- Creating a culture really engages your workforce and your customers
- Setting up your company for success and continuous growth

***Join us in this evening of celebration and see how his ideas around employee engagement and business growth can apply to your organization.***



**Presented By:**  
**Bob Fish , CEO**  
Biggby Coffee

**Date:** Tuesday – May 17th, 2011

**Time:** 5:00 p.m. – 7:00 p.m. (hors d'oeuvres provided)

**Place:** Howell Opera House - Howell, MI

**Cost:** \$10

**Reservations:** register online at [www.livingstonhr.org](http://www.livingstonhr.org) by 5/13/2011.

*Robert (Bob) Fish, better known to many coffee aficionados as “Biggby Bob,” paid his way through college (Michigan State University) by working a series of restaurant jobs. By 1991, he and business partner, Mary Roszel, opened their own restaurant—the Flap Jack Shack in East Lansing. Two years later, they knew it was time for a change, and they traveled the country, developing the business plan for what would become Biggby Coffee (formerly known as Beaner’s).*

*In March, 1995, the first Caramel Marvel was served in the original store in East Lansing. Since the first Biggby franchise was sold in 1999, the company has virtually doubled every two years. Bob has embraced social media as a great way to connect with customers and employees and has created an organization loved by customers and employees alike.*

*Bob is Past Chairman of the Board of the Michigan Restaurant Association, and a Board Member of the Small Business Association of Michigan and of JA of Mid-Michigan. Among his 3 business partners, he is the face of the Biggby brand, spending many of his days on the road visiting operators and talking to customers. He’s also a popular speaker, sharing his story and ideas with business owners and HR professionals around the state.*