



FOR IMMEDIATE RELEASE

Contact: Bob Stearns
724- 933-3935

On March 27, 2012, local author, businessman and speaker, Bob Stearns will present an exciting event based on his book "Perhaps a Man Can Change the Stars!" at the Doubletree Hotel in Green Tree, Pa. from 9 -11:30 am. The Perpetual Potential Event: In Pursuit of Business and Personal Excellence was developed to expand upon the powerful, life changing messages that Bob shares in his book "Perhaps a Man Can Change the Stars...Eric's Pursuit of Perpetual Potential."

For over 25 years Mr. Stearns has owned Powerful Potential, a consulting company that works with organizations that are in pursuit of excellence, by using the Malcolm Baldrige Award, the country's highest award for performance excellence, as a model. He is uniquely qualified in this area, as he is one of only 90 people in the country to lead a company to win the prestigious Baldrige Award. He did this with Medrad in 2003.

After winning the award, Bob was at the top of his career, but unfortunately, tragedy would soon strike. Five years later, Bob's 21 year old son Eric went to Athens Greece for a study abroad program. While there, he was struck by a car while walking on the sidewalk. Sadly, Eric died from his injuries. As Bob and his wife faced their loss, they found a poem that Eric had written when he was 16 years old, called "Stars." In it Eric says that everyone has a destiny and even though you can't break it you can change it. While he was in Greece, Eric truly internalized that he could do or be anything he wanted.

In his book and his upcoming program, Bob shares the lessons he learned from Eric in achieving perpetual potential, along with what he learned in helping organizations to win the Baldrige. According to Bob, "These messages are invaluable and can transform lives. They are designed to help people reach for the stars and realize their perpetual potential. They are intended to motivate, inspire and touch people's hearts."

This book and event are perfect for anyone who wants to pursue their potential in life ... embark on a new career, start a business, rekindle dormant talents or develop new ones.

To register for the Perpetual Potential Event, or for additional information about the book, please visit: www.perpetualpotential.net.