



DOING BUSINESS THE LIVERPOOL WAY

Contrary to popular belief it's not necessarily beneficial to have a team of Carraghers – at least not in a business sense. There needs to be an effective blend of skills, abilities and aptitudes – as the experts from a new Liverpool FC collaboration point out.

E.L.I.T.E.S, which stands for Education & Learning Initiative Entrepreneurs in Sport, is an institution set up by LFC and the London School of Business & Finance to deliver training and education using the synergies

between sport and business. Kicking off at the Academy on 3 June, its dynamic new five-day CPD Management & Leadership programme is aimed at leaders operating in any sector who want to build on their existing skills and find new ways to inspire and be inspired. Supported by guest lecturers and LFC legends including Ian Rush, the programme teaches management and leadership skills using football strategy and theory. **For more information contact the team on +44 (0)151 559 3434 or email generalenquiries@lfcelites.com.**

AN E.L.I.T.E.S REDS FIVE-A-SIDE TEAM

THE TALISMAN: Reds skipper Steven Gerrard is a natural leader. Through the highs and the lows of the past decade, working under five managers with different philosophies, his passion and determination to lead by example has never wavered.

THE RELIABLE NUMBER 1:

Liverpool goalkeeper Pepe Reina is an excellent communicator with a strong mentality and a safe pair of hands – he's a trusted guardian of the goal and LFC's best interests.



THE TEAM ORGANISER:

A one-club man, Carra's experience of organising and motivating the defensive line make him a highly-regarded player. He's thrown his body on the line to show 100% commitment to the cause.



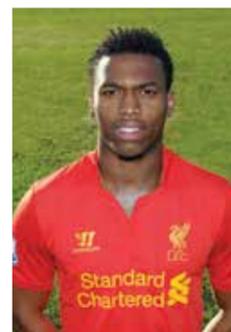
THE TEAM PLAYER:

The positive attitude and work ethic of midfielder Lucas makes him a firm favourite. He has a unique ability to read the game and has shown immense mental strength to recover from setbacks. The midfield heartbeat.



THE DRIVING FORCE:

With experience of playing for England at all levels, Daniel Sturridge has learned from some of the world's leading strikers. Ambitious with the potential to be the star striker.



AN EVENING WITH ALDO

Kopites can enjoy an evening in the company of goalscoring ace John Aldridge at Anfield on Friday 3 May. Aldo will entertain guests by reflecting on his stellar playing career which included a spell in which he scored 63 goals in 104 games for his beloved Reds. Tickets, priced £40, also include

a hot meal and LFC quiz and there will also be an opportunity to have photos taken with the Champions League and Capital One Cup trophies.

To book for the event – which is for over 18s only – please call 0151 263 7744 or email events@liverpoolfc.com.



BIRTHDAYS

A Birthday XI

Peter Gulacsi 23 on	6 May
Andre Wisdom 20 on	9 May
Torben Piechnik 50 on	21 May
Nicky Tanner 48 on	24 May
Igor Biscan 35 on	4 May
Graeme Souness 60 on	6 May
Jimmy Case 59 on	18 May
Vladimir Smicer 40 on	24 May
Steven Gerrard 33 on	30 May
Howard Gayle 55 on	18 May
Samed Yesil 19 on	25 May



ANNIVERSARIES



8 years since the Champions League final victory over Milan on 25 May – **don't miss *Istanbul The Fans Story* on LFC TV at 9pm**
27 years since LFC beat Everton 3-1 to clinch the league and FA Cup double on 10 May – **relive it *On This Day in 1986* on LFC TV at 4pm**
33 years since Ian Rush joined the club on 1 May – **watch his *Top 30 Goals* on LFC TV at 9pm.**
35 years since Liverpool beat Bruges to defend the European Cup on 10 May – **watch *On This Day in 1978* on LFC TV at 3pm**
65 years since Bob Paisley scored his first Liverpool goal on 1 May – **tune in for *Paisley The Greatest* on LFC TV at 11pm**