

Professionally Speaking *Great Ideas for Speaker Bureaus*

How to be a Successful Failure

What do you do when you do everything right, and it all goes wrong?

So, when was the last time you met a guy who was sued for \$1.4 Billion? Well, meet Steve Baker who lived the American dream of building an extremely successful company.

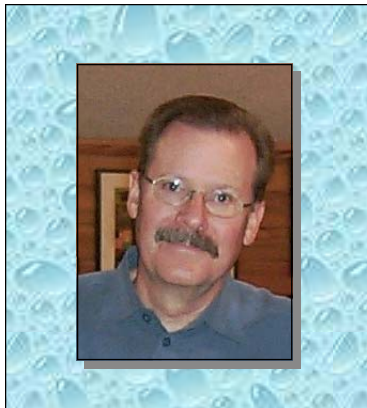
Through his new book, ***PUSHING WATER UPHILL With a Rake, Memoirs of a Successful Failure*** and his speaking engagements, Steve tells the compelling story of entrepreneurs who put everything on the line to fulfill their greatest expectations.

Steve shares the fun, energy, and excitement of creating an extremely successful travel company from scratch. In less than a year from going public, the company had grown to over 300 travel agencies and \$500 million in revenues and included major business partners like Kmart and Playboy enterprises.

But, after tremendous success, Steve also shares the shock, pain, and deep despair as he watched helplessly while the company and his life vaporized before his eyes. Between a \$1.4 Billion lawsuit and the “Black Monday” stock market crash, the company could not survive. The devastation heaped upon his company, his family, and his life was total.

As entrepreneurs, Steve and his partner risked everything and lost everything, but not at the

expense of their employees. They believed that the greatest asset of their company was its people, and in a business failure, they should come first – not last. There is a right way and a wrong way to fail. It begins and ends with ethics, and ethics should not be situational.



***Steve Baker,
business advisor,
award winning author,
professional speaker,
and avid poor golfer.***

An even more serious consequence of financial failure is failed personal relationships. Steve shares the pains his family suffered and explains how to keep your family intact through the toughest of times.

Energetic, humorous, fast-paced, and thought provoking, Steve’s engrossing story shows how he handled both great success along with crushing failure. He contends that it’s not if you fail in business or life, but how

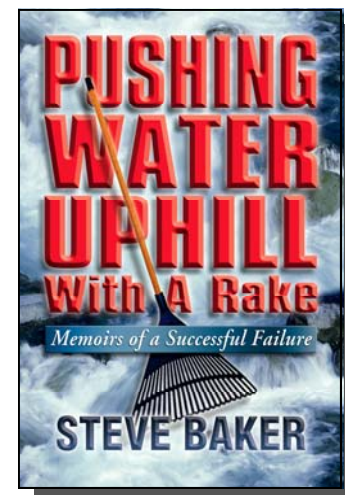
you manage failure in your life that counts.

In the aftermath of current business scandals, ***PUSHING WATER UPHILL With a Rake*** is a timely, topical and important story. It is not only a valuable lesson for every business, but for us all.

Baker advises companies on strategic marketing and business development. In addition to public speaking, and writing, Steve follows his passion for playing golf poorly and often.

“Steve is quite simply dynamic! He kept our audience mesmerized, combining wit and wisdom as he shared his story along with his philosophy on business and life. Our organization really enjoyed him and can’t wait to have him back!”

***- Dr. Thomas Frey, Executive Director
DaVinci Institute
www.davinciinstitute.com***



To contact Steve about speaking to your group, email Steve@PushingWater.com or call 303-854-8820