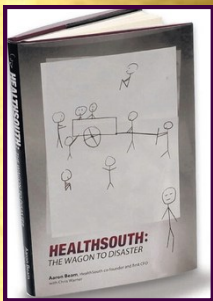




Bring Speaker & Author **AARON BEAM**

To Your Next Event!

AUTHOR OF HealthSouth: The Wagon to Disaster



“Every day I think about the wrong I did and the people who were irreparably harmed because of it. I want to explain why I went down that dangerous path. Unbeknownst to me at the time, there were environmental, organizational and societal pressures that influenced my bad decisions.”

~ Aaron Beam

Aaron Beam knows what he’s talking about. A former CFO for 13 years of a Fortune 500 company with over 50,000 employees, Beam is a celebrity speaker at securities training seminars, ethics institutes, universities and high schools, auditing and accounting associations, conventions, civic groups and corporate board rooms around the country. He has become the go-to speaker on the topics of ethics, the pitfalls of unethical business practices, and an example of what NOT to do as a CFO of any company, large or small.

Feature stories printed in LSU Magazine, CFO Magazine, and on the covers of countless prominent newspapers around the country reveal the story of a fallen Beam as his domino downfall unfolded like a nightmare reality show over a period of eight years. Once free of the bondage of his and his colleagues’ past indiscretions, Beam dedicated the rest of his life to engage discussions on how to prevent ethical lapses in the workplace. The very popular Q & A sessions following his speeches give students and executives alike serious teaching tools and a forum in which to discuss thought-provoking answers.

Beam paid the ultimate price for his own transgressions and those of other top executives in his company, HealthSouth Corp, when a \$2.7 billion securities fraud scandal of which he was a part landed him in federal prison. He served a three month term for bank fraud charges.

Audiences from Stanford and Loyola Marymount University to the University of Chicago and LSU, Beam’s alma mater, have been enthralled by his guest speaker series, where he shares how, as the co-founder and first CFO at HealthSouth, he witnessed first-hand the series of accounting and leadership failures that took the company to near bankruptcy. Beam wants his confessions of fraud to inspire business students and corporate executives to learn from his mistakes and make good choices.

Beam tailors his topics for each audience, from high school and college students to MBAs and professionals at the height of their own careers, sharing poignant stories of the ethical mistakes he made that led to his professional downfall, and the crumbling of his lavish lifestyle.

Aaron Beam has addressed over 50 colleges, 70 associations, numerous civic groups, multiple corporations, including Microsoft, Johnson & Johnson, Home Depot, Penn State, University of Texas, University of Chicago, Booth School of Business, Stanford University, and he is featured regularly at the Ukleja Center for Ethical Leadership at California State University, Long Beach.

AARON BEAM

www.aaronbeam.net

"The prevailing majority of people know right from wrong. They are ethical most of the time. Teaching people right from wrong is not the point. It is the process of training people how to execute ethical behavior that is critical. Often we have a good game plan, but as a society we fail in the execution of that plan."

~ Aaron Beam

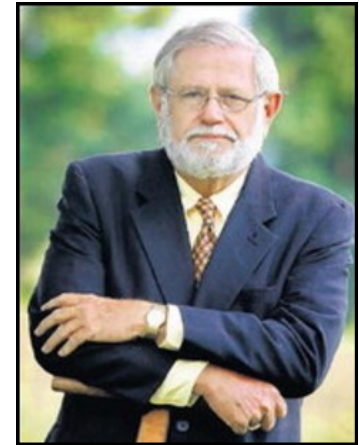
Beam uses his speaking career to enlighten and educate others in similar fields, including business school students who will eventually be out in the real world encountering corruption, fraud, and opportunities to make ethical or unethical choices at every turn. He teaches how to identify early signs, make changes early on, stand on principal, and look at the long-term result of every decision made. Sharing about the ultimate choices he and others in his company made, Beam extrapolates what may or may not work for students, businesses, and organizations today.

A published author, Beam wrote his first book entitled "HealthSouth: The Wagon to Disaster" about how unethical practices within a company can lead to broken laws and broken people. Beam's book details

his highly personal story, and lessons in ethics that he speaks on with authority from experience.

Beam is currently writing his second book, focused on achieving measurable improvement in ethical behavior in American business, which could easily be a primer for many business ethics classes. Book number two is about the creation and execution of business ethics. It is about making ethics consistently happen in the American workplace and its moral content intends to prevent similar, debilitating, greed-fueled, fraudulent behavior.

Throughout all of his corporate struggles, and his trip to a minimum-security federal prison in 2005, Beam's wife of 43 years, Phyllis, stood by his side. After the roller coaster ride ended, Beam was forced to sell his 25-acre pecan tree covered estate in Fairhope, complete with its own regulation size football field in the backyard. A father and new grandfather, Beam now resides in Loxley, Alabama, and enjoys a simple lifestyle with his wife and Corgi dogs, Ginger & Fannie.



"...His presentation is professional and compelling. He is very effective at "painting the picture" for students... The reactions of students are always the same. They sit spellbound while Aaron speaks. They are captivated by his story and by his message. They are stimulated to ask many questions and to reflect on what they should be learning for their own lives and business practice."

~ Barbara G. Danos, J.D.
Ourso College of Business
Louisiana State University

To Schedule Aaron Beam

Please contact his Publicist

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