



## FEATURED KEYNOTE PRESENTATION

### Because it Matters!

Why should we take time to consider the impact of our words and actions on others?  
Why should we worry that our children don't understand what respect is?  
Why is it important to remember to say please and thank you?  
Why are people returning to so-called "old-fashioned" values?

**BECAUSE *IT* MATTERS-** that's why. **CIVILITY MATTERS!** Canada's leading expert on civility speaks to:

- What civility means.
- How does civility impact the social fabric of our homes, workplaces, and communities.
- Ten keys to civility.
- Looking forward towards building a culture of civility

**SPECIAL OFFER Valid through February 28, 2010 \$2850 plus applicable taxes for Canada, \$3500US for United States, includes all travel and incidental expenses.**



To learn more about Lew Bayer, visit  
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