



CP&BC Membership: CP&BC's annual dues are \$45.00 per person and the cost of each breakfast is \$12.00 for members. A membership form is available on our website. For more information call Jeff Lauritzen at 559.288.7280.

Reservations: Reservations are required for all breakfast meetings, held at Pardini's, and can be made by calling Denise Correia at 559.434.2722 or by visiting www.cpbcfresno.org. Doors open at 7 a.m. for coffee and networking. The program concludes at 8:30 a.m. The cost is \$12 for members and \$15 for guests .

Membership Directory: Don't forget to pick up your copy of the 2011-12 Membership Directory at the next breakfast. If you're interested in advertising in next year's directory, ads starts at only \$50. Contact Nick Strait at 559.304.8905 or directory@cpbcfresno.org for more information.

Prayer Network: CP&BC has a "prayer network" to be used for member prayer needs for themselves or loved ones. We have members already signed-up to pray for special needs submitted; however, anyone else is invited to also become part of the prayer network. Sally Lauritzen is the point person to whom requests can be made, and once they are received she will email or phone the network. Contact Sally (salauritz@att.net or 559.439.8378) to become part of the network or to submit a prayer request.

ADDRESS SERVICE REQUESTED

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Catholic Professional & Business Club
P.O. Box 9454
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Searching for Growth with April Speaker Mark Faust



It was the 1990's sci-fi show The X-Files that told us "the truth is out there." But what does that really mean? In the show, it meant searching for the existence of extra-terrestrial beings. In business however, as told by our April speaker Mark Faust, the truth is how you grow your business. In his mind, if you're not searching for the truth then you're not growing. And if you're business is not growing, then it's dying.

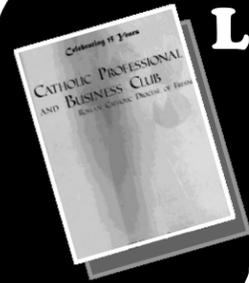
Mr. Faust has more than 20 years of experience as a Catholic growth and turnaround consultant. He founded Echelon Management International in 1990 as a consultancy that works with both successfully growing companies and those in turnaround. In fact, even since the 6th grade it had been his passion to work in business. He even grew frustrated in high school because the business curriculum didn't teach him how to be a consultant, merely stuff life accounting.

He spoke extensively about searching for growth and that identifying areas with which to grow were the only way that businesses could prosper. Customers often times provide companies with best insights on areas to grow and improve. In his role as a consultant, he could usually learn more about a company by sitting down with a company's customers than he could be talking with its leadership. One of his favorite business leaders to work with was John Pepper of Proctor & Gamble. His humility and dedication to transparent honest helped turned P&G around into one of the strongest companies in the U.S.

In order to begin the growth process, a company needs to identify its strengths and weaknesses. This is the only way with which to find its "blind spots." Weaknesses can always be repositioned into strengths, but that can't begin until they're identified – the enemy of great is pride. In searching for these strengths and weakness, companies should look for what makes them unique. The Catholic Church has the real presence of Christ, no other religion has that. Businesses need to think along those lines to better develop a competitive awareness.

Questions are a great tool that business leaders can use to help them identify areas of improvement; much like Christ used questions to help people find their own answers within their faith. These questions, and the answers they provide, will help quantify the business, and lead to growth. Leaders should develop a "questioning vocabulary," which will help them in their daily professional life as they continually pursue growth opportunities.

Any leader not striving for growth is robbing their company of valuable resources, for it's the profits from their business that provide the fuel for growth. And without that growth, you don't have jobs or provide any value within the local community. In these difficult times, many people turn to government for answers or job creation, but the real heroes, according to Mr. Faust, the ones who have the power to make an impact on the economy, is the business owners.



LAST CHANCE!

**2012 Membership Directories
Are Now Available**

**Be sure to pic yours up at the next
Breakfast meeting**



Magnificat

My soul doth magnify the Lord.
 And my spirit hath rejoiced in God
 my Saviour.
 Because he hath regarded the hu-
 mility of his handmaid;
 for behold from henceforth all gen-
 erations shall call me blessed.
 Because he that is mighty,
 hath done great things to me;
 and holy is his name.
 And his mercy is from generation unto generations,
 to them that fear him.
 He hath shewed might in his arm:
 he hath scattered the proud in the conceit of their heart.
 He hath put down the mighty from their seat,
 and hath exalted the humble.
 He hath filled the hungry with good things;
 and the rich he hath sent empty away.
 He hath received Israel his servant,
 being mindful of his mercy:
 As he spoke to our fathers,
 to Abraham and to his seed forever.

-Luke 1:46-55



**May Speaker –
 Luke Burgis
 Entrepreneur,
 Strength & Conditioning
 Specialist**



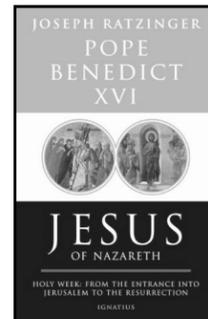
Luke Burgis is a successful entrepreneur, a certified Strength and Conditioning Specialist, and now a seminarian for the Diocese of Las Vegas. Before he entered St. John's Seminary, Luke was the founder of ActivPrayer, a popular faith-based fitness movement.

After graduating from New York University's Stern School of Business, Luke went on to work at major Wall Street investment banks (Morgan Stanley and Citigroup) and a venture capital firm. His career in corporate finance took him from New York to Thailand and Hong Kong. Just as his career was taking off, he quit his job to start a wellness company with his cousin.

Luke's companies – Healthy Vending and FitFuel.com – were started out of a spare bedroom in a Hollywood apartment. One of them grew to over \$15 million in value in just four years. He was named "One of the Top 25 Entrepreneurs Under the Age of 25" in America by Business Week magazine in 2006. Despite the success, he later went through a bankruptcy with the same company.

Luke was the founder and now an advisor to ActivPrayer, an organization that designs faith-based fitness programs that help people achieve their fitness goals by addressing all four dimensions of the human person – physical, spiritual, mental and emotional. ActivPrayer fitness professionals and clergy often provide workshops and motivational seminars to get people on the road to optimizing their health by taking a spiritual approach to it.

**Book Review by John Kasaian
 Jesus of Nazareth Part 2 Holy Week: From The
 Entrance Into Jerusalem to The Resurrection
 By Pope Benedict XVI**



"Only in this second volume do we encounter the decisive sayings and events of Jesus' life...I...hope that I have been granted an insight into the figure of our Lord that can be helpful to all readers who seek to encounter Jesus and to believe in him."
 --Benedict XVI

Jesus of Nazareth *part 1* was a stellar book, in part due to Pope Benedict's style of writing, which is a delight to read compared to most contemporary theologians, and in part due to a logical and *exciting* approach in which Pope Benedict XVI treats the subject. There are no "dull" spots begging to be glossed over because Benedict's words are charged with enthusiasm. The gentle reader embarks on a great adventure on a hunt for God with the Pope(no less) as his guide.

In *Part 2* the great adventure continues during the last week before the Crucifixion and the sensationalism we are often struck by--Jesus' heroic entrance into Jerusalem, the trial, scourging and execution are delved into far more deeply than an average pew sitter could anatomically endure. This is *the* book to read during Holy Week along with a good translation of the Bible.

In Jesus of Nazareth, Benedict XVI achieves something few other writers (in my humble opinion) have been able to do---put a human face on the Son of God and fathom a divine mystery which is so foreign to modern thinking that for most of us simply cannot comprehend what happened and make any sense of it. This is where Pope Benedict's volumes on the Life of Jesus really shed light on the reality of God's love for us as the humanity of Jesus ultimately demonstrates. The reader is challenged to sweep aside sentimentality and stereotypes and look beyond the corny illustrations and laborious contemporary worship music (as well as all that garbage that got stacked on the altar during Lent) and contemplate what Easter truly means, the portent of which is seemingly lost to many amid the popular catch phrases one finds on greeting cards.

The Holy Child Bookstore on the Northwest corner of Palm and Bullard has a copy for you!

**Did You Know?
 CP&BC Fresno is on**

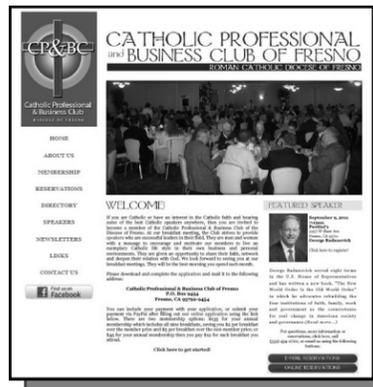


www.facebook.com/CPBC.Fresno

Have You Checked Out

www.cpbcfresno.org

From the convenience of your own home or office:

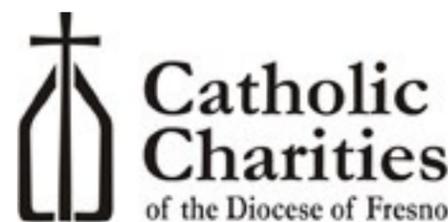


- ⇒ Obtain updated information
- ⇒ Make reservations on-line for breakfast meetings
- ⇒ Renew membership
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- ⇒ Find links to other Catholic organizations



CP&BC thanks Rod Silver and ARTCO for the design and maintaining our website

CP&BC will be collecting donations on May 11 for



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