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BARRA GWYNN ENTERPRISES' MO AIKEN SPEAKS AT THE OC-ASSE BRING *YOUR BOSS TO LUNCH DAY* LUNCHEON

***Mo explains how to command your own boat successfully
and sail safely through the rough seas***

Yorba Linda, Calif. – January, 08 2007 – Barra Gwynn Enterprises (BGE), a leading consultancy offering expert strategic planning, technical insight, operations perfection, leadership training and executive coaching to transitioning businesses, today announced that its principal Mo Aiken will be speaking at the Orange County Chapter of the American Society for Safety Engineers (OC-ASSE) *Bring Your Boss to Lunch Day* luncheon on January 16, 2008. Aiken will address: ***How to Command Your Own Boat.***

As the featured speaker, Aiken will be addressing the principles of leadership in terms of their function in personal management and how to advance one's individual style of leading to create an organized business model. The OC-ASSE luncheon, taking place the Wyndham Anaheim Park, 222 West Houston Ave., Fullerton, CA, is held annually, and it provides a chance for attendees to sit in on informative lectures given by industry experts.

"This is a wonderful opportunity to share my business experiences and philosophies with a much-respected organization," Aiken continues, "and I am looking forward to engaging in an exchange of ideas and information with all of those who attend."

Aiken has spent the last thirty-five years in the consulting business and assisted clients in identifying problems and implementing corrective better practice actions, change management and technology implementation. Because he is an expert in his field, Aiken has been an invited guest lecturer to a variety of universities, professional associations, and trade shows. Drawing from his vast experiences in the marketplace, Aiken speaks on topics ranging from physics, business management solutions, technology, emerging and declining companies, staffing and reporting, suppliers, effective operational tactics, and customer satisfaction.

The Orange County Chapter of the ASSE supports members that manage or consult on safety, health and/or environmental matters in the industry, insurance, government and education sectors. The organization holds monthly luncheons (open to members and nonmembers) that feature presenters well-versed in the areas of safety, health and environmental issues.

About Barra Gwynn Enterprises

An operations and strategic planning consultancy, Barra Gwynn Enterprises' founder and principal Mo Aiken delivers technical insight, leadership consulting and executive coaching to transitioning businesses seeking improved productivity, efficiency and bottom-line profitability. A thirty-five-year veteran and skilled communicator, Aiken effectively interacts with all organization levels to successfully integrate key business functions and best practices for profitable problem resolution. Barra Gwynn Enterprises was founded in 1992 by Mo Aiken. For more information please call (714) 961-0413 or visit: www.barragwynn.com.

About the ASSE

Founded in 1911, [ASSE](http://www.asse.org) is the world's oldest and largest professional safety organization. Its 30,000 members manage, supervise and consult on safety, health and environmental issues in industry, insurance, government and education. ASSE has 15 Practice Specialties and 150 chapters in the United States and abroad. The Orange County Chapter of the American Society of Safety Engineers includes over 450 safety professionals from various companies and industries in the surrounding area.

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