



**DIRECTORY OF POWER
SPEAKERS, TRAINERS,
& EXPERTS**
FOR YOUR NEXT EVENT



GLOBAL TALENT IN YOUR BACKYARD

NSA-Las Vegas
Directory of
Powerful
Speakers,
Trainers, and
Experts

Dr. Jeffrey Magee

2021-2022 Chapter President

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Welcome Message

Making a powerful impression and leaving an audience with a sustained ability to take action is what a professional Keynoter/Speaker/Trainer/Edutainer does!

WELCOME to the first, and perhaps only tool you will need to magnify the greatness of your next event... the **NSA-LAS VEGAS DIRECTORY OF POWERFUL SPEAKERS, TRAINERS & EXPERTS** represents GLOBAL TALENT IN YOUR BACKYARD!

Enjoy and keep this directory readily accessible for your next program solution.

When you select talent from this directory, you can rest assured that you are getting a professional. The individuals featured in this directory are members of the only trade association for Subject-Matter Experts who will share their talent with you and your organization, association, audiences, and colleagues. These Individuals have proven resumes and years of experience in what they deliver.

The **National Speakers Association-Las Vegas Chapter** (www.nsalasvegas.com/) represents global talent who call Las Vegas their home. Every year, they impart their talent to motivate and elevate others to greatness – and they can do the same at your next event.

As professional members of the **National Speakers Association, Las Vegas Chapter** (www.nsalasvegas.com/), these individuals dedicate themselves to their respective crafts and operate at the highest levels of professionalism and integrity. (www.nsaspeaker.org/code-of-ethics/)

If you're not familiar with the various prestigious levels of Speakers,

1. **CSP** - Many have earned the prestigious Certified Speaking Professionals (CSP) designation, with fewer than 15% of professional Speakers globally having earned this designation. (www.nsaspeaker.org/certification-2/)
2. **CPAE** – Council of Peers Award of Excellence, the Speaker Hall of Fame is a designation bestowed upon a select few NSA Speakers annually by the CPAE Council.
3. **Professional Member** – Status of every professional in this directory, indicating active participation in the NSA-Las Vegas Chapter and practice-proficient professionals presenting at least 20 paid professional engagements each year.

You'll find CSPs and CPAEs beginning on page 8 and Professional members on page 42. When you partner with the global talent within this directory, you are getting the best of the best and they are already here in Las Vegas– no travel, lodging, shipping, or unnecessary challenges for a great next event!



Dr. Jeffrey Magee, CSP, CMC, CBE, PDM
(NSA-Las Vegas Chapter President)
Human Capital Developer – www.JeffreyMagee.com
Group Publisher – www.ProfessionalPerformanceMagazine.com

Speaker Listing

Andrews, Stormie (p 45)	Kulesza, Kathi (p 79)
Block, Joel G., CSP (p 11)	LaCroix, Darren, CSP (p 21)
Brown, Joyce (p 49)	Lutz, Linda (p 81)
Burns, Guy, CSP (p 15)	Lutz, Matt (p 85)
Burrus, Katrina (p 53)	Magee, Jeff, CSP (p 25)
Civillico, Jeff (p 55)	McKain, Scott, CSP, CPAE (p 27)
Elaine, Kendra (p 59)	Moreo, Judi, CSP (p 31)
Fogg-Phillips, Linda (p 63)	Ortiz, Maria (p 89)
Fripp, Patricia, CSP, CPAE (p 17)	Rayburn, Mike, CSP, CPAE (p 33)
Green, Sheryl (p 101)	Sherman, Marilyn, CSP, CPAE (p 35)
Jackson Jr., Mack (p 65)	Spencer, Melissa (p 91)
Kamp, Marvelless Mark (p 67)	Stiving, Mark (p 95)
Katz, Chrystina (p 71)	Tate, Ed, CSP (p 39)

CSPs and CPAEs

Block, Joel G.

Burns, Guy

Fripp, Patricia

LaCroix, Darren

Magee, Jeffrey

McKain, Scott

Moreo, Judi

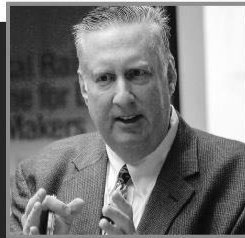
Rayburn, Mike

Sherman, Marilyn

Tate, Ed

AT A GLANCE

CERTIFIED SPEAKING PROFESSIONALS



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| ADVANTAGE PLAYER

EXPERT ON

► EXECUTIVE LEADERSHIP, STRATEGY,
SALES, AND A FUTURIST

MOST REQUESTED TOPICS

NAVIGATING DISRUPTIVE BUSINESS TRENDS & THE POWER STRATEGIES TO EXPLOIT THEM

Joel reveals the major business trends every leader must know that affect business most, including working from home, subscription revenue, & cryptocurrency.

HOW A VENTURE CAPITALIST/HEDGE FUND MANAGER PLACES HIS BETS: HEDGE FUND MANAGER SHOWS YOU HOW THE PROS BEAT THE SYSTEM

Joel shares his journey from card counter & advantage player to venture capitalist & hedge fund manager, detailing his decision-making process as a professional investor. He teaches how to combine prediction, trend assessment, & strategy so attendees can confidently pick winners and losers.

FUN FACT

Initially an expert blackjack player, counting cards and beating casinos, Joel later built and sold his publishing business to a Fortune 500 company.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

“Not only was Joel’s message powerful and inspiring, but it was particularly empowering for our audience of female entrepreneurs. Joel is a champion for kick-ass women leaders.”



Joel’s experience comes from dozens of deals valued in the hundreds of millions of dollars, including the sale of his own startup publishing company to a Fortune 500. Drawing from his days as an expert blackjack player, which launched him into venture capital and hedge funds, his hard-won Power Strategies turn his clients into Advantage Players™. His systems find “the wave” before most people notice the water is swelling. He studies trends, shifts in momentum, and estimates odds – before betting on outcomes. He’s pragmatic and doesn’t fear telling the emperor what he thinks of his clothes.

THE ART OF KNOWING WHAT’S COMING NEXT

Joel turns leaders into Advantage Players (APs). The term Advantage Player is a gambling word: it’s what casinos call experts in games of skill. APs play the odds – they don’t win every hand or every deal, but they gain the edge in critical, high-value situations. Armed with his annual trend report, Joel helps companies and their teams become APs so they can see what others aren’t seeing, take actions others aren’t taking, and think in ways others aren’t thinking.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

“He seems clairvoyant, but Joel is not a prognosticator. He digests information and returns ingenuous and straightforward insights, in easily understandable language.”

Business executives across industries are insta-fans. Here’s why:

- He explains complex financial concepts simply without being condescending or aloof;
- He shares how he predicts the future and provides relevant insights;
- He explains the impact new developments have on your business;
- He applies trends in his firm’s annual “disruptive trends” report to your industry.

JoelBlock.com

AT A GLANCE

CERTIFIED SPEAKING PROFESSIONALS



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| SPEAKER, AUTHOR, COACH

EXPERT ON

► EMPLOYEE ENGAGEMENT / PEAK PERFORMANCE AND EXECUTION

MOST REQUESTED TOPICS

DRIVING EXECUTION

Most companies, like most individuals, excel at making plans, but are not as talented when it comes to actually carrying them out. The ability to execute, to get things accomplished on a bottom-line basis, is a discipline like any other and it can be learned and performed well.

CREATING A CULTURE OF PEAK PERFORMANCE

Many small business owners and CEOs are frustrated and have lost the joy of running their businesses. Imagine having a culture in which your company almost grows itself, allowing owners and executives to have less stress and more freedom.

FUN FACT

He lives life to the fullest, he has bungee jumped, skydived, scuba dived, hang glided, surfed, water skied, snow skied, jet skied, rode the world's fastest zip line, swam with dolphins, climbed waterfalls, white water rafted, driven speed boats, been whale watching up close, kayaked through caves, para-sailed, ridden the scariest roller coasters/rides, ridden motorcycles, dirt bikes & quads, ridden in jet boats & helicopters, flown a water jetpack & a single engine plane, ran 8 half marathons, helped plant two churches, attended a World's Fair, and has been to 47 states and 30 countries on four continents.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

“The Speaker was a joy to listen to. He made the topic interesting and helped to boost confidence.”



Guy Burns, CSP, CFCP, RP is President of Success And Beyond, LLC, a company he founded in 2003. After serving eight years in the U.S. Navy, on Nuclear Submarines, he held management positions, including Area Manager, Project Manager, Sales Manager, Branch Manager, and Vice President of Sales and Operations in several organizations.

Since starting his speaking and consulting business, he has made over 850 presentations in 45 states and 12 countries on four continents, including America, England, Ireland, France, Scotland, Italy, Austria, Canada, Malaysia, Korea, Australia, and New Zealand. Well over 100,000 people have benefitted from Guy's presentations.

As a Certified Speaking Professional and a Certified Federal Contracting Professional, he is held to high standards of ethics, expertise, and eloquence. He has also served as an Official Member of the Forbes Coaches Council on Leadership and a contributing author on Forbes.com. Guy is currently serving as Past President of the National Speakers Association, Las Vegas Chapter, and Dean of the Speaker's Academy.

Guy wants to help you live life to the fullest, no matter what that looks like to you.

guyburns.biz

AT A GLANCE

CERTIFIED SPEAKING PROFESSIONALS



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PRESENTATION SKILLS AND
SALES EXPERT

EXPERT ON

- ▶ PRESENTATION SKILLS, SALES,
BUSINESS COMMUNICATIONS,
AND LEADERSHIP PRESENTATIONS

MOST REQUESTED TOPICS

UNDER THE MAGNIFYING GLASS: GOOD TO GREAT PRESENTATIONS

Good presentation skills are no longer a nice skill to have; they can mean the difference between career or business life and death. Patricia's proven principles and timeless techniques give you a competitive edge.

SUPERSTAR SALES PRESENTATIONS: THE INSIDE SECRETS

When everything else is equal, the sale often goes to the person with the most powerful, persuasive presentation focused on the prospect's challenges. Patricia can help drive more sales by improving your important conversations and presentations.

FUN FACT

As a hairstylist, Fripp worked on the outside of people's heads. As a speaker, he works on the inside of their heads.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS



“For my most important speeches, I call Patricia Fripp.”

Companies hire Patricia when they want to drive more sales by perfecting their important conversations and presentations.

Patricia Fripp, CSP, CPAE is a Hall of Fame keynote speaker, executive speech coach, sales-presentation and online-learning expert. She was elected the first woman to become President of the National Speakers Association.



Over Patricia’s career, she has delivered more than 3,500 presentations as well as hundreds of virtual presentations. Companies hire Patricia to help them drive more business by perfecting their sales conversations and presentations and by helping leaders inspire action and commitment through their words. Clients of her speech coaching include corporate leaders, technical and sales professionals, and seasoned professional speakers. Her online learning platform, “FrippVT Powerful, Persuasive Presentations,” is embraced as a “must have” by speakers and companies worldwide.

When her business was mostly keynote speaking, *Meetings and Conventions* magazine named her “One of the 10 most electrifying speakers in North America.”

As a presentation skills expert, *Kiplinger’s Personal Finance* wrote, “Learning presentation skills from Patricia Fripp is one of the best way to invest in you.” She is the author of two books and co-author of another three. In 2019 she was named “One of the Top 30 Women in Sales” and “One of the Top 30 Global Gurus.”

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

“To watch how our veteran group of salespeople became involved in your Storytelling to Increase Sales was impressive. We are excited to continue your training with FrippVT Sales.”

In 2021 as a speechwriter, one of her speeches for a Johnson and Johnson executive was featured in Vital Speeches of the Day and won an Honorable Mention in the Cicero Awards.

She is trusted by companies including Nutanix, Distech Controls, Zebra Technology, Palo Alto Networks, and the American Payroll Association.

fripp.com

AT A GLANCE

CERTIFIED SPEAKING PROFESSIONALS



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WORLD CHAMPION OF PUBLIC
SPEAKING

EXPERT ON

- ▶ HELPING GOOD PRESENTERS
BECOME UNFORGETTABLE

MOST REQUESTED TOPICS

17 MINUTES TO YOUR DREAM: HOW TO GET THE BREAKTHROUGHS YOU NEED

Well-meaning people have trained our dreams out of us! Kids dream like rivers flow. When we were kids, we didn't worry about the how. We've been trained to overthink everything.

BETTER STORIES, BETTER BUSINESS

Darren shows busy executives how to have more influence through the power of well-told stories.

FUN FACT

What would you tell a kid who dreamed of making people laugh, but wasn't funny?

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

“You were a big hit. The composite results from each participants’ evaluation form, which covered every session and speaker scheduled over the three day conference, confirmed your presentation as the best. I highly recommend you to anyone considering you a speaker.”



He felt invisible in high school.
He failed as a business owner.
He worked in a cubicle for over a decade.
Today, he’s a world champion speaker.

What made the difference for him can make the difference for you.

A REAL-LIFE UNDERDOG STORY FILLED WITH HUMOR AND HOPE

After a failed business in 1992, Darren LaCroix accepted a dare and took the stage at an open mic night at a Boston comedy club. He bombed miserably. It was horrible. The headliner that night told him, “Keep your day job kid” Friends told him that his dream of making people laugh for a living was crazy and stupid. He didn’t listen.

He may have been born without a funny bone in his body, but Darren possessed the desire to learn and the willingness to fail. These were the essentials for achieving his dream.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

“We raised the most money in the history of the event. Particularly in the ask, which is the place the story had the most significant impact. I appreciate your help with the story.”

This self-proclaimed student of comedy is living proof that anything can be learned.

Less than nine years later, in 2001, Darren LaCroix outspoke 25,000 contestants from 14 countries to become the World Champion of Public Speaking...ironically with a very funny speech. Some said it was one of the best speeches in the history of the contest.

Since that victory, he has delivered keynotes in every state in the U.S. and 44 international cities. He is passionate about showing people that if you pray, find the right mentors, and become a sponge, anything is possible.

Darren is currently the only speaker in the world who is a CSP (Certified Speaking Professional), an AS (Accredited Speaker), and a World Champion of Public Speaking. In spite of this, Darren always reminds people, “The letter after your name are not as important as the professional you become in the process.”

He is the author of the book 17 Minutes to Your Dream and the co-host of Unforgettable Presentations podcast. Through his live workshops and Stage Time University.com, he helps good presenters become UNFORGETTABLE.

darrenlacroix.com

AT A GLANCE

CERTIFIED SPEAKING PROFESSIONALS



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| HUMAN CAPITAL DEVELOPER

EXPERT ON

- ▶ LEADERSHIP MASTERY
- ▶ BUSINESS MASTERY
- ▶ SALES MASTERY
- ▶ PERSONAL MASTERY

MOST REQUESTED TOPICS

YOUR TRAJECTORY CODE

LEADERSHIP MASTERY & SALES MASTERY

Learn how to change your decisions, actions, and directions, to become part of the top 1% High Achievers. Leadership-Sales & Personal Mastery Series

FUN FACT

Last person to do a business interview with Dr. Seuss, Joan Rivers & Presidents Clinton-Obama-Trump.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

“Imagine being able to reboot your life, beginning at this very moment, given all you know and mentally possess.”



Dr. Jeffrey Magee, CBE, CSP, CMC, PDM, has been called one of today's leading "Leadership, & Marketing Strategists." Today, under Jeffery Magee, LLC, Magee works with C-Suite, Business Owners & Leaders, Military Generals, Entrepreneurial Unicorns, CEO2CEO Peer Groups & YPO leaders across the globe.

Jeff is the Author of more than 31 books, translated into 21-languages, three college graduate management textbooks, four best sellers, the Publisher of PERFORMANCE/P360 Magazine (www.ProfessionalPerformanceMagazine.com), former Co-Host of the national business entrepreneur program on Catalyst Business Radio (<http://www.catalystbusinessradio.com/index.php>), and a Human Capital Developer for more than twenty years with www.JeffreyMagee.com.

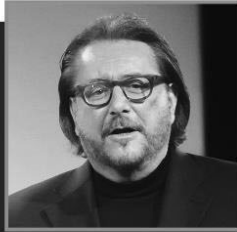
PROFESSIONAL CREDENTIALS:

Magee is committed to professional excellence for you his client his on-going certification credentials are significant. Along with advanced degrees, he is a Certified Board Executive (CBE), Certified Speaking Professional (CSP), a Certified Management Consultant (CMC), and a Certified Professional Direct Marketer (PDM).

jeffreymagee.com

AT A GLANCE

CERTIFIED SPEAKING PROFESSIONALS



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CONSULTANT, AUTHOR,
SPEAKER, BUSINESS ADVISOR

EXPERT ON

- ▶ CUSTOMER EXPERIENCE
- ▶ EMPLOYEE ENGAGEMENT
- ▶ ORGANIZATIONAL CULTURE
- ▶ SALES

MOST REQUESTED TOPICS

CREATE DISTINCTION: WHAT TO DO WHEN "GREAT" ISN'T GOOD ENOUGH

How to become the provider or employer who prospects choose.

THE ULTIMATE CUSTOMER EXPERIENCE

How to create the experiences that obtain and retain both the external customers and internal customers (employees) every organization needs.

FUN FACT

Scott played the villain in a Werner Herzog movie that esteemed critic Roger Ebert named as one of the fifty "Great Movies" in cinema history.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS



“The only speaker in the history of our company to have received a perfect score from EVERY attendee at our most important global partners event. We’ve booked the leading speakers in the world. Scott McKain received the highest ratings of all.”



Scott McKain’s matchless life experiences have built the foundation for one of the world’s most successful professional speakers.

These experiences range from playing the villain in a Werner Herzog film that Roger Ebert called one of the 50 “Great Movies” in cinema history, to being booked to speak by Arnold Schwarzenegger for an event on the White House lawn with the President in the audience.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

“Scott was fantastic. I have received nothing but positive feedback from attendees.”

From being the author of business books named among the “Year’s Ten Best,” to membership of multiple Boards of Directors, the tapestry of these distinctive experiences has blended to create the unique content that makes him one of the most in-demand business experts.

Scott first became interested in business – and creating Ultimate Customer Experiences® – while helping the family business: the grocery store in his hometown of Crothersville, Indiana.

After high-school graduation, Scott was elected Indiana President, then National Officer of a half-million-member student leadership organization. By the end of his terms, Scott had presented over 1,000 speeches on platforms from high-school cafeterias to arenas with audiences of 20,000+ in attendance. By age 21, Scott had chatted with the President in the Oval Office, lunched with the President of Brazil, had a private meeting with the Chairman of General Motors, and dined with the real-life Colonel Sanders of KFC fame.

These unique opportunities as a youth inspired both a passion for the platform and a fascination with business and leadership that continues to this day.

Scott has delivered over 2,000 presentations in 50 countries across six continents, helping audiences create more compelling connections, providing ultimate customer experiences, and standing out personally and professionally.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

Scott shares his distinctive ideas and iconic speaking style at significant events around the world. He has been honored with the following:

- Currently “Corporate Educator in Residence” at High Point University, named by U.S. News & World Report as the nation’s “most innovative” university.
- He has been honored with induction into the “Professional Speakers Hall of Fame.”
- He was selected to join Seth Godin, Zig Ziglar, and Dale Carnegie as one of about 25 members of the “Sales and Marketing Hall of Fame.”
- He is a member of “Speakers Roundtable:” an elite, invitation-only group of 20 business speakers considered by many to be among the best in the world.

Scott currently lives with his wife, Tammy, in Las Vegas, where they are involved in several charitable organizations.

ScottMcKain.com

AT A GLANCE

CERTIFIED SPEAKING PROFESSIONALS



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| INT'L SPEAKER | TRAINER
AUTHOR | T.V. SHOW HOST

EXPERT ON

- ▶ CUSTOMER SERVICE
- ▶ COMMUNICATION SKILLS
- ▶ CREATIVITY
- ▶ CHANGE MANAGEMENT

MOST REQUESTED TOPICS

LOOK WHO'S WRECKING YOUR COMPANY NOW

Inadvertently, unconsciously or unknowingly, employees can wreck your business! With training based on actual needs and encouragement, Judi Moreo can help build your organization to one where your employees are no longer wrecking your company, but instead, are your greatest assets!

YOU ARE MORE THAN ENOUGH

Are you struggling to find your life's purpose? Are you disappointed or discouraged by where you are or where you seem to be headed? In today's high-pressure, high-stressed, fast-paced world, most of us set our dreams aside just to get by. If you have ever felt as though you were created for "something more," this is the program for you.

FUN FACT

Judi Moreo is an avid photographer and wildlife artist. She spends her holidays hot air ballooning and trekking through African game parks, photographing animals, which she later paints.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

*“Successful entrepreneur, author,
and motivator...”*



Judi Moreo is one of the most recognized personal growth trainers and coaches in the world. Judi is the publisher of both the Life Choices book series and Choices magazine, as well as the host of the popular “Choices with Judi Moreo” internet radio show and the “What’s Your Story?” television show. She is the author of 13 books including two international bestsellers, *You Are More Than Enough* and *Conquer the Brain Drain*, as well as “The Fast Track Guide to Writing and Launching Your Book,” an online program for planning, writing, publishing and promoting your book.

Judi has informed, inspired, challenged, motivated and entertained audiences in twenty-eight countries around the globe with her unique speaking and training style.

Though best known as a motivational speaker and personal development trainer, Judi is often hired as a consultant to businesses that want to improve their leadership, customer service, and communication skills, as well as by people wanting to write a book or speak on stages around the world. If your desire is to have more success, more recognition, more support, more peace of mind, and more happiness, let Judi Moreo help you build the confidence and skills to make it happen!

judimoreo.com

AT A GLANCE

CERTIFIED SPEAKING PROFESSIONALS



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| KEYNOTE ARTIST

EXPERT ON

- ▶ INNOVATION
- ▶ CHANGE
- ▶ POSSIBILITY THINKING

MOST REQUESTED TOPICS

THE "WHAT IF?" KEYNOTE EXPERIENCE

Within 30 seconds your audience will know that impossible, is possible. Another three minutes and they'll be completely engaged with Rayburn's innovative interface of message, comedy and guitar. By the end, your teams will have a bold, new "What IF?" Mindset for possibility thinking and Virtuoso performance. If you want innovation, why book the same old speaker with a PowerPoint? No one does what Rayburn does.

FUN FACT

Rayburn completed the first ever cross-country concert tour on bicycle; he has played guitar with the Beach Boys and John Oates; and has begun to perform using hologram.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS



“Mike’s program was amazing! He was a joy to work with, he made me look very good and I appreciate that! I cannot recommend him enough... FANTASTIC!”

Mike Rayburn is a two-time TED Talk Presenter, an innovative entrepreneur and Hall of Fame speaker who uses world-class guitar and comedy to teach innovation and possibility thinking to corporations worldwide. He has headlined Carnegie Hall, headlined in Las Vegas, and performed more than 5,000 presentations in 20 countries on five continents. Rayburn is a regular on Sirius/XM and morning radio nationwide. He has performed as guitarist with The Beach Boys and John Oates.

Rayburn’s keynote is called “The What IF? Keynote Experience.” Your teams will learn three simple tools for harnessing their unrealized potential, creating and leading change, and becoming virtuoso performers. You’ll hear amazing music, including a solo guitar version of Bohemian Rhapsody.

Oh, and you laugh so hard it hurts!
No one does what Mike Rayburn does.

“Content is critical. But content doesn’t change people. What changes people is the experience of that content and that’s my expertise.” -Rayburn

Rayburn’s thousands of clients include most of the Fortune 100, including the top five!

mikerayburn.com

AT A GLANCE

CERTIFIED SPEAKING PROFESSIONALS



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| FRONT-ROW LEADERSHIP EXPERT

EXPERT ON

- ▶ MOTIVATION
- ▶ INSPIRATION
- ▶ LEADERSHIP
- ▶ PEAK PERFORMANCE

MOST REQUESTED TOPICS

FRONT-ROW LEADERSHIP™

HOW TOP PERFORMERS NEVER SETTLE FOR BALCONY SEATS

The best leaders know how to navigate their teams to overcome obstacles including massive disruption. Marilyn Sherman shines a light on how they do it with strategies to help audiences set objectives, overcome obstacles, and increase their success.

FUN FACT

Marilyn is celebrating her 25th year as a professional speaker!

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS



“She is so dedicated to impacting the world with a positive message with her keynote speaking...”



Every since Marilyn Sherman was asked to speak at a conference when she was still in high school, she has loved to speak. In fact, her plan was to get a degree at Washington State University, get a corporate job, work in training and development, gather as much knowledge and experience as she could, then venture out on her own as a credible trainer and ,eventually, a keynote speaker. She did exactly that! Her first corporate job took her from Seattle, Washington, where she grew up to living in Las Vegas for a brief time in the mid-eighties. After a short stint in Vegas, they relocated her again to San Jose. After her brief time living in Vegas (where Decatur was the furthest street paved on the West side of town) she vowed that one day she would live there again, full time.

Now, she is a 25-year veteran of professional speaking and earned her Certified Speaking Professional™ designation in 2014, which is the highest earned designation in the speaking industry. She is also the latest inductee in the CPAE Speaker Hall of Fame, joining less than 200 members worldwide who hold that honor. She has been listed as one of ESpeakers Top 10 Keynote Speakers, and was quoted in Forbes online with some of the best keynote speakers in the world on how to connect with audiences.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

She is so dedicated to impacting the world with a positive message with her keynote speaking that she fulfilled her bucket list and moved back to Las Vegas, where she now lives just a few exits west of Decatur!

Speaking of bucket lists, her latest motivational book (her 4th) is called, *Is There a Hole in your Bucket List? How to Overcome Obstacles that Prevent you from Living Your Dreams*. She is known for being Front-Row Girl, helping people live and lead from the front row of their lives. She married Yves de Boisredon, whom she affectionately calls Frenchie and they love living in Las Vegas.

marilynsherman.com

AT A GLANCE

CERTIFIED SPEAKING PROFESSIONALS



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| KEYNOTE SPEAKER AND EXECUTIVE COACH

EXPERT ON

- ▶ PITCH DEVELOPMENT INFLUENCING
- ▶ INFLUENCING
- ▶ SALES
- ▶ LEADERSHIP

"WE HELP ORGANIZATIONS WIN HIGH-STAKES PRESENTATIONS."

MOST REQUESTED TOPICS

PITCH TO WIN

GET YES TO YOUR REQUEST

MAKING MANAGERS INTO LEADERS

FUN FACT

Motivational Movie Star - I've appeared in the movie "The Opus"
Adventurer at Heart - snow skied Desert of Dubai, Zip-lined in jungles,
Scuba Diver

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

*“The Speaker Who Energizes,
Educates, and
Entertains.”*



Ed Tate is an award-winning international Keynote speaker, trainer, and author. Worldwide he is known as “The Speaker Who Energizes, Educates and Entertains.” To date, he has spoken professionally in 50 states, 25 countries and on five continents.

Using the principles he teaches, Ed Tate won the “American Idol of Public Speaking” and became the 2000 World Champion of Public Speaking - Toastmasters International’s most prestigious speaking award among its 352,000+ members.

In 2008, Ed earned the Certified Speaking Professional (CSP) designation from the National Speakers Association. It is an honor bestowed on less than 12% of its members.

Individually, Ed has sold over \$500 million in products and services to corporations and entrepreneurs. Additionally, he co-created two business units that produced over \$1.25 billion in revenue.

Since 1998, Ed has been principal of Ed Tate & Associates, LLC, a professional development firm that provides expertise on, Winning High-Stakes Presentations.

SPEAKER BIO

CERTIFIED SPEAKING PROFESSIONALS

Since 1998, Ed has been principal of Ed Tate & Associates, LLC, a professional development firm that provides expertise on Winning High-Stakes Presentations.

edtate.com

Professional Members

Andrews, Stormie

Brown, Joyce

Burrus, Katrina

Civillico, Jeff

Elaine, Kendra

Fogg-Phillips, Linda

Jackson Jr., Mack

Kamp, Marvelless Mark

Katz, Chrystina

Krismer, Paul

Kulesza, Kathi

Lutz, Linda

Lutz, Matt

Ortiz, Maria

Spencer, Melissa

Stiving, Mark

AT A GLANCE



STORMIE ANDREWS

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| BUYER PERSONA EXPERT

EXPERT ON

- ▶ DIGITAL MARKETING
- ▶ BUYER PERSONAS
- ▶ BUYER JOURNEY
- ▶ CONVERSION OPTIMIZATION

MOST REQUESTED TOPICS

OUTSELL, OUTGROW, AND OUTSMART YOUR COMPETITION!

Are you ready to outsmart, outgrow, and outsell your competition? Unfortunately, many organizations make marketing and advertising efforts much more complicated than they need to be. Stormie can help you fix that.

FUN FACT

Stormie didn't discover his biological dad's identity until he was 50.

SPEAKER BIO

"Stormie Andrews is the real deal. His 'World's Best Buyer Persona' changed the way I do business and market with YouTube."



Stormie Andrews is the co-founder of Yokel Local, an award-winning inbound marketing agency located in fabulous Las Vegas. Since 2010, Yokel Local has helped organizations generate hundreds of millions in revenue by implementing strategies and tactics that are supported by the EXACT concepts you will learn from his interactive presentations. Stormie's passion is to make it much easier for organizations to attract their ideal clients by understanding how their prospects think, which leads to predictable flows of new customers from scratch.

He is a licensed practitioner of Neuro-Linguistic Programming (NLP), an award-winning author, Forbes contributor, HubSpot contributor, recognized buyer persona expert, HubSpot Certified Trainer, and featured marketing expert by the Nevada Department of Business and Industry. He was invited to speak at INBOUND 2020, an annual event that attracts more than 25K attendees devoted to the latest marketing-strategy advancements and technologies.

SPEAKER BIO

“Thank you for an absolutely awesome training. It is amazing how getting clear on exactly who our customer is can make such a difference. I thoroughly enjoyed the training and have been using what I learned. It's making a positive difference in our business.”

He has also been recognized as a Member of the Year from the American Marketing Association, named as a Top 50 Tech Visionary by Intercon in 2020-2021, and his book, “The World’s Best Buyer Persona System”, became an Amazon Hot New Releases Bestseller when released in July of 2020. Yokel Local, founded in 2010 by Stormie Andrews and Darrell Evans, is an award-winning digital marketing agency located in Las Vegas, NV. Yokel Local is proud to be a Google Partner, Yelp Certified Partner, and the first and only HubSpot Platinum Agency Partner within the state of Nevada. In 2018, Stormie was selected by HubSpot to become the first and only HubSpot User Group leader in Nevada.

StormieAndrews.com

AT A GLANCE



DR. JOYCE HUNT BROWN

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**AUTHOR, SPEAKER, TRAINER, COACH, AND
PRESIDENT & CEO**

EXPERT ON

- ▶ SALES
- ▶ COMMUNICATION
- ▶ CONFLICT RESOLUTION
- ▶ PRODUCTIVITY

MOST REQUESTED TOPICS

THE ULTIMATE MINDSET: UNLOCK THE POWER OF YOUR MIRACULOUS MIND

The way you perceive the world- your work, your organization, your relationships, your life-is the seemingly simple things that makes a profound, enduring difference. In this training program, you will discover the supreme power of the ultimate mindset- what it is, why it is so powerful, and how it can transform what you think, say, and do. The ultimate mindset will give you the tactics, tools and practical action steps to succeed at realizing your untapped potential and achieving your unrealized goals.

FUN FACT

Dr. Joyce once developed a motivational program for a speaking tour in Australia with Dr. Norman Vincent Peale and Cavett Robert (founder and president of the National Speakers Association).

SPEAKER BIO

*“Dr. Joyce...is saving lives”
and having “a life-changing
impact...”*



Dr. Joyce Hunt Brown has had an interesting and challenging life. After a lifetime of heartbreaking tragedies, the greatest turning point of her life arrived. A two-year period of being bedridden and deathly ill culminated in a profound near-death experience. Now equipped with a wealth of heavenly answers for earthly challenges, this was the transforming incident where she went from desperately wanting to die, to desperately wanting to help others live.

After a miraculous recovery, Dr. Joyce determined to devote her life to helping people turn stress into success. In fact, since 1983, across the nation and around the world, Dr. Joyce has been working tirelessly, answering calls, training groups and organizations, and, in the process, saving and transforming lives. She has brought innumerable people back from the brink of suicide, depression, and grief. She has helped people overcome anger, anxiety, and chronic stress. Through her ongoing work as a professional speaker and trainer, she has a long record of helping organizations strengthen morale, reduce turnover, improve communication, resolve conflict, increase sales, and boost productivity.

SPEAKER BIO

“Dr. Joyce Brown is a hugely inspiring human being... You are bound to be moved by her book and by her.”

To continue this work—including thousands of hours of crisis calls, countless speaking engagements, and tens of thousands of people reached through the books she has sold or donated—Dr. Joyce founded Stress and Grief Relief, Inc. a 501(c)(3) non-profit, public charity in 1999.

Making frequent guest appearances on television as “The Hope Doctor,” Dr. Joyce is the host and producer of The Hope Doctor Radio Show and podcast, where she shares from her remarkable story, and the eternal wisdom that radically transformed and gave new meaning and purpose to her life. This wisdom includes the unique methods and proven techniques she used to reverse a late-stage ALS, conquer depression and suicide, overcome anxiety, agoraphobia, and grief, and bring her to where she is today—a thriving go-getter who is eagerly pursuing her dream of helping people and organizations thrive and strive for miraculous success.

Known as a trusted advisor, Dr. Joyce is also a crisis chaplain, recognized as a Diplomate by the American Academy of Experts in Traumatic Stress®. While in practice as an N.M.D., Dr. Joyce received six Lifetime Achievement Awards in the natural health field. She is the author of the bestselling book *Heavenly Answers for Earthly Challenges*.

Her websites are: www.HopeDr.org and www.StressAndGriefRelief.org

hopedr.org

AT A GLANCE



Katrina Burrus, Ph.D., MCC

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**CEO, SPEAKS ON TRANSFORMING BRILLIANT
JERKS INTO INSPIRING LEADERS**

EXPERT ON

- ▶ INTERNATIONAL LEADERSHIP
- ▶ LEADERSHIP AGILITY
- ▶ TRANSFORMING BRILLIANT JERKS

MOST REQUESTED TOPICS

TRANSFORMING BRILLIANT JERKS INTO INSPIRING LEADERS

Everyone knows a "brilliant jerk," someone who would be fired if they weren't so technically qualified, and therefore, indispensable. They can be toxic, abrasive, and demoralizing. Dr. Katrina is one of the world's leading experts on international leadership. She is a Master Certified Coach and facilitates a mastermind for CEOs of international companies. She is also the author of three books: Abrasive Leaders, Global Nomadic Leaders, and Managing Brilliant Jerks. She's worked with Nestle, Novartis, and even the United Nations. She is especially good at helping executives develop their leadership agility and helping onboard CEOs in leadership positions.

FUN FACT

A Swiss-American, Dr. Katrina is a foodie, an art collector and a travel buff who loves to learn new languages.

SPEAKER BIO

Katrina Burrus, Ph.D., MCC

- A founder ICF Switzerland
- Lived in Switzerland, Spain, Italy, Germany, and the United States
- Fluent in French, English, and Spanish, she has spoken in a dozen countries around the world
- Contributing author to three academic books: “Gender Diversity”, Cultural Complexity in Organizations. (Sage); “Culture and Cultural Intelligence”, Handbook of Knowledge-Based Coaching (Jossey-Bass); “Coaching Managers in Multinational Companies”, The Routledge Companion to International Business Coaching.

EDUCATION

- Masters in Human and Organizational Development
- Masters in International Management

ExcellentExecutiveCoaching.com

AT A GLANCE



JEFF CIVILICO

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LAS VEGAS HEADLINER, HOST
PERSONALITY, PHILANTHROPIST

EXPERT ON

- ▶ KEYNOTE SPEAKER
- ▶ EMCEE
- ▶ ENTERTAINER
- ▶ TEAM BUILDING

MOST REQUESTED TOPICS

WORK THAT MATTERS

Jeff enables a renewed sense of passion, purpose and gratitude in attendees' work and lives by challenging the audience to view where they are personally and professionally as a new type of starting point.

POWER OF THE PIVOT

Jeff's journey from juggling in his kitchen as a child to headlining in Vegas with his own TV show is naturally inspiring and his passion is naturally contagious. His story of fighting through the cutthroat politics of the entertainment industry is eye-opening, funny, and powerful.

FUN FACT

Jeff holds a world record for bungee jumping on his unicycle off a cliff in New Zealand. He also goes "joggling" for fun (joggling = juggling while jogging).

SPEAKER BIO

“The audience engagement was hysterical and Jeff’s humor made the night shine! We are all still laughing and scratching our heads on how we top that performance for next year’s global conference.”

Jeff Civillico recently celebrated a 10-year run on the Las Vegas Strip as a Headliner with Caesars Entertainment at the iconic hotel properties The LINQ, The Flamingo, and The Paris.

His clean, family-friendly “Comedy in Action” show remains highly acclaimed: voted “Best of Las Vegas” 3 years in a row by the Las Vegas Review Journal, named “Entertainer of the Year” by Vegas Inc, and honored by his fans with a 5-star rating on Yelp, Ticketmaster, and Google.

Jeff now takes his renowned clean comedy show to live, virtual, and hybrid corporate events and conferences globally. Having been featured in national publications including Forbes and The Wall Street Journal, Jeff also serves as a Host Personality and Keynote Speaker for major corporations, associations and nonprofit organizations.



SPEAKER BIO

“The audience engagement was hysterical and Jeff’s humor made the night shine! We are all still laughing and scratching our heads on how we top that performance for next year’s global conference.”

When Jeff is not on stage or on camera, he is working on the continued expansion of his national nonprofit Win-Win Entertainment. Win-Win Entertainment brings smiles to children who need them in hospitals by arranging in-person and virtual visits from performers, athletes, and celebrities.

jeffcivillico.com

AT A GLANCE



KENDRA ELAINE

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PEOPLE LEADER
TRAINER & COACH

EXPERT ON

- ▶ PEOPLE LEADERSHIP
- ▶ COACHING CULTURE
- ▶ EMPATHY AT WORK
- ▶ EMPLOYEE ENGAGEMENT

MOST REQUESTED TOPICS

IT'S NOT YOU, IT'S YOUR MANAGERS

Does your company keep getting dumped? You've heard the adage, "people don't quit jobs, they quit bosses." But companies don't understand the implications. People are dumping their companies in staggering numbers and employers are left stammering trying to figure out why. Your people leaders are reflections of the company values, the catalysts to your culture, and the direct cause of your employees' experience. In this dynamic, content-rich presentation, you will learn why the development of your managers has the highest ROI and the actionable strategies to equip them with to turn your company into a keeper.

FUN FACT

I was on the varsity swim team in high school. I was awarded most elegant freestyle stroke, despite not knowing how to swim prior to joining the team.

SPEAKER BIO

“This was an awesome session! So informative. Very structured. The management solutions and tips sounded doable, and actually practical for all kinds of work place situations. Thank you so much!”



Kendra Elaine is a dynamic speaker, certified trainer, and expert facilitator. Her philosophy around great people-leadership has five pillars: trust, empathy, accountability, coaching, and humility. These pillars are embedded throughout her signature keynotes and training programs.

Kendra crafted her philosophy through years of training managers. She equips leaders with the tools and strategies they need to effectively lead, engage, and retain high-performing teams.

Kendra brings a unique perspective to her audiences. As a self-proclaimed recovering job-aholic, she shares her experiences from being a high-performing millennial who worked over 40 jobs in less than 20 years. When most people hear that, they say “wow, Kendra couldn’t keep a job.” Being that Kendra has never been fired, she replies that a job couldn’t keep her. She gives clear insights into why people quit, how managers directly affect those reasons, and strategies to combat them.

SPEAKER BIO

“This was the best program that I attended today. I liked the openness of the presenter and the way she presented the information. I have had training before concerning managing across generations but this was by far the most engaging.”

Kendra started sharing her experience as an unmotivated, job-hopping millennial, and other millennials began reaching out to her. They were experiencing everything she talked about but didn't know what to do about it. So, she started coaching them. After coaching many people, Kendra crafted a coaching framework that effectively shifted mindset, increased motivation, and re-engaged everyone she coached. They would get off the call excited about their current role and with an action plan. Months later Kendra would follow up with them and without fail, every single one had started a new job. What happened?

It always went back to their manager. It was then that Kendra realized that if the manager wasn't properly equipped, she was essentially coaching people to quit. So, she shifted her focus from working with individual contributors to focusing on company leadership and managers. Her goal was to equip them with the tools she was using so they could connect with and lead their teams. She went on to speak at HR and leadership conferences, facilitate training, and develop learning programs for companies. Some of the organizations she's worked with include SHRM, ADP, Commerce Bank, Diversity Awareness Partnership, AAIM Employers' Association, MoDot, National Sales Network, and more. She's had articles published in Diversity Woman Magazine and the Ladue News.

SPEAKER BIO

“Ms. Kendra did an excellent job at describing everything clearly and efficiently. It definitely helped to give a clearer picture on how each generation views work and what tactics are best suited when it comes to training, praise, communication, etc.”

From there, she became the Learning Consultant for Worldwide Technology, a cloud services company awarded for its culture and for being a great place to work. There, she facilitated all in-house people-leader training. She developed curriculum and trained over 1,000 managers.

Not long after being in that role, this generation's first quarantine happened and social unrest was at an all-time high. Kendra facilitated difficult conversations with leaders, spearheaded company-wide listening tours, and developed the strategy for managers to engage their teams during those difficult times. Kendra is now the Senior Executive Development Partner at MGM Resorts International in Las Vegas. She manages the Accelerated Leadership Program and the Executive Development cycle for senior leaders across the enterprise.

Kendra uses her natural abilities of empathy, coaching, and leadership to not only inspire but strategically equip leaders with the tools they need to lead high-performing teams and, ultimately, create a better workplace. She has a proven track record of delivering catalytic content that gets results.

kendraelaine.com

AT A GLANCE



LINDA FOGG-PHILLIPS

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**SPEAKER, CONSULTANT, COACH,
DIRECTOR OF TINY HABITS ACADEMY**

EXPERT ON

- ▶ RESILIENCE
- ▶ HABITS
- ▶ TINY HABITS
- ▶ BEHAVIOR CHANGE

MOST REQUESTED TOPICS

PEARL HABITS: CREATING THE HABITS OF RESILIENCE, STRENGTH, AND COURAGE: Adapting to change or overcoming obstacles is a skill that can be learned and developed into a habit by applying the 3 key principles of the Pearl Habits Method.

TINY HABITS: Creating Lasting Change Without Relying on Motivation or Willpower - The Tiny Habits Method is a breakthrough method that gives people hope and evidence that they can change.

THE ART OF PERSUASION: Understanding Human Behavior and How to Get People to do What You Want Them to do - Have you ever wondered why your team, spouse, or children aren't doing what you think they should be doing? Learn the models and methods that will help you elicit the behaviors that you want from others as well as from yourself.

FUN FACT

Linda did a half Ironman in Tahiti and has 8 children. Obviously she like endurance events!

SPEAKER BIO

Linda's work focuses on behavior change and habit design. She is the Director of Tiny Habits® Academy, which offers courses that teach individuals and professionals how to create habits quickly and easily... without relying on willpower. As the mother of eight children, Linda has had her own behavior-change and habit-design laboratory for 37 years. She has a Master's degree in Health Promotion and Exercise Physiology.

Linda has spent over 33 years studying health behaviors, including nutrition, fitness, and mental health. Her mission in life is to help others live a happier and healthier life by creating sustainable lifestyle-behavior changes and habits that positively impact health. She has virtually coached over 15,000 people worldwide. She is recognized by the American Council on Exercise as an expert in virtual coaching, habit formation and behavior change. She is a contributing author and expert for the ACE Behavior Change Certification Program.

Linda is an international author, public speaker, and consultant. She is the author of two books about understanding the online behavior of adolescents; Facebook for Parents and Facebook for Educators.

Linda is a featured social-media and family-health expert in the media and in publications such as the New York Times, CNN, ABC, CBS, Fox and NBC. Between 2009 and 2013, Linda was the adolescent-behavior expert and online-safety consultant for Facebook, Inc. Linda was commissioned by Facebook to write their first "Facebook Online Safety Guide for Educators." Linda is a regular guest lecturer at Stanford University.

In 2015, Linda was crowned Ms. United States of America Woman of Achievement. In 2018, she was awarded the title Women of Achievement Legacy Queen which is a lifetime designation.

tinyhabitsacademy.com

AT A GLANCE



MACK JACKSON JR.

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| PRESIDENT

EXPERT ON

- ▶ CYBERSECURITY AWARENESS TRAINING
- ▶ CONSULTING

MOST REQUESTED TOPICS

CYBERSECURITY FOR YOUR WORKPLACE

Empowering your staff to spot typical cyber risks can help your firm maintain a secure computer network. Security awareness training teaches employees about corporate operations' vulnerabilities and risks. When your employees use a computer connected to a company network, they must be aware of their responsibilities and accountability.

New hire training and regularly scheduled refresher training should be designed to instill your organization's data security culture. Employee training should include, but is not limited to, the following:

- Responsibility for Company Data
- Password Hygiene
- Unauthorized Software
- Internet Use
- Email
- Ransomware
- Social Engineering and Phishing

Our best defense against cyber attacks and the fastest-growing computer crimes is by educating our employees.

FUN FACT

I love ballroom dancing!

SPEAKER BIO

“He brings increased security awareness to his audiences and communicates the importance of security measures in protecting your business.”



Mack Jackson Jr. is an expert on cybersecurity awareness and compliance. He brings increased security awareness to his audiences and communicates the importance of security measures in protecting your business. Mack will show you how to improve your company's security policies and procedures.

Cyber crimes like identity theft are on the increase and these crimes have damaged countless families and businesses. Mack has worked with leading privacy and technology associations to protect your personal identifiable information from cyber attacks and Identity Theft.

Mack's background is in cyber security, compliance, law and business consulting. His programs and consulting services will educate and inform you on how to protect yourself, your family and your business from the fastest growing crimes of the 21st century.

mackjacksonjr.com

AT A GLANCE



MARVELLESS MARK

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| KEYNOTE INFLUENCER

EXPERT ON

- ▶ PEAK PERFORMANCE
- ▶ LEADERSHIP
- ▶ CHANGE EXPANSION
- ▶ TEAMWORK

MOST REQUESTED TOPICS

OPPORTUNITY ROCKS: HOW TO 10X RESULTS AND PERFORM AT A PEAK LEVEL DAILY

Energy is the one key element we all need to succeed in life and business. Learn to increase your level of energy by making goals outside of your comfort zone. Once you stretch your mind, it never goes back. We show you how to perform in a peak state daily, making it a habit.

FUN FACT

Mark grew up on a farm in Missouri and was president of the FFA (Future Farmers of America). He can drive a tractor and milk a cow.

SPEAKER BIO

"I have hired A list speakers for 15 years for our top customer's summit. Marvelous Mark was the best opening keynote we have ever had. Everyone was engaged, entertained and fired up."



His name says it all...say it out loud and it is "MARVELOUS!" If you want to energize, engage and empower your audience to develop a rock-star mindset and significantly up their level of performance, then let Mark, "The Business Rock Star," show you how to do just that. No one else in the industry is doing what Mark is doing. He is unique, effective, and results driven.

Mark makes your meeting, conference or convention a combination of rock-concert excitement and life-changing lessons. He incorporates unique and valuable business content from your favorite rock stars with a cutting-edge multimedia backup band for an experience that engages, entertains and inspires to realized action.

He has performed in 24 countries, headlined a show on the Las Vegas Strip, is a reality tv star, and a hit-radio personality. Mark's high energy and engaging speaking style is mixed with business-relevant content and interactive drumming activities to show the audience, who have now become active participants, how to create their own rhythms, develop emotional connections, transform relationships, and unleash their own personal rock star.

SPEAKER BIO

“Mark was a lot of fun and inspired our executive bands to “Rock On” He did his homework and personalized his engaging message to mobilize the team. We continue to build up our Rockstars using tools which he shared.”

Mark is a CEO, business owner, best-selling author, sales professional and world class performer. He understands every aspect of business and business improvement. He guarantees participants will be inspired to create their own framework for rock-star results and be prepared to take immediate action to overcome any challenge. And to keep the lessons top of mind, each participant will head home with their very own conference-branded drumsticks, adding a continuing emotional connection to the message. It is the very definition of ROI.

MarvellessMark.com

AT A GLANCE



CHRYSTINA KATZ

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TRANSITION STRATEGIST,
SPEAKER, AUTHOR, GUTSY
PIVOTER

EXPERT ON

- ▶ TRANSITIONS / GUTSY PIVOTING
TIME MANAGEMENT FOR LIFE
BALANCE & TIME FREEDOM
- ▶ PROJECT MANAGEMENT TO
ACHIEVE SUCCESS
- ▶ HYBRID WORK TEAMS

MOST REQUESTED TOPICS

GUTSY PIVOTING: 4 CHANGE STRATEGIES FOR A NO REGRET LIFE

Achievements happen with assertive and empowered action. Get organized and focused so you can achieve your goals faster than you thought possible.

THE GUTSY PIVOT FOR SUCCESS PROGRAM

Provides you with the 80-10-10 Technique for Time Freedom and the 3 Gs to find balance in life and beyond.

CREATING HIGHLY ENGAGED VIRTUAL & HYBRID WORK TEAMS

Today's leaders need to maximize the assets already in place. Learn key considerations to ensure you, your organization, and your team increase engagement and create sustainable best practices for the global new normal of hybrid work teams.

FUN FACT

Chrystina's wanderlust sparks many "just because" trips. When friends call, the first question they usually ask is, "where are you these days?"

SPEAKER BIO

"... Chrystina's planner has changed my life. You have to meet with her. She has given me back a priceless gift of time."

Chrystina is the Founder and Chief Gutsy Pivoter of Act 4 Impact. The majority of her 35-year business career was spent leading project teams in creating something from nothing. This took "Guts, Grit and Grace" to guide, mentor, and support everyone to a successful end. Chrystina held engineering, operations, and project-management roles in various industries, including biomedical devices, automotive, equipment leasing, HR/Payroll software and FINTECH technologies. Achievements happen when assertive, empowered action is part of the corporate culture; something companies are still struggling to realize and adjust to.

Act 4 Impact was created to share strategies, stories, and spunk to coachable companies and leaders who smartly recognize they can grow their success through the creativity of assets they already have in-house: their people. Being gutsy is harder than expected when it comes down to the daily grind. Learn relatable, usable strategies in workshops from 60-minutes to 6-hours.

Chrystina's focus is training small businesses and coachable professionals on being gutsy enough to improve communications, teamwork, and focus on goals with proven strategies. She also facilitates ongoing accountability Mastermind Groups and coaches achievers for better time management to accomplish more in their business and personal lives.

Chrystina's core superpowers are organization and time management. When no existing planner did the job, she created her own "GPP" planner to give just the right balance of planning, journaling, tracking to-dos and more. This planner is part of the Gutsy Pivot for Success "GPS" Programs so clients have the right tools to build their own successful journey, too.

SPEAKER BIO

“... I LOVE my GGP Planner, it has saved my sanity. I have used it for 3 months now!”

- Chrystina survived childhood domestic violence with Grit and by disappearing into books.
- She built a career with Gumption, reaching a 6-figure income, then pivoted to entrepreneurial endeavors three times.
- She ended up in a marital domestic violence situation and escaped to raise her daughter free of that violence using Grace.
- Today she is thriving and sharing her Gutsy Pivoting philosophy to help passionate and coachable clients make their own pivots to pursue those dreams they secretly imagine.
- Now Chrystina imagines a world where everyone is confidently gutsy enough to pursue their dreams, their passions, their purpose for this lifetime. With strategies, tools, techniques, and trust in the process, everyone can pivot to lives that serve their highest good and greatest joys.
- Making Gutsy Pivots makes life worthwhile, both in business and beyond, with the ripple effect of enjoying life, which positively impacts families, business, and communities!

Published books:

1. Co-author of Sparks: Ignite Your Way to Success, on multiple Amazon Best-seller Lists.
2. Gutsy Pivot Planner “GPP” – Goals / Daily Planner and a Journal, all in one.

Passionate, coachable companies, and leaders engage Chrystina when they are ready to do some Gutsy Pivoting with their businesses or personal lives.

chrystinakatz.com

AT A GLANCE



PAUL KRISMER

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| SPEAKER, AUTHOR, & COACH

EXPERT ON

- ▶ POSITIVE PSYCHOLOGY
- ▶ WORKPLACE CULTURE
- ▶ LEADERSHIP EXPERT

MOST REQUESTED TOPICS

THE SERIOUS BUSINESS OF POSITIVE EMOTIONS - THE PANDEMIC HAS BROUGHT ABOUT A PROFOUND RETHINKING OF PERSONAL PRIORITIES.

We are now in the midst of record resignations. The competition for talent is fierce. Employees and their leaders are suffering. The usual life stressors have been made worse by the pandemic, political strife and the constant, unrelenting pace of change. There is a remedy. Paul teaches organizations how to thrive! Using the proven and practical tools of positive psychology, you can attract and retain talent, grow productivity, and increase profits! Learn the practical science that leads to personal and professional success!

FUN FACT

Paul once fought off a mountain lion.

SPEAKER BIO

“Mr. Krismer engaged our Wisconsin National Guard audience with precision timing and thought-provoking inquiries. His vibrant personality coupled with his high-energy and infectious attitude kept everyone attentive. He shared real-life stories and impactful scenarios which everyone could relate to.”



Fuel up your audience. Get them excited to do their best work. Make them feel inspired and put a lift in their step. Learn the serious business of positive emotions!

Paul Krismer teaches the practical application of positive emotions to achieve corporate and personal excellence.

Paul is a noted public speaker and trainer. His authentic and passionate commitment to his subject matter shines through his work. Playful and captivating storytelling complements his intelligent and accessible presentation on the science of success. His teaching is powerful, authoritative, and convincing. At the same time, Paul is exceptionally practical, providing tools that audiences and entire workforces can immediately use.

Paul Krismer has a proven track record as an inspirational leader. For more than 25 years, he has served in senior-management roles—overseeing hundreds of employees and multi-million dollar projects, and cheerfully growing future leaders. As a Certified Executive Coach, Paul is appreciated for his kindhearted, yet relentless, pursuit of the client's best life. Helping people reach greater happiness and success is his trademark promise.

SPEAKER BIO

“Paul was super engaging and high energy. He took the time to get to know our organizational needs and customized the content just for us. He shared specific action items for both personal and professional success. He was fabulous and has already been requested to return for another speaking engagement!”

Paul is the best-selling author of *Whole Person Happiness: How to be Well in Body, Mind and Spirit*. His new book, *Happiness Means Business*, is scheduled to be released in 2022. As a teacher of cutting-edge positive psychology, he is truly a "Happiness Expert."

Paul is a proud member of the International Positive Psychology Association and the Global Speakers Federation.

paulkrismer.com

AT A GLANCE



KATHI KULESZA

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**APOLOGYFREE™ LEADERSHIP
EXPERT**

EXPERT ON

- ▶ LEADING THROUGH CHANGE
- ▶ TEAM ENGAGEMENT & RETENTION
- ▶ WOMEN'S LEADERSHIP
- ▶ APOLOGYFREE™ LEADERSHIP

MOST REQUESTED TOPICS

3 ESSENTIAL TRAITS FOR LEADING THROUGH CHANGE

Imagine being prepared for an uncertain future and having the confidence to overcome any challenge or obstacle in your path. Covid is the Great Reset. Leverage the Covid Reset to drive your business forward, redefine your vision and outperform your competition.

BE THE BOSS PEOPLE WANT TO WORK FOR

Imagine providing your managers with essential leadership skills that will increase employee engagement and reduce turnover. The best bosses possess three traits that make them likable and followable: they are trustworthy, provide a clear vision of the desired future, and demonstrate supportive leadership.

FUN FACT

If Kathi was counting, she would admit that she has flown more than a million miles. Actually, she is counting. 929,656 of her miles are on one airline. Kathi is on a fool's errand to join the million-mile club.

SPEAKER BIO

"She delivered great strategies for leading during the uncertainty and I know we'll engage with her again. You should too."



Kathi Kulesza learned the hard way that, in order to be a successful leader, you must be a confident leader. She spent three decades in the hospitality industry moving up the ranks in management, training, customer service, loyalty, marketing, and finally, executive leadership. Now, she spends her days inspiring her clients and audiences to get out of their own way and lead without apologizing. Kathi has shared these life-changing lessons with more than 16,000 up-and-coming leaders at 500 plus in-person and virtual events. She understands the challenges you and your team face as you attempt to obtain a sense of normalcy and can help you navigate these uncertain times. When she's not on an airplane or in front of an audience, Kathi enjoys spending time with family, especially her nieces; taking walks with Sissy, her furry best friend; and catching up with friends and family. She is happy to do it all in her hometown, Las Vegas.

kathispeaks.com

AT A GLANCE



LINDA LUTZ

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(919) 412-6781

KEYNOTE SPEAKER, CORPORATE
TRAINER, EXECUTIVE COACH

EXPERT ON

- ▶ EMPLOYEE ENGAGEMENT & RETENTION
- ▶ PERFORMANCE IMPROVEMENT
- ▶ CORPORATE CULTURE

MOST REQUESTED TOPICS

WHAT EVERY LEADER NEEDS TO KNOW TO MAXIMIZE EMPLOYEE ENGAGEMENT, PERFORMANCE AND RETENTION

Beyond having an in-demand product or service the most important aspect of your business is your people. Learn how connecting an individual's strengths, expertise, and purpose to organization outcomes results in unmatched loyalty, increased retention, and "Above & Beyond" performance.

BEING CHANGEFORMATIONAL: ADAPTING, IMPROVISING AND GROWING IN A CONSTANTLY CHANGING WORLD

If we have learned anything over the last few years, it's that change is inevitable BUT... suffering from change is optional. When we control the narrative of change we also limit the negative effects and suffering that may come along with it.

FUN FACT

Before settling in Las Vegas, Linda and Matt sold everything they owned and set off to see the world and experience extreme adventures (usually requiring helmets).

SPEAKER BIO

“Definitely more than training, it was an experience. Her style is what I call “Edutainment” - nuggets of wisdom and expert advice along with a spoonful of humor and engaging anecdotes.”



Linda Lutz is an award-winning trainer and keynote speaker known for her passionate and energetic presentation style, along with the expertise for unearthing the true potential buried deep within individuals and organizations.

Her story evolves from being an entertainer to becoming an adjunct college professor and entrepreneur. Along the way, she was awarded the distinction of being one of the Top 7 Trainers in the World for an international training company and started a nonprofit organization to help economically disadvantaged adults secure employment.

Linda is PASSIONATE about empowering individuals and transforming organizations by helping people discover and maximize their greatest potential and aligning those strengths within a role and company.

Linda is a KEYNOTE SPEAKER and EDU-TAINER who shares principles that create lasting change while motivating and inspiring audiences to take action.

Linda is a CORPORATE TRAINER conducting transformational sessions on employee engagement, performance and retention, talent alignment, leadership, and change management.

SPEAKER BIO

“Linda is one of the most dynamic and positive individuals I’ve met. She has an engaging style that draws you in and makes the material relevant and memorable.”

Along with her husband Matt, Linda designs and delivers customized keynote presentations and training solutions that help companies attract and retain exceptional talent, unlock and engage leadership potential, create irresistible company culture, and successfully manage change.

Together on stage, Linda and Matt engage audiences with high-energy presentations, skillfully weaving stories together with humor, inspiration, and emotion so that audiences leave inspired, informed, and changed.

Linda and Matt give your leaders a life-changing experience where they will:

- Understand the most common causes and real cost of employee turnover and immediate actions they can take to turn it around.
- Learn how connecting an individual’s strengths, expertise, and purpose to organization outcomes results in unmatched loyalty, increased retention, and sustainable “Above & Beyond” performance.
- Discover how to neutralize the negative effects of change on employee performance, engagement, and attrition.

Organizations they’ve spoken to include North Carolina State University, American Marketing Association, Fidelity Investments, International Association of Administrative Professionals, Wake Technical Community College, and North Carolina Department of Commerce.

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AT A GLANCE



MATT LUTZ

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(919) 333-6008

KEYNOTE SPEAKER, EMCEE
CORPORATE TRAINER

EXPERT ON

- ▶ MANAGING CHANGE
- ▶ EMPLOYEE RETENTION
- ▶ PERFORMANCE IMPROVEMENT
- ▶ CORPORATE CULTURE

MOST REQUESTED TOPICS

BEING CHANGEFORMATIONAL: ADAPTING, IMPROVISING AND GROWING IN A CONSTANTLY CHANGING WORLD

If we have learned anything over the last few years, it's that change is inevitable BUT... suffering from change is optional. When we control the narrative of change, we also limit the negative effects and suffering that may come along with it.

WHAT EVERY LEADER NEEDS TO KNOW TO MAXIMIZE EMPLOYEE ENGAGEMENT, PERFORMANCE AND RETENTION

Beyond having an in-demand product or service the most important aspect of your business is your people. Learn how connecting an individual's strengths, expertise, and purpose to organization outcomes results in unmatched loyalty, increased retention, and "Above & Beyond" performance.

FUN FACT

Matt met his wife singing Karaoke in a bar and married her a short 8 weeks later. They just celebrated 30 years of wedded bliss!

SPEAKER BIO

“What an incredible journey Matt took me on. The positivity, the laughter (and tears), and the supportive environment he created during our meetings pushed me out of my comfort zone and led me to meaningful work. Matt helped me see the value in talents I took for granted.”



A Marine, a Disney Entertainer, and a Minister walk into a bar. Wait! This isn't the setup for a joke. This is the story of Matt's life. Matt's journey is what some might call unconventional. 10 years serving his country in the U.S. Marine Corps... 21 years pastoring and successfully building a large church from scratch... being a top sales performer and leader...and even performing on stage as an entertainer at Disney World.

SPEAKER BIO

With his in-depth understanding and first-hand experience surviving, and ultimately thriving, through fierce uncertainty in his early years, he gained incredible wisdom and insight that will aid any organization navigating change.

He has accumulated a wealth of knowledge and first hand experience living a successful life as a change agent. There is something truly special about his uncanny ability to see the way through any problem or circumstance and bring resolution. Being in a room with Matt will change the way you think and feel about change and free you to embrace abundant possibilities in challenging times.

Along with his wife, Linda, Matt designs and delivers customized keynote presentations and training solutions that help organizations successfully manage change, attract and retain exceptional talent, unlock and engage leadership potential, and create irresistible company culture.

Strap on your seatbelts and get ready for a high-energy presentation as Matt and Linda take audiences on a ride, skillfully weaving stories together with humor, inspiration, and emotion so that you leave feeling inspired, informed, and changed in the process.

Matt and Linda give your leaders a life-changing experience where they will:

- Become "ChangeFormational" by turning change into transformation through adapting, improvising and growing in a constantly changing world.
- Discover how to neutralize the negative affects of change on employee performance, engagement, and attrition.
- Learn how connecting an individual's strengths, expertise, and purpose to organization outcomes results in unmatched loyalty, increased retention, and sustainable "Above & Beyond" performance.

mattandlindalutz.com

AT A GLANCE



MARIA ORTIZ

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**PROFESSIONAL SPEAKER
BUSINESS COACH
SPIRITUAL TEACHER**

EXPERT ON

- ▶ SELF-LOVE
- ▶ CUSTOMER SERVICE
- ▶ MANAGEMENT
- ▶ SPIRITUALITY

MOST REQUESTED TOPICS

SELF-LOVE INCLUDES EMOTIONAL INTELLIGENCE

In the way I perceive others, others perceive me. My way of processing emotions and feelings is what determines my happiness and well being.

CUSTOMER SERVICE AND MANAGEMENT FEED EACH OTHER'S NEEDS

The unity and cooperation of a team, as well as knowing individual responsibilities and tasks, are crucial to success.

MUTUAL RESPECT MAY BE INCLUDED TO PROMOTE PEACE

Positive attitude can win over knowledge. Customers are people like me, who have expectations when paying for a product or service.

FUN FACT

Maria loves music, dancing and happiness.

SPEAKER BIO

“Maria's training drastically changed my thinking. I have learned to love myself more and share that love with those around me.”



Maria Ortiz is a mom, friend, and lover of all people. She was born in Mexico and immigrated to the United States at the age of 21. Always eager to learn new things, Maria began to study the English language and adapt to the cultural differences.

Maria believes that language skills bring opportunities to connect with others and to understand their culture and beliefs. Maria is passionate about love, both loving one's self and loving your fellow human. She shares her passion with her audiences through her video channels, her books, and her presentations.

Maria joined NSA-Las Vegas in 2017 with the goal of learning how to promote and market her books and speaking business. In 2018 she also joined Toastmasters to improve her platform skills and her leadership abilities. Taking leadership opportunities in both organizations has helped her clarify her message.

mariaspeakslove.com

AT A GLANCE



MELISSA SPENCER

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| SPEAKER MANAGER

EXPERT ON

- ▶ NEGOTIATION
- ▶ CONTRACTS
- ▶ LOGISTICS
- ▶ CLIENT RELATIONS

LEADERSHIP, MINDSET, RESILIENCE, PURPOSE, EMPLOYEE ENGAGEMENT AND MORE!

Our roster includes authorities on mindfulness, growth mindset, resilience, employee engagement, peak performance for leaders, purpose, culture, human experience, and more. They have years of experience with backstories that uniquely qualify them as experts in their field. We partner with meeting planners, speaker bureaus, corporate decision-makers, and associations to elevate the meeting experience and inspire audiences to take action with presentations from dynamic, energetic, authentic speakers. We know planning an event is hard work and the right speaker can make or break your event and possibly your career. No prima-donnas here! You'll find us easy to work with, timely in our responses, and ready to ensure your NEXT event is your BEST event.

Providing professional service with a personal touch, we are committed to being with you every step of the way to ensure your next meeting reaches the summit!

FUN FACT

Melissa was an extra in the movie Lethal Weapon 3. She played a police officer running FROM the scene when the building blew up.

SPEAKER BIO

Working with Melissa affords me the opportunity to get more done on my end because she always has her 'ducks in a row.' It's such a pleasure to work with someone like Melissa who is not only efficient but that is also enjoyable to work with along the way. I never roll my eyes when I see an email from her come through my inbox. She knows how to 'get it done' and does so in a pleasant way. Cheers to many more years working together!"



SPEAKER BIO

With a background of more than 20 years of C-suite support and office-management services for some really great corporations like Darden Restaurants and Burger King, Melissa knows what it takes to be successful, be part of a great team, and run great events.

She became an entrepreneur in 2005 when she launched Spencer's Virtual Solutions. Her first client was a well-known National Speakers Association Hall of Fame CSP, CPAE speaker.

In 2019, she launched Spencer's Consulting to help more speakers create the businesses of their dreams and provide event and corporate-meeting professionals with outstanding experts who will elevate their events and leave a lasting impact on their organizations. Melissa gives you time back in your busy day to focus on the things that matter most.

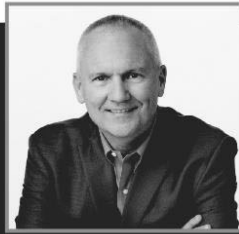
While you're engaging with clients, refining your craft, or performing on stage, she's there to manage all the details in the background so you don't have to worry about anything other than being your best!

Melissa believes a speaker's place of greatest impact is on center stage, live or virtually, not behind the curtain negotiating contracts, doing paperwork, booking travel, or doing the myriad other tasks that take away from true genius and passion.

Her core values include kindness, honesty, integrity, trust, and being responsive to all her clients: event planners, bureau partners, corporate-meeting planners, and of course, the speakers she manages. Working with Melissa, you get a partner and collaborator with more than 15 years of experience in speaker management and business operations.

spencersconsulting.com

AT A GLANCE



MARK STIVING, PH.D.

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| CHIEF PRICING EDUCATOR

EXPERT ON

- ▶ PRICING
- ▶ VALUE
- ▶ SELLING VALUE

MOST REQUESTED TOPICS

SELLING VALUE: HOW TO WIN MORE DEALS AT HIGHER PRICES

This program provides a unique perspective on how buyers learn about and use value to make purchase decisions.

FUN FACT

Mark's doctoral dissertation was on why prices end in 9.

SPEAKER BIO

“Mark is a skilled educator with the ability to break concepts down into manageable and actionable pieces.”



Mark is an educator at heart and a pricing enthusiast by education and experience. As a pricing professional, he realizes the fundamental problem is that companies don't understand value, what it is, and how much they deliver to their customers.

For over 25 years, he has led, coached, and taught businesses through the lens of pricing, a radically different approach from other business experts. He knows that every person inside a company affects the price a buyer is willing to pay. The prices ultimately achieved indicate how well the entirety of a company operates.

Mark has driven company-wide pricing initiatives worth hundreds of millions of dollars in incremental profit. He started and sold three companies, improving his championship pricing skills in each one.

His passion is teaching the power of pricing. He evangelizes pricing at major conferences and has conducted over 400 days of corporate training around the globe. Mark's Price class maintains a net promoter score (NPS) of 81, higher than Apple's.

SPEAKER BIO

“Mark was very knowledgeable and brought insight into the concept of pricing that will empower me to be more effective.”

Mark also writes about pricing. He has been blogging weekly since 2010 and has authored three books:

1. *Impact Pricing: Your Blueprint for Driving Profits* is a highly readable and practical manual. (2010)
2. *Win Keep Grow: How to Price and Package to Accelerate Your Subscription Business* is chock-full of insights on how running a subscription business is different from running a traditional business. (2021)
3. *Selling Value: How to Win More Deals at Higher Prices* applies his unique knowledge of how customers perceive value to any sales process. (2022)

Mark will change the way companies think about pricing, value and business as a whole.

markstiving.com

Well, Hello!

Can I be honest?

When our chapter president, Dr. Jeff Magee, asked me to put this directory together, I had this Lorax - "But what about the trees!" moment.

After all, this information is available on the inter-web... why did we need to take out another forest?

But then he explained his vision... to introduce meeting planners, speaker's bureaus, and organizations to the amazing talent and knowledge just a short drive away. I was beginning to come around.

Lofty? You bet. Doable? Absolutely. That's why we became speakers in the first place. Something has happened in each of our professional or personal lives that can help someone else. We are here to serve and to make this world a better place.

I know it sounds a bit idealistic, but that's what makes us good at what we do. We see things differently. We instill hope. We motivate others to take chances, and we bring about change.

And we do this by getting in front of your audiences.

Before I go any further, please allow me to introduce myself. My name is Sheryl Green, and I am a speaker, author, Book Coach, and Animal Advocate.

I'm originally from New York, but in the 11 years that I've called this city home, I've discovered something way more important than the glitz, the glamour, and the stripper trading cards you can collect as you walk down Las Vegas Blvd: this is a phenomenal community.

It's been about three years since I joined the NSA Las Vegas Speaker's Academy and to this day, I believe that the greatest value I received from this program are the connections I've made. The members of NSA Las Vegas have taken me under their wings and guided me along my path. They have become mentors, colleagues, and friends.

This project has given me even more insight into the amazing talent and interesting individuals that call Vegas home (seriously, did you see those Fun Facts?!).

It's my hope that when it comes time for your next event, whether you need a speaker, an Emcee, a trainer, or you want to connect your event with a cause and a local non-profit, you think of the NSA Las Vegas.

Together, we will make a difference.

Sheryl Green

AT A GLANCE



SHERYL GREEN

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KEYNOTE SPEAKER | TRAINER | AUTHOR | ANIMAL ADVOCATE

EXPERT ON

- ▶ STORYTELLING FOR BUSINESS
- ▶ CAUSE MARKETING
- ▶ BOOK WRITING

MOST REQUESTED TOPICS

ONCE UPON A BOTTOM LINE: UNLEASH THE POWER OF STORY IN SALES

90% of purchasing decisions are made unconsciously, which means brands that evoke emotion will be chosen over those that don't. Are you using stories to communicate with your employees and your customers, or are you missing out on the most powerful and strategic business tool available? Learn how to harness the power of story in your marketing, sales, and leadership.

GROW YOUR BUSINESS BY GIVING

The 2017 Cone Cause Evolution Study found that 92% of consumers have a more positive image of a product or company when it supports a cause they care about. Learn how aligning your business with a non-profit may be the best business (and karma) decision you ever make. Improve visibility, favorability, and profitability through the power of Cause Marketing.

FUN FACT

Sheryl is also a licensed wedding officiant in Las Vegas. To date, she has performed 3 human wedding ceremonies and united two dog couples in furry matrimony.

SPEAKER BIO

“Her workshop was excellent. The recommendations were spot on for CEOs and business owners, and her speaking and facilitation approach is warm and interactive. We had a great experience!”



Sheryl Green is a New York native living and thriving in Las Vegas since 2008. She has always enjoyed writing, however, it wasn't until a divorce shook her world that she discovered the power of story. Having penned three novels (comedic mysteries about serial killers), she now brings her penchant for storytelling to non-fiction, working with businesses to improve their sales and communication.

After spending several years fundraising for non-profits, Sheryl Green got tired of begging for money. Knowing that there must be a better way to raise the funds the organizations needed, she discovered Cause Marketing. She now teaches businesses how to leverage the power of doing good to improve their visibility, favorability, and profitability.

SPEAKER BIO

"Sheryl was a great presenter. She was professional and engaging and I highly recommend her."

Sheryl holds a Master's Degree in Forensic Psychology and has worked in Mental Health, Customer Service, Public Relations, Education, and the Non-Profit world, bringing a unique blend of experience and insight to her audiences. A passionate animal advocate, she donates 5% of her profits to local animal rescue groups.

She is the author of "Surviving to Thriving: How to Overcome Setbacks and Rock Your Life," "Book Writing for Busy People," "Once Upon a Bottom Line™: Harnessing the Power of Storytelling in Sales," and "Grow Your Business by Giving."

Sheryl brings a unique blend of experience and insight to her audiences. A high content speaker who is motivational in style, she will entertain your audience with humor and heart.

In her spare time, she likes to bake, tend to a jungle's worth of houseplants, and spend quality cuddle time with her Chihuahua/Corgi mix, Bodhi. Learn more at www.sherylgreenspeaks.com.

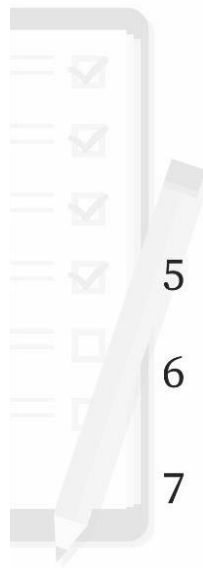
sherylgreenspeaks.com

Additional Resources

PERFORMANCE CHECKLIST

Elevate your success with this proven 11-Point Checklist before you contract with your next Speaker/Trainer for an upcoming event or internal developmental needs.

- 1** Do your homework: ask if they've spoken in your industry before and ask for testimonials.
- 2** Be specific on what you want your speaker to deliver. If they have a series of stories on YouTube or Vimeo, be sure to tell the speaker which specific stories you want them to include or exclude.
- 3** If you ask a speaker what else he or she speaks on and they answer; "I can speak on anything" ... run! That's a sign of a rookie. You want someone who is an expert in one or two areas only. By the way, if you ask a speaker if they speak on a topic that is not in their area of expertise and they say no but recommend another qualified speaker, trust them enough to at least look into their recommendation.
- 4** If you hire a speaker that hits it out of the park for you, chances are they know a great option for your next conference.



- 5 Be specific about your meeting or conference goals.
- 6 Be prepared to share what you have liked and not liked with past speakers.
- 7 Be aware that most speakers offer more than one program.
- 8 You can maximize their talent and your budget by booking them for multiple breakout sessions and the keynote.
- 9 Add your speakers to your promotion list to confirm they are up to date with your promotions.
- 10 Maximize your investment: Ask the speaker for a video promotion of their presentation or interview them for your industry podcast.
- 11 Any expert can put together a sexy sizzle reel, but can they hold the attention of an audience for an hour? Request a full keynote demo before you hire them.

SUBJECT-MATTER EXPERT VETTING CHECKLIST

Elevate your success and impact upon others with a *7-Point Vetting List* to ensure your next subject-matter expert has their own intellectual property to motivate your colleagues and attendees to greatness.

- 1 If the speakers you are vetting are authors, ask them to send you a copy of their book before making your decision.
- 2 Make sure you request an introduction from your speaker rather than just a bio.
- 3 Check out LinkedIn recommendations of the speaker and reach out to mutual connections if you have any.
- 4 References ... Research the testimonials the expert gives you, reach out through social media and see if:
 - 1) The testimonials are true;
 - 2) If the testimonials are from a real person;
 - 3) If there was more information in the testimonial that the speaker cut out;
 - 4) Those providing the testimonials would hire the speaker again and then listen between the lines. Silence or platitudes can be a profound message to heed.

- 5 Watch past presentations. If they are Speaking/Training near you, request a VIP Pass to audit them live for firsthand experience.
- 6 Interview for more in-depth knowledge of their subject matter...
- 7 Request the expert to customize to your group.

It's your reputation on the line. An ounce of vetting can save you huge headaches in the long run.

