

CONTACT: Steve Hubbard
Rancho Santa Fe Technology, Inc.
858-565-7224
shubbard@rsft.com

FOR IMMEDIATE RELEASE

“We do not need to accept mediocrity and poor leadership, either in ourselves or in others,” declares leadership author.

This and other rousing assertions are easily revealed in the lean and potent book, *Pushing Back the Ocean; Tide Turning Leadership Lessons* by Rancho Santa Fe Technology’s Director of Development, Karl Bimshas. “It is my contention that more people must find the strength and discipline to focus on improvement, wherever improvements can be made,” writes Bimshas, who leads the Business Development and Project Management teams at the technology firm.

Rancho Santa Fe Technology, Inc. was founded in 1991 on a set of beliefs that a company could be a successful provider and employer while delivering quality performance consistently. Along with living their core values, each employee regularly demonstrates the organization’s trilateral model of Enduring Success Fundamentals, Core Values and Permanent Business Objectives while serving their individual client’s key strategic objectives.

Pushing Back the Ocean exemplifies the self-responsibility and positive spirit embraced by Rancho Santa Fe Technology. Karl Bimshas’ philosophies and lessons are easily adaptable to both professional and personal life situations and his thought-provoking insights and easy to follow steps which include; Discovering the magic of goals; beginning to think like a champion; helping others find their own passion; and changing a piece of the world, can help others create an atmosphere of positive change and success.

-more-

Illustrating a new publishing trend, Pushing Back the Ocean is available through, Lulu, (www.lulu.com), the world's fastest-growing provider of print-on-demand books.

About Rancho Santa Fe Technology, Inc.

Rancho Santa Fe Technology's focus is to keep mission-critical information systems up and running --for businesses that rely on these systems to maintain a competitive advantage. Because of this Rancho Santa Fe Technology serves a wide range of clients from manufacturers, healthcare providers, motion picture studios, telecommunications providers, research institutions, government agencies and financial institutions with branch offices extending over large geographical regions. Founded in 1991, Rancho Santa Fe Technology, Inc. (RSFT) is a privately held, minority-owned business headquartered in San Diego, California, with service hubs throughout the western United States. Visit the company's website at www.rsft.com.

About the Author

With a M.S. in Executive Leadership from the University of San Diego and a B.A. in Mass Communication from Emerson College in Boston, Karl Bimshas has held several operational and sales leadership positions in public and private corporations. He currently lives in Southern California with his wife and two children.

Link to Publication*: <http://www.lulu.com/karlbimshas>

Pushing Back the Ocean: *Tide Turning Leadership Lessons*

By Karl Bimshas; Published by BimMedia

\$9.95; 60 pages

ISBN: 978-1-4116-9703-4

###