

# COWBOY LEADERS OPENS NEW FACILITY



Cowboy  
LEADERS

**A Birdseye, Utah Ranch is the New Home for the Immersion Leadership Training Courses. Public is Invited to Attend Opening Event.**

BIRDSEYE, UT. – September 18, 2008 – Cowboy Leaders, a leadership training company, announced the opening of its new facility in scenic Birdseye, Utah. The facility is located on a 333 acre working horse and cattle ranch. Outfitted with tent cabins, private showers and bathrooms, and a state-of-the-art training center, the ranch provides the perfect setting for a leadership experience like no other.

Fritz Black, the designer of Cowboy Leaders and a leadership training expert, has a passion for changing the way people see their role as a leader. He was raised around horses and loves the lessons learned through these magnificent animals.

“Our purpose is not to boil leadership down into cheap cliches or try to provide easy answers; we seek to improve leadership skills through hard-work and self-examination,” says Black. “Horses will provide our guest with a unique look into the way they lead. They show you the weak points in your personality – the parts that need work.”

Fritz has spent nearly 30 years leading teams and nearly 10 years teaching leadership. Now he has set his sights on helping others to learn leadership skills by experiencing the Cowboy's world.

"The Cowboy Leader experience provided lasting metaphors and applications in a beautiful surrounding – it was a whole lot of fun too," said leadership and change expert Dave Jennings, PhD after attending a Cowboy Leaders course with his BYU MBA students.

An opening event is scheduled for October 22, 2008. Members of the media, local business leaders and interested public are invited. The event will include a tour of the facility, horse handling demonstrations, and guest speaker Mark Eaton, formerly of the Utah Jazz.

Event reservations can be made by phone at 801-885-3410 or by email at [fritz.black@cowboyleaders.com](mailto:fritz.black@cowboyleaders.com).

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NOTE TO EDITORS: For additional information visit the Cowboy Leaders [website](#).