

Famous Entrepreneurs Series season begins with JetBlue CEO

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SYRACUSE - The third season of the Famous Entrepreneurs Series will kick off Nov. 12 with a talk by David Barger, founder, president, and CEO of JetBlue Airways Corp.

The series brings top CEOs and management thinkers to Syracuse for lectures four times a year. Barger's talk at Onondaga Community College will focus on his management theories, personal successes and failures, and how to build great companies.

He will also discuss his thoughts on how JetBlue (NASDAQ: JBLU) was able to return to profitability in 2007.

Other speakers in this year's lectures series include:

-Dov Seidman, founder, chairman, and CEO of LRN, a firm that works on ethics and compliance management issues and the author of "HOW: Why HOW We Do Anything Means Everything in Business (and in Life)."

-Ronald Heifetz, founding director of the Center for Public Leadership and the King Hussein bin Talal Senior Lecturer in Public Leadership at the Harvard Kennedy School and co-author of "Leadership on the Line: Staying Alive through the Dangers of Leading."

-Doug Hall, CEO of Eureka! Ranch and author of four books including "Jump Start Your Business Brain" and "Jump Start Your Marketing Brain."