

FOR IMMEDIATE RELEASE

Contact: Kathy Kolbe
Chairman of the Board, Center for Conative Abilities
602.840.9770 ext 125
kkolbe@kolbe.com

CENTER FOR CONATIVE ABILITIES ADDS PROMINENT MILITARY AND BUSINESS LEADERS TO BOARD

Research and educational nonprofit expands its board on heels of breakthrough brain research

PHOENIX, AZ, December 23, 2010 - The Center for Conative Abilities, the only nonprofit in the world dedicated to research in human conation, has elected two distinguished leaders to its board of trustees. Retired military commander Lt. Gen. John F. Regni, and Banner Health Senior Vice President, Chief Talent Officer Ed Oxford, will join the ten-member board in January.

Conation is the part of the brain that triggers purposeful action. Both Regni and Oxford actively support brain research on conation conducted by the Center for Conative Abilities and collaborating institutions.

"We're thrilled to have two such accomplished leaders joining our board," said Kathy Kolbe, renowned theorist and Chairman of the Board. "Each has deep expertise in their field that will help the Center achieve its mission."

Lt. Gen. John F. Regni is a sought-after consultant to military and private sectors and co-director of the Science Foundation Arizona Aerospace and Defense Initiative. General Regni's distinguished 40-year career in the Air Force culminated with his command of the Air Force Academy as its 17th Superintendent.



**Lt. Gen. John F.
Regni**

General Regni's career has spanned a range of command and directorship assignments, including Commander of Air University (directing both the Air Force Institute of Technology and the Community College of the Air Force) and Commander of the Second Air Force, which provides military and technical training for enlisted members and support officers. Additionally, Regni served as Base Commander and 8th Combat Support Group; Commander, Kunsan Air Force Base, South Korea; Director of Manpower, Personnel and Support, U.S. Pacific Command; Director of Personnel at Air Mobility Command; and Director of Military Personnel Policy, U.S. Air Force Headquarters.

General Regni served on the Reserve Forces Policy Board and on the board of directors of the Civil Air Patrol, the Mountain West Conference and the Southwest Defense

Alliance. He attended the National Defense University, Air War College, and Air Command and Staff College in addition to the Air Force Academy.

General Regni holds a bachelor's degree in biology and a master's degree in systems management.



Dr. Ed Oxford is Senior Vice President, Chief Talent Officer for Banner Health. Oxford leads the development and implementation of key strategies that have positioned Banner Health as a leading employer. He and his team have incorporated conative-based assessments and talent management advice into human resources services at Banner Health since 2008.

Dr. Ed Oxford Before joining Banner, Dr. Oxford was an executive at Motorola and PricewaterhouseCoopers. He held a variety of progressively responsible leadership roles, including management of learning, human resources, program management, executive talent process improvement, and organization management/transformation in management consulting services with such companies as Merck, Merrill-Dow, Colgate Palmolive and Public Service Enterprise. A chief force in the growth of revenue and sales, human resources practices and processes, and cost-reduction projects, Oxford is an expert in innovative transformational leadership.

Dr. Oxford holds an undergraduate degree in business, a master's degree in education, and a doctorate in organization and leadership.

In addition to Regni and Oxford, board members of the Center for Conative Abilities include Kathy Kolbe, David Kolbe, Amy K. Bruske, Dr. Diane DeBacker, Kay Corbin, Dr. Elizabeth Berry, Anne Tobey, and Dr. Gladys Johnston.

The Center for Conative Abilities conducts research and disseminates information regarding the conative abilities of all individuals. The Center also provides training on how to protect the freedom to act upon conative instincts and education for individuals and communities in practical ways to engage conative strengths for positive purposes at the highest levels of social responsibility.

To learn more about the Center for Conative Abilities, visit www.conativeabilities.org.

###