

SPEAKER

WHO'S

HIT?



25 MEN AND WOMEN WHO ARE SHAPING OUR PROFESSION

PLUS: How to manage your online image

Meeting trends in today's economy

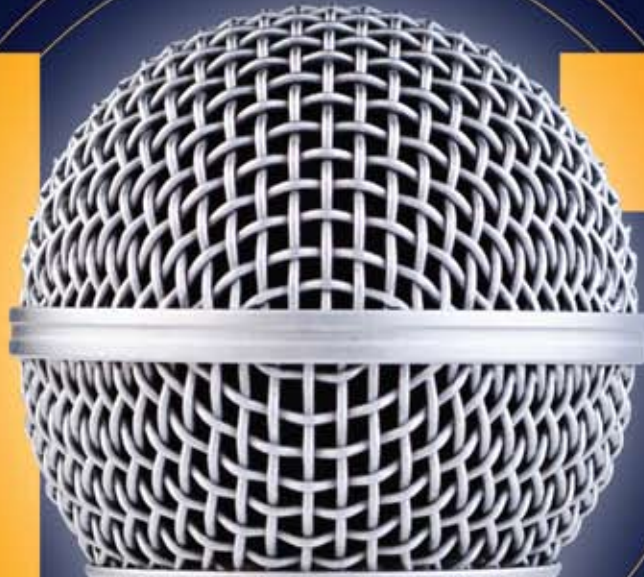
Taking care of business

Speech
in a
Can!

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*PLUS **2** TO WATCH



Who are the movers and shakers in the speaking industry?

Speaker magazine introduces the first “Who’s Hot?” edition to recognize 25 men and women who are considered innovative in the eyes of their peers, plus two rising stars. The speaker editorial advisory board, led by Chair Kirstin Carey, CSP, undertook the mammoth task of identifying a few of the legendary mainstays, dynamic trailblazers, inspiring gurus and up-and-coming thought leaders in the speaking profession today.

NSA members were eligible for nomination, in addition to celebrity speakers. The selection committee reasoned that to “Keep It Real,” any speaker who was snagging prime speaking gigs deserved to be considered for “hot” status.

What Is Hot?

It may be easier to sink a hole in one at the Masters than it is to define clearly what constitutes a “hot” speaker. There is no science involved. It is all about perception. As a whole, the committee determined the following categories for “hotness”:

- ▶ **Cutting-edge topic**
- ▶ **Unique approach to platform skills**
- ▶ **Continuous book-ability**
- ▶ **Income level**
- ▶ **Longevity in the business**

Then, the selection committee members compiled lists of speakers they thought were hot. Next, NSA members were solicited for recommendations via *Speaker* magazine, the NSA Web site, email, Twitter, Facebook and LinkedIn. The NSA leadership team also was contacted for input in creating the final list of nominees. Speakers’ bureaus chimed in with their favorite speakers and added a new perspective to the project—that of meeting planners. The committee also viewed approximately 100 speaker videos and browsed twice as many Web sites, plus a mountain of one-sheets and client testimonials.

“I have an entirely new perspective on our industry now. Frankly, it’s a perspective that scares me a bit as it really points out how challenging and frustrating it can be to be a successful speaker,” Carey said. “But it’s also enlightening, because it shows how many different ways you can be successful speaking about your passion.”

“The speakers were chosen for a variety of reasons, and I’m sure you’re not going to agree with every selection. In fact, I’ll bet you can come up with a list of people who you think should have made the cut,” Carey said. “Well, to that, I say ‘Submit the names of overlooked speakers for next year’s ‘Who’s Hot?’ edition.’”

Although not everyone on the list may be well known to you, each speaker is out there speaking and successful in his or her own right. Some are keynoters. Others are breakout speakers or CSPs. Others are legends or celebrities. But they all have world-class oomph. See which one of these “hot” speakers, shown in alphabetical order, lights your fire.

EDITOR’S NOTE: *Your feedback to “Who’s Hot?” is appreciated. Please send your comments to Barbara Parus, Speaker managing editor, at barbara@nsaspeaker.org.*

A Modern-Day Ben Franklin

Ralph Archbold, CSP, CPAE

- ▶ **Why this speaker was selected:** Longevity, unique brand and book-ability
- ▶ **Fee range:** \$5,000 to \$10,000
- ▶ **Topic:** When asked to describe the central message of his presentations, Archbold said, “How to deal with difficult times and impossible people—all presented through Benjamin Franklin’s ideas and tactics.” Who could possibly know more about difficult times and impossible people than Franklin, the man who essentially won the American Revolution by somehow convincing the French to commit men and money to the Americans’ effort?
- ▶ **Average number of speaking dates annually:** Multiple
- ▶ **Number of years in the business:** 35



▶ **Business model:** “I market primarily for meetings and conventions in Philadelphia,” Archbold says. “Each presentation is in the character of Ben Franklin and geared to the meeting theme and any connection to the experiences of Benjamin Franklin and how they can be applied today.” Even in a crowded market for Ben Franklin impersonators—not surprisingly, there are

many of them in Philadelphia—Archbold is easily the most well known. He has become a fixture at Philadelphia-area parades, historical happenings, political events and civic celebrations.

- ▶ **What sparks your passion?** “Ben Franklin has a message that resonates with people today, and I am dedicated to helping people ‘catch the lightning.’”
- ▶ **What makes you “hot”?** It may be odd to think of a Founding Father—someone who has been dead for centuries—as “hot,” but Archbold says Franklin has a timeless quality. People just never seem to get tired of the guy. “I always have a ‘hot’ message, because Ben Franklin had ideas and techniques that can be used in many situations. Everybody loves Ben.”
- ▶ **Other cool information:** Archbold has had the pleasure of appearing with every U.S. President since Gerald Ford, and he just happens to share the same birthday as Benjamin Franklin.



Simon Says, “Be Brilliant.”

Simon T. Bailey, MA, CSP

- ▶ **Why this speaker was selected:** Book-ability, business building
- ▶ **Fee range:** \$15,000 to \$20,000
- ▶ **Topic:** Igniting Brilliance in Times of Change
- ▶ **Average number of speaking dates annually:** 80 to 90
- ▶ **Number of years in the business:** 7
- ▶ **Business model:** 70% speaking, 20% writing, 5% consulting, 5% training
- ▶ **What sparks your passion?** “When I was four, I’d stand on overturned trash cans in the back yard and talk to the grass. When I was 16, I stood in front of my high school class and delivered an original speech titled ‘It’s Time for a Change’—and 25 years later, whenever I go back home, a friend of mine, who is now a state senator, teases me about it. So, really, I’ve been doing it all along.”
- ▶ **What makes you “hot”?** “I want to create a domino effect, a eureka moment—what I call quantum leap thinking. How can I equip people with a brilliant 90-day plan, so that they’re in a different place a year from today? I literally rewrite my speech as I speak—I may plan to hit these five points, but once we’re down the rabbit trail, I’m in the moment laughing, joking and learning all at the same time.”
- ▶ **Other cool information:** “When I was sales director for the Disney Institute, a reporter from *Florida Trend* magazine asked me where I saw myself in 10 to 15 years. I said ‘President and CEO of the Walt Disney World Resort, and eventually the chairman and CEO of the Walt Disney Company,’ and he put it in print. I didn’t get fired or written up, but it made me ask: What would I do if I knew I couldn’t fail? What would I do if no one paid me? It was an exit strategy from the happiest place in the world.”

Defying Stereotypes with Education and Humor

Bertice Berry, Ph.D.

- ▶ **Why this speaker was selected:** Unique topic (slavery, culturalism), high fees
- ▶ **Fee range:** \$30,000 to \$50,000
- ▶ **Topics:** Dr. Berry's speeches are customized to fit the needs of the client, but range from "Finding Your Purpose" to "Change and Transformation."
- ▶ **Average number of speaking dates annually:** Approximately 200
- ▶ **Number of years in the business:** 22+
- ▶ **Business model:** The majority of her work comes from lectures (about 75 percent), and the other 25 percent comes from books sales, book signings and TV production (she has three shows that are being considered for TV).
- ▶ **What sparks her passion?** Dr. Berry is an award-winning lecturer, author and sociologist who believes her purpose is to educate, inform and entertain. While at Kent State University, she became one of the most popular teachers at the university; so popular, in fact, larger lecture halls had to be found to accommodate the ever-increasing number of students in her sociology and statistics classes.

"A colleague said to me, 'You're funny,' and I said, 'No I'm not; I'm a scholar,'" she recalls. It was then that she realized by using humor in her lectures to address such difficult subjects as racism and sexism, she was making a more profound impact.

- ▶ **What makes her "hot"?** Her talent for blending comedy and serious topics has helped her earn awards such as Comedian of the Year, Campus Lecturer of the Year and Campus Entertainer of the Year. Dr. Berry was the host and co-executive producer of her own nationally syndicated talk show, *The Bertice Berry Show*, hosted "USA Live" on the USA Cable Network, and has appeared on *Oprah*,

The Tonight Show and ABC's *20/20*.

- ▶ **Other cool information:** Dr. Berry donates all of the royalties from the sales of her books to organizations that help families in transition, raise funds for scholarships, and provide resource information to low-income families.



Political Strategist and Powerhouse

Donna Brazile

- ▶ **Why this speaker was selected:** Hot topic (economics, politics, ethics), and fees
- ▶ **Fee range:** \$10,000 to \$20,000
- ▶ **Topics:** Inside Washington and the New Obama Administration; Presidential Politics: The Way, The Truth and The Life; New Frontier in American Politics: Women and Minorities
- ▶ **Business model:** Veteran Democratic political strategist, adjunct professor, author, syndicated columnist, and the vice chair of Voter Registration and Participation at the Democratic National Committee.
- ▶ **Number of years in the business:** 30+
- ▶ **What sparks her passion?** Brazile was nine years old when she began her political career—working to support the campaign of a city council candidate who promised to build a playground in her neighborhood. Four decades and innumerable state and local campaigns later, she has worked on every presidential campaign from 1976 through 2000, when she served as presidential campaign manager for former Vice President Al Gore. She is also passionate about encouraging young people to vote, working within the system to strengthen it, and running for public office.
- ▶ **What makes her "hot"?** Lots of things! She's the author of the best-selling autobiography *Cooking with Grease: Stirring the Pots in American Politics*, and a regular political contributor on CNN, consultant to ABC News, commentator on ABC's *This Week with George Stephanopoulos*, and contributor to NPR's "News and Notes." In print and online, she is a columnist for *Roll Call* and *Ms. Magazine*.
- ▶ **Other cool information:** *Washingtonian* named Brazile one of the "100 Most Powerful Women" and *Essence* named her one of the "Top 50 Women in America." The Congressional Black Caucus Foundation has bestowed upon her its award for political achievement. Brazile is founder and managing director of Brazile & Associates LLC, a general consulting, grassroots advocacy, and training firm based in Washington, D.C.



Preaching the Power of Technology

Dan Burrus, CSP, CPAE

- ▶ **Why this speaker was selected:** Book-ability and fees
- ▶ **Fee range:** \$20,000 to \$30,000
- ▶ **Topic:** Technology-driven trends and what to do about them now.
- ▶ **Average number of speaking dates annually:** Averaged 100 per year for the past 26 years.
- ▶ **Number of years in the business:** 26
- ▶ **Business model:** “Speaking and writing drives my consulting and product sales. I have authored six books (I will have a new one in 2010), 12 audio albums, several video products. I also have several newsletters that generate income—one has been published for 25 years.”
- ▶ **What sparks your passion?** “My passion for speaking comes from my passion to shape a better future, and get everyone involved in doing that. I enjoy teaching people that technology enables you to turn the impossible into the possible. Too many people are afraid of what they think is impossible.”
- ▶ **What makes you “hot”?** “I deliver insights on technology-driven change that make my audiences sit back in their seats and say, “Wow!” They leave feeling empowered with new strategies they can implement when they get back to their office. In general, I help them better understand how technological, social and business forces are converging to create enormous, untapped opportunities.
- ▶ **Other cool information:** “I’ve started five companies over the years. Before I got into business, I taught biology and physics for nine years. I’m also a filmmaker, and several of my films have won awards at film festivals.”



Building Trust in Tough Times

Olivia Fox Cabane

- ▶ **Why this speaker was selected:** Topic
- ▶ **Fee range:** \$7,000 to \$10,000 for keynotes
- ▶ **Topic:** The New Trust Paradigm: Influence and Persuasion in a Low-Trust Environment
- ▶ **Average number of speaking dates annually:** “To stay fresh, I book fewer than 50 dates per year.”
- ▶ **Number of years in the business:** 6
- ▶ **Business model:** Speaking, consulting and coaching. Cabane has served as keynote speaker for the leadership summits of Citigroup, Deloitte and White & Case, and has spoken before the United Nations. “I’m often asked to help smart people become more charismatic—we call this going ‘from high IQ to high impact.’”
- ▶ **What sparks your passion?** “I’m one of the original geeks who needed a serious self-confidence and charisma boost. My presentations are based on thorough behavioral science, and are packed with practical tools and techniques that participants can immediately apply and benefit from.”
- ▶ **What makes you “hot”?** “Because of the recent crisis, we need to make major shifts in the strategies we choose to build trust, influence, persuade or sell. Two key examples are:
 1. One key effect of this crisis has been damaging our instinctive trust in authority. Unfortunately, because the symbolism of authority is one of the seven universally effective influence principles, it has been broadly used in marketing materials, pitches and sales strategies. It’s now crucial to shift the emphasis away from authority and toward the other six trust and influence strategies. This would indeed mean a major shift in many companies’ marketing and selling strategies, and probably an overhaul of their marketing materials. But those who try to market and sell with the same techniques as before the crisis will see doors slam in their faces.
 2. In an anxiety-laden environment, our cognitive brain is forestalled by our primal brain, which does not understand logic or reason. Attempting to pitch your ideas before you’ve quieted down the primal brain, convincing it to take a backseat, is doomed to failure. To avoid this, you need to establish trust on a visceral level, by using a specific set of body language, voice tones and words. This need to pre-establish visceral trust will have a significant impact on the way we pitch, market or sell.”
- ▶ **Other cool information:** “My workshops have been requested at Harvard, Yale and MIT— they were so popular, even the faculty attended.”



Rethink. Reposition. Reenergize.

Joe Calloway, CSP, CPAE

- ▶ **Why this speaker was selected:** Longevity, stability, fees
- ▶ **Fee range:** \$20,000 for a keynote; consulting fees vary
- ▶ **Topic:** How companies differentiate and remain competitive through changing economies.
- ▶ **Average number of speaking dates annually:** 50, including keynotes and other formats
- ▶ **Number of years in the business:** 28
- ▶ **Business model:** 50% speaking, 50% consulting, with the consulting portion growing all the time. I just formed Engage Consulting Group with two partners in Minneapolis. Alternative formats include interviews with CEOs, facilitating panel discussions and emceeing.
- ▶ **What sparks your passion?** “Being on stage doesn’t do it for me—the ideas do. I get jazzed by helping companies figure out how to innovate and think their way into market leadership. Being on stage is just a delivery system for the ideas. I like the process of writing a book. I like working with a client to make an event creative and helpful—that’s just as much fun as the being on stage part.”
- ▶ **What makes you “hot”?** “What makes any speaker hot—or really valuable—is relevance to your clients’ opportunities and challenges. If there’s anything ‘hot’ about me, it’s that I have no interest in speeches. I love conversations. My presentations have become so interactive that I’m rarely identified as a speaker anymore. I generally bring members of the audience on stage with me to talk about competitive issues. I love the give and take. Sometimes someone will call for a keynote and we’ll talk them out of it—the other stuff is juicier, and my best and highest use may be in a more conversational format.”
- ▶ **Other cool information:** “I have a very low threshold for boredom. The second I get my Web site redone, it’s obsolete, because I’ve changed directions again. I’ve been doing this for 28 years, and it’s very easy to become yesterday’s news. I reinvent, and then I reinvent again. I’ll never stop that process.”

Leveraging the Power of Ideas

Matt Church

- ▶ **Why this speaker was selected:** Book-ability
- ▶ **Fee range:** \$10,000 to \$15,000
- ▶ **Topic:** Thought leadership, innovation and influence
- ▶ **Average number of speaking dates per year:** 150
- ▶ **Number of years in the business:** 20
- ▶ **Business model:** Church has diversified his business across six delivery modes, working as a speaker, author, facilitator, coach, mentor and trainer. In 2001, he started the Thought Leaders movement (www.thoughtleaders.com.au) to help people “leverage the power of their ideas.” The membership-based organization, Church says, is “effectively creating a new audience locally and abroad for my speaking and for that of others.” He has spoken across Russia, Asia and the United States.
- ▶ **What sparks your passion?** “I am obsessed with the idea of inspiration—breathing life into someone or something. It starts with me and the question, ‘What am I lit up about?’ Then, I think about how that idea can be made more compelling and then, of course, you get to test it live and get immediate feedback. The ‘speed to market’ with ideas as a speaker is very cool.”



▶ **What makes you “hot”?** “Thought leadership is the 21st century leadership imperative. It helps address fear and replaces it with confidence. It replaces confusion with certainty and it is the key to mobilizing people in pursuit of a better

future. With information overload, decreased engagement and a lessening of the quality of media and reporting, we need everybody to stand up and share what they believe to be their best idea.”

- ▶ **Other cool information:** Church is married and has two children. He’s writing his seventh book, which he says will focus on “Presentation Skills 2.0”—moving beyond techniques and getting into shifting the state in a room. He also holds a first-degree black belt in Tae Kwon Do.

Real Lessons for the Real World

Joachim De Posada

- ▶ **Why this speaker was selected:** Book-ability and level of success
- ▶ **Fee range:** \$0 to \$20,000. De Posada will speak pro bono if the opportunity is right.
- ▶ **Topics:** Leadership, change, innovation, consultative selling, motivation
- ▶ **Average number of speaking dates annually:** “Counting both the freebies and the paid dates, I do about 50 a year.”
- ▶ **Number of years in the business:** 35
- ▶ **Business model:** “There are many business models that can be used in the speaking business. Some people want to have staff and all of that. But I just decided to build my own brand and do as much good as possible. To me, that creates less hassle and a higher quality of life. I’m the main focus of the brand because I’m selling the product. I guess I’m using the Lone Ranger model.”
- ▶ **What sparks your passion?** “When I was 18, I heard Earl Nightingale speak. I remember thinking, ‘Wow, I want to do what that guy does.’ I’ve followed the dream my whole life. I started out with the goal of becoming the Earl Nightingale of Latin America. I unexpectedly wrote a best-seller, and suddenly was known in Latin America and globally. Then, I thought, ‘Maybe I can be the Earl Nightingale of the entire world.’ I thought I could touch and help more people. Throughout my career, my goal has been trying to figure out how to get people what they want. If I can do that, then I’ll get what I want. There have been many times when I’ve accepted speaking engagements for a lot of money, and other times when I’ve done them for free—which brought me a lot more business.”
- ▶ **What makes you “hot”?** “I think my greatest advantage is that I speak from experience. I tell real stories about things that happened to me and made a difference in my life. I tell my stories in a way that entertains people. But they’ll also grasp the message and find it very profound. I am constantly looking for more opportunities to deliver important messages.”
- ▶ **Other cool information:** De Posada is the author of *Don’t Eat the Marshmallow Yet: The Secret to Sweet Success in Work and Life*. “Besides speaking, I also write for various magazines and newspapers, and I’m currently working on a new book.”



The Millionaire Messiah

Randy Gage

- ▶ **Why this speaker was selected:** High fees, success
- ▶ **Fee range:** \$25,000 domestic; up to \$60,000 international
- ▶ **Topic:** Prosperity and success
- ▶ **Average number of speaking dates annually:** 40 to 50 keynotes, 15 to 20 public seminars
- ▶ **Number of years in the business:** 18
- ▶ **Business model:** Diversified—coaching, consulting, public seminars, Webcasts, products. “I believe in diversifying so that people can buy you in the medium that works for them.”
- ▶ **What sparks your passion?** “I struggled for many years. A lot of people say, ‘We were poor, but we didn’t know it.’ Well, I was poor, and knew it, and hated it. I don’t like seeing other people struggle, so sharing the universal laws of prosperity is my calling.”
- ▶ **What makes you “hot”?** “I don’t pander to the audience—I challenge them. They give me permission to metaphorically slap them upside the head. I know that some speakers tell people what they want to hear, they get polite applause and people like them. But no real change takes place. I’m not afraid to confront the people in the audience—they’ll find it threatening. But by the end, they feel that I have their highest interests at heart.”
- ▶ **Other cool information:** “I’m a comic collector—my favorite is *The Savage Sword of Conan* series. I enjoy playing softball and my guilty pleasure is watching *Project Runway*, because I actually love fashion.”

Super Sales Guru

Jeffrey Gitomer, CSP, CPAE

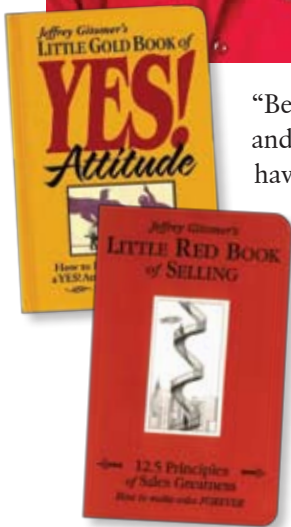
- ▶ **Why this speaker was selected:** Book-ability, real-world, creativity, longevity, level of success, customized presentations
- ▶ **Fee range:** \$30,000 for a one to three-hour event
- ▶ **Topics:** Sales, buying motives, customer loyalty, the “YES!” attitude
- ▶ **Average number of speaking dates annually:** 100
- ▶ **Number of years in the business:** 15
- ▶ **Business model:** Gitomer describes his organization as “an enterprise company that focuses on long-term relationships with our customers.” “I go to annual events to pass an audition to provide more training opportunities for companies. I only do customized training and programs.”
- ▶ **What sparks your passion?** “After a year of writing, people

began asking me to speak—and I found out that I loved it. I love communicating. I love making people laugh. I don’t feel like I give a ‘speech.’ I feel like I give a performance. And there’s a huge difference.”

▶ **What makes you “hot”?** Gitomer says his efforts to constantly update and personalize his message have been critical to his success.

“Because my messages are customized and personalized, they’re always ‘hot.’ I haven’t given a ‘cold’ speech in 15 years. My message is always changing.”

▶ **Other cool information:** “I give value first. I help other people. I strive to be my best at what I love to do. I establish long-term relationships with everyone. And I have fun. I do that every day. I consider myself the best at what I do because I have remained a student of what I do.”



The People Whisperer

Amanda Gore, CSP

- ▶ **Why this speaker was selected:** Book-ability, skills, fees
- ▶ **Fee range:** \$18,000 (USD); \$11,000 (AUD). “There’s a big difference in what the market will pay!”

▶ **Topic:** Perceptonomics: How to get radical results in a heartbeat—a term she coined to describe the economics of perception.

▶ **Average number of speaking days annually:** In the United States, 80 over eight years; in Australia, 80 to 90 per year.

▶ **Number of years in the business:** 25

▶ **Business model:** In addition to speaking, books, DVDs and product sales are key. She uses magic wands, kangaroo headbands, heart-shaped sunglasses and finger puppets to convey concepts. “People remember silly things, and if you give them permission to be silly, too, they love it,” Gore says.

▶ **What sparks your passion?** “It really is a calling—I know deep in my heart that it is what I was put on earth to do! I had always been a teacher in everything I did, and had written a book. Someone asked me to present at a conference of 30 people, and the emcee said I should be a speaker. Later, I asked, ‘What’s a speaker?’ He mentored me into the business and the rest is history.”

▶ **What makes you “hot”?** “I do it in a spirit of service and no ego, and I try really hard to help the meeting planner and client get the best out of the audience. I contribute as much as I can with timely, fresh, relevant ideas and interactive energy. I have fun and, therefore, the audience has fun.”

▶ **Other cool information:** “Over the course of 25 years, I have learned to mesh my stage self with my real self—so what you see is what you get. When I started out, my mentor told me to stop being a missionary. I was offended and insisted, ‘I am not!’ But what I realized is that I was so passionate, I was showing my message down audiences’ throats. Now, I offer it to them and allow them to choose what will work in their lives.”

Uplifting Customer Service Worldwide

Ron Kaufman

- ▶ **Why this speaker was selected:** Level of success, ownership of niche
- ▶ **Fee range:** \$28,000 per full day, \$18,000 per half day, and \$16,000 for a keynote of up to 90 minutes
- ▶ **Topic:** UP Your Service!
- ▶ **Average number of speaking dates annually:** Up to 100
- ▶ **Number of years in the business:** 24
- ▶ **Business model:** In-house corporate events; public seminars; UP Your Service! College for large organization/whole organization service culture building programs using video-driven courseware; Web sales of print, video and audio materials.
- ▶ **What sparks your passion?** “I am absolutely committed to our company vision: *‘A world where people are educated and inspired to excel in service to customers and to one another.’* Service permeates every aspect of our lives: customer service, community service, civil service, military service, religious service, etc. My job is to teach and popularize the Fundamental Service Principles that underpin outstanding performance in all of these areas, inspiring people to step up to higher levels of contribution, compassion and caring. This passion to uplift the spirit of service worldwide has been present since I first studied outside the United States in 1976, and I have been traveling globally ever since.
- ▶ **What makes you “hot”?** “I am constantly reaching out to businesses, governments, schools, families, friends and professional colleagues. My personal mission is *‘Inspiring people to learn, improve and grow.’* This means every person I meet is someone I seek to acknowledge, encourage, admire, inspire, support, reward, challenge and enable.

What goes around comes around is surely true in my life.

Every time I give, the goodness of life comes back in miraculous and wonderful ways. Jen, the woman I was lucky enough to marry, and our daughter Brighten, are great examples of this in action.”

- ▶ **Other cool information:** “I was a professional Frisbee event organizer for eight years after graduating from Brown University, leading to a television and *Life* magazine feature with Americans playing Frisbee in China and the former Soviet Union. I was emcee for the World Frisbee Championships in the Rose Bowl and the Smithsonian Frisbee Festival on the Capital Mall in Washington, D.C.”



Multicultural Sales Solutions

Michael Soon Lee, CSP

- ▶ **Why this speaker was selected:** Unique topic, success
- ▶ **Fee range:** \$7,500 for a keynote
- ▶ **Topic:** Secrets of Selling to Multicultural Customers
- ▶ **Average number of speaking dates annually:** 60
- ▶ **Number of years in the business:** 24
- ▶ **Business model:** “I develop business by presenting keynotes about the opportunity for salespeople to increase sales to multicultural customers, and the challenges and solutions of reaching this market. One-third of all consumers in the country are minorities and, by 2042, it will be one-half. My certified trainers usually do the follow-up training in a half-day or full-day format. Clients include Coca-Cola, Chevron, Boeing, Weyerhaeuser, National Association of Music Merchants and over a thousand others. I also sell over six figures in product a year, mostly from back-of-the-room sales.”
- ▶ **What sparks your passion?** “My goal is to help people get past differences on the outside to see how similar we are on the inside. I wanted to be a great motivational speaker, but people kept asking me to speak on diversity. I’m a fifth-generation Asian American, and I know what it’s like to be part of each world. Eventually, I embraced it and it turned out to be a real passion.”
- ▶ **What makes you “hot”?** “I try to bust people’s myths by presenting a frightening and potentially boring topic like diversity in an exciting and humorous manner. Salespeople will say that they just want to treat everyone the same—but would you hand a blind customer a printed brochure? The same principle applies to different cultures, following the customer’s lead rather than being so assumptive.
“I also try to close my programs in a memorable way. Whenever possible and appropriate, I will break 4 two-inch-thick slabs of concrete with my bare hand to emphasize that my audiences can break through whatever is keeping them from success.”
- ▶ **Other cool information:** “I’m applying my intellectual property to other industries, such as helping doctors and nurses to become culturally competent.”

Life Balance Expert

Mary LoVerde

- ▶ **Why this speaker was selected:** Book-ability, book success, PR
- ▶ **Fee range:** \$8,500 to \$10,000
- ▶ **Topic:** Life Balance
- ▶ **Average number of speaking dates annually:** 50
- ▶ **Number of years in the business:** 15
- ▶ **Business model:** Keynotes, spokesperson roles, coaching for spokesperson roles, panel facilitation, books, products.
- ▶ **What sparks your passion?** “My passion comes from knowing that I am on the planet to help people connect with what is really important. Trite but true, it is my ‘soul’ mission.”
- ▶ **What makes you “hot”?** “I offer innovative ‘works in real life’ strategies that make people feel good. Amid all the stress and confusion, we often disconnect from what we truly need, making ourselves worse instead of better. I help people correct their direction. My work is evergreen and appeals to audiences worldwide because, no matter their gender, age



or situation, they can customize the information and translate it into solving their particular issues. It’s a joy to watch the so-called stoic CEO tenderly relate the rituals she has with her children and elderly mother, the quiet IT guy who surprises us with his stories of romance, and the single mom who tear-

fully says after the program, ‘You said just the words I needed to hear.’ I ask people to do three things: 1) Shift how they think about life balance. They will not find it on their to-do lists. 2.) Take at least one idea to implement immediately and, most important, 3.) Give themselves credit for all the good they do.”

▶ **Other cool information:** “I have a diverse client list, from the Mayo Clinic to NASA to the American Trucking Association to PBS. My three best-selling books have launched me into the role of spokesperson for Pine Mountain Logs, Yoplait, Ragu, Hershey, Tide, Febreeze, Reclast, Viactiv, The Better Sleep Council, and Camp to Belong. I have appeared on *Oprah* four times, *ABC World News Tonight* and *20/20*. I was formerly on faculty with the University of Colorado School of Medicine, and directed the Hypertension Research Center for 15 years. My work has been published worldwide, and in prominent journals including: *The New England Journal of Medicine*, *The Wall Street Journal* and *Ladies Home Journal*.”



Change Can Be Fun. And Funny.

Tim and Kris O'Shea

- ▶ **Why this speaker team was selected:** Unique approach
- ▶ **Fee range:** \$5,000 to \$7,500
- ▶ **Topic:** How to deal with change, through humor.
- ▶ **Average number of speaking dates annually:** 500. “We use the ‘Hermetic Leap Year’ calendar.”
- ▶ **Number of years in the business:** 8. The O’Sheas note that they launched their business three days before 9/11. “Not very good timing. Thankfully, our timing on stage is better,” Tim says.
- ▶ **Business model:** “Sleep late, eat breakfast, check email, work out, return to office, check voice mail, eat lunch, interview clients, write about humor and change, argue about what’s funny, nap, shoot some video, spend several hours on Facebook, have dinner and drinks on the patio, do some more writing, go to bed at midnight, and get on a plane the next morning to present our keynote at a convention. Those are good days.”
- ▶ **What sparks your passion?** “We get a thrill out of going into companies and associations and helping people laugh about their common challenges. This allows them to view their everyday issues with a different perspective. We also enjoy traveling and having fun.”
- ▶ **What makes you “hot”?** “We have redefined what a keynote can be. By drawing on our unique backgrounds as professional comedy writers, combined with our experiences working in the corporate world, we’ve developed a totally unique and entertaining program with a timely message about dealing with change. We live in an entertainment-based culture, so it is important to engage audiences in a new way. Additionally, we customize for our clients. We write humorous material, which is presented in a live form. We produce custom videos to play during our program to help attendees laugh and release stress about their challenges. We also produce promotional videos which can be sent out before meetings to help boost conference attendance.”
- ▶ **Other cool information:** “We trained with Second City and have worked with various stars from ‘Saturday Night Live.’ We have two dogs, both Pembroke Welsh Corgis. We also enjoy a good mojito.”



Agricultural Champion

Michele Payn-Knoper, CSP

- ▶ **Why this speaker was selected:** Book-ability and unique niche
- ▶ **Fee range:** \$3,000 per program, \$6,000 per day and five- to six-figure consulting projects that involve speaking and facilitation.
- ▶ **Topic:** Agricultural advocacy. Payn-Knoper describes her message as “connecting the farm gate to the consumer’s plate. I help give a voice to the people who feed the world.”
- ▶ **Average number of speaking dates annually:** “Typically, my business is measured by client outcomes, not speaking dates.”
- ▶ **Number of years in the business:** 8
- ▶ **Business model:** Payn-Knoper delivers keynotes, develops workshops and Webinars and handles consulting projects centered on agricultural advocacy, rural economic development and not-for-profit fundraising. She collaborates with other speakers, such as Jolene Brown, CSP, and hires speakers to meet client’s programming needs. Payn-Knoper says she has “actively chosen to remain a boutique firm with only 1.5 staff.”
- ▶ **What sparks your passion?** “Believing in the people and life-style of agriculture, knowing the technology necessary to feed a world population that is expected to double by 2050, and seeing the consequences of anti-agriculture activists negatively influencing people’s opinions about farmers through the proliferation of misinformation. My passion is honoring my roots in agriculture. Competing on the stage of the Michigan FFA Convention as a high school freshman sparked my love for speaking.”
- ▶ **What makes you “hot”?** “There are many who should be considered ‘hot.’ I’m very niche-focused and have been blessed to see my business grow during this global economic crunch. Through learning from others in NSA, I’ve brought the agricultural advocacy content to the social media context, helping to build online communities for the agrifood business, such as starting #agchat on Twitter—a weekly streaming conversation for people in the food, feed, fuel and fiber business. Food is hot, but many consumers don’t take the time to think beyond their own plate or the marketing misinformation given to them. I am determined to change that through food literacy.”
- ▶ **Other cool information:** “I’m the ‘ideator’ behind NSA XY, a group of brilliant Generation XY NSA members. My chronic challenge is balancing my business with being a mom to a gregarious little girl (who Skypes and has a well-used passport). And I’m probably the only speaker who flies home from an NSA convention to judge a cow show.”

The Comical Therapist

Connie Podesta, MS, CSP

- ▶ **Why this speaker was selected:** Book-ability, fees, longevity
- ▶ **Fee range:** \$18,000 to \$20,000
- ▶ **Topics:** “Life Would Be Easy if it Weren’t for Other People” and “Business as Usual Is Over”
- ▶ **Average number of speaking dates annually:** 80
- ▶ **Number of years in the business:** 25
- ▶ **Business model:** “Because I love to entertain and motivate as well as deliver a message, 95 percent of my business is keynote speaking. I avoid PowerPoint and engage the audience, including bringing a few of them up on stage—which is risky, but fun!”
- ▶ **What sparks your passion?** “I’ve been involved in theater, speech, comedy and debate since I was 12.” Podesta’s big break came when she was asked to fill in for a keynote speaker in front of a thousand people. Within three weeks, she had booked 17 jobs in 12 states. “That was it. All of a sudden, I was a ‘professional speaker’. I didn’t know you could make a living by doing what you love the most—talking!”
- ▶ **What makes you “hot”?** “I believe it’s the audience that’s

hot—not me. I’ve never taken myself too seriously. Ego can get the best of you in this business, so I try to see myself in a service role. On and off stage, I treat the audience and the meeting planner with respect. It’s not about me—they’re the real stars of the show.

“I’m both a comedian and a therapist. Let’s face it, everyone needs a little comedy *and* therapy! I use my ability to make people laugh while I teach them how to handle whatever happens in their personal and professional lives, and make sure they have lots of fun at the same time.”

▶ **Other cool information:** “Setting goals doesn’t work for me. In fact, I find them to be very self-limiting. I even teach people how to *stop* setting goals and be more flexible to living in the moment and taking it day by day. I am who I am today because an idea or opportunity came at me without warning, and I reached out to grab it! So, I stopped trying to control everything and just let it happen. I have no idea where I’ll be in the future (which would drive some people crazy) but I know one thing: Whatever happens, I’ll be just fine.”





Take Him Seriously. Seriously.

Mike Rayburn, CSP

- ▶ **Why this speaker was selected:** Book-ability and platform performance
- ▶ **Fee range:** \$8,500
- ▶ **Topic:** Rayburn describes his message as “motivation with entertainment.” He calls it a very “entertainment-based program.”
- ▶ **Average number of speaking dates annually:** 90 to 100
- ▶ **Number of years in the business:** 8
- ▶ **Business model:** “I’m an entertainer—a comedian/guitarist. I take an unusual approach to the guitar with unusual comedy bits to illustrate how people can think outside the box. When I became a speaker, I examined the message I was already delivering at colleges—I used to do about 150 college appearances a year—and then began doing it for corporations and association functions. My model is offering the best program possible and then everything else will be fine. I focus my time on improvement—rehearsal, writing and working on the message.”
- ▶ **What sparks your passion?** “I just can’t imagine *not* speaking. I’ve known since the eighth grade that I would be a performer and in the entertainment arena for the rest of my life.”
- ▶ **What makes you “hot”?** “My billing, regardless of truth, is that I’m ‘The World’s Funniest Guitar Virtuoso.’ Actually, that means I don’t have a home. Serious guitarists don’t take me seriously because I do comedy. Comedians don’t take me seriously because I play the guitar. And some speakers don’t take me seriously because I play the guitar and do comedy. But I have to be doing something right, because I’m doing 100 dates a year.” Rayburn says he believes his mix of message with entertainment—both his guitar work and his comedy—makes for a memorable, powerful presentation. “I really think the key for success is to keep things happening in your career.”
- ▶ **Other cool information:** “I’m an avid cyclist, a runner and a Civil War nut.”

Friend of the Working Man

Mike Rowe

- ▶ **Why this speaker was selected:** Brilliance from the platform
- ▶ **Fee range:** “Way more than I deserve,” says Rowe, the host of Discovery Channel’s *Dirty Jobs*.
- ▶ **Topic:** “In essence, I argue that “work” needs a PR campaign. I challenge the notion that all meaningful success evolves naturally from a four-year college degree, using anecdotes from my show and a few extemporaneous observations from my own ridiculous career in show business.”
- ▶ **Average number of speaking dates annually:** “My lawyer now informs me I’m getting paid to shut up,” Rowe says.
- ▶ **Number of years in the business:** In entertainment: 20. As an overpaid speaker: 4.
- ▶ **Business model:** “Much of my career is accidental, and the public speaking part is no exception. When *Dirty Jobs* became popular, hundreds of offers poured in. (The market for commentary on exploding toilets is apparently brisk.) The offers were generous, but there was no time. It’s just as well really, since I had nothing to say. Rather than merely “pass,” my lawyer started quoting me like I was Bill Clinton. Her tactic scared off the majority, but piqued the curiosity of many large companies, which assumed I had some kind of profound revelation. So, they booked me. For that kind of money, I had no alternative but to come up with an actual ‘message.’”
- ▶ **What sparks your passion?** “I’m convinced that our country is struggling with a fundamental misunderstanding of “professional success,” and deeply in love with a standard of living that is mathematically and practically unsustainable. That actually worries me and, when I’m worried, I like to make jokes. The fact is, I talk about the lessons I’ve learned on *Dirty Jobs* every single day to anyone who might be standing close enough to listen. Those occasions when I’m actually paid for the privilege to weigh in are no different in style or substance than evenings spent at the local pub doing the same.”



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► **What makes you “hot”?** Thanks to *Dirty Jobs*, I’ve become known as “the guy with more jobs than anyone.” It’s a meaningless moniker, but many people are looking for a little perspective in this screwy economy, and believe I might have some. Who am I to tell them otherwise?

► **Other cool information:** “Quite a bit, actually. Book me, and I’ll tell you all about it.”

Developing Leaders in Business and in Life

Mark Sanborn, CSP, CPAE

► **Why this speaker was selected:** Longevity, stability, fees

► **Fee range:** \$20,000 to \$30,000

► **Topic:** Leadership, Customer Service and Remarkable Performance

► **Average number of speaking dates annually:** 60

► **Number of years in the business:** 23

► **Business model:** “I started out providing keynote speeches and seminars, but today I am primarily a keynote speaker and author. (*The Fred Factor* has sold over a million copies worldwide.) I do provide personal and professional development resources through our online store and that is a significant revenue generator.”

► **What sparks your passion?** “My faith and a desire to positively influence as a leader.”

► **What makes you “hot”?** “I work very hard at preparing, practicing and polishing my performance. I am known for my ability to tailor each of my presentations to the client’s needs and audiences’ interests. And most important, I truly

enjoy what I do. Since I’m not positioned as a humorist, I think many are pleasantly surprised at how much humor I use in my speeches.”

► **Other cool information:** “The National Speakers Association has been very important to my speaking business success. I joined while I was still in college, and the education and community I’ve enjoyed since have shaved years off my learning curve and created some of the most rewarding relationships of my life.”



Generation Y Wise Guy

Peter Sheahan, CSP

► **Why this speaker was selected:** Hiring Gen-Y talent

► **Fee range:** \$15,000 to \$25,000

► **Topic:** Helping leaders adapt to change and respond to challenging market conditions through courageous leadership and innovation.

► **Average number of speaking dates annually:** “This may sound like a joke but, until I moved to the United States this

year, more than 200. I am more likely to do between 50 and 70 this year.”

► **Number of years in the business:** 8

► **Business model:** “I have two companies—my leadership practice, which is commercially published books (small royalties on large sales) and speaking fees, and the Centre for Skills Development, which delivers more than 3,000 sessions per year and has a one-check, many-session model.”



► **What sparks your passion?** “For centuries, economic growth has come from entrepreneurship. I truly believe the more people we can inspire to take risks and try innovative things, the better off we all will be. When you consider the capital and the leverage and the powerful distribution networks that big business has, where better to inspire entrepreneurial behavior than at senior levels in medium to large companies?”

► **What makes you “hot”?** “I think my clients would say my insight into their business models and the current state of their industry. I cannot get over how un-customized speakers in the United States are. The fact that clients need to explicitly state that the speaker is required to do a briefing call cracks me up. I do my research. Before I hired marketing people in my business, I hired researchers. I now have a network of researchers worldwide that I use to generate briefings for presentations. Being young, and having worked all over the world, including China, the United States and Europe, also give me a global perspective.”

► **Other cool information:** In January 2010, Sheahan’s sixth book is due for release. With a working title of *Market-Ability*, this book will guide individuals through the five key strategies required to turn good ideas into great results—and how to turn opportunity into profit.

The Einstein of eMetrics

Jim Sterne

- ▶ **Why this speaker was selected:** Hot topic—Internet
- ▶ **Fee range:** \$5,000 to \$10,000
- ▶ **Topic:** Optimizing marketing through Web intelligence
- ▶ **Average number of speaking dates annually:** 50
- ▶ **Number of years in the business:** 15
- ▶ **Business model:** Public speaker, private consultant and accidental event producer. Sterne began speaking as a way to draw more clients, and found speaking to be more lucrative.
- ▶ **What sparks your passion?** “I suppose I am an actor at heart. A ham. A teacher. I just love watching peoples’ eyes light up!”
- ▶ **What makes you “hot”?** “My passion. If the audience wanted to know what I know, they can read a book or an article. People come to events because they want to know how a speaker feels.

For example, think of the difference between these three sentences, depending on where you place the emphasis:

‘You should pay close attention to this speaker.’

‘You should pay *close attention* to this speaker.’

‘You should pay close attention to *this speaker*.’

Those are very different messages and only the human voice can do them justice.”

- ▶ **Other cool information:** “At my first public speaking experience, there was a blind man in the audience with a keyboard in his lap. This was 1985 and there were no laptops—it was a Braille note-taking device. I could hear it clatter, and it threw me for my first couple of overhead foils. Then it really threw me when, on about foil number 12, he suddenly stopped. I realized that I agreed with him: I thought I was getting boring, too ... so on to the next foil! That taught me how to pay attention to the audience.

“Later, as a sales rep, I was stopped halfway through my presentation to a room full of IT managers. The director told me to go back to the airport, fly back home and tell my boss that this major corporation would be willing to have me back once I was properly trained. They appreciated my effort, but I was woefully uninformed. That taught me to know whereof I speak before I open my mouth.”



Leader of the Pack

Dan Stockdale aka “Tiger Guy”

- ▶ **Why this speaker was selected:** Uniqueness and platform performance
- ▶ **Fee Range:** \$10,000 to \$35,000 (based on location, animals and fire dancers)

▶ **Topic:** “I speak on corporate conservation and wildlife conservation—with a *live* tiger on stage! As a wildlife conservationist, I am concerned about our world and its wildlife. Many species of wildlife are in imminent danger of extinction. Likewise, as our global corporate cultures merge, many organizations are facing extinction as well. The corporate environment is changing, our traditional revenue sources face depletion, and the competition is hunting our loyal customers. As leaders responsible for growth, we must protect what we have, repair any damage, and grow our sales to achieve far more abundance than we have ever had.”

▶ **Average number of speaking dates annually:** “My gig is kind of different—I do multiple shows in a day. I did over 400 last year. Sometimes I do up to four shows a day. So, in a year, I might do between 400 and 500.”

▶ **Number of years in the business:** 14. “I began speaking professionally in 1995. Over the years, my career has gone through phases where I would do more consulting than speaking. Then, the pendulum would swing in the other direction and I would speak more than consult.”

▶ **Business model:** Stockdale had to create an exceptional model to match his distinctive act. He does conventions and other traditional keynotes, but he also performs at theme parks and other less conventional venues. “Diversity has always been the key for me.”

▶ **What sparks your passion?** “I’m driven by my ability to communicate my unique message and experiences to audiences. My background in training tigers is unique. I’ve learned many leadership secrets from training tigers that are applicable to achieving change in organizations and to leadership, in general.”

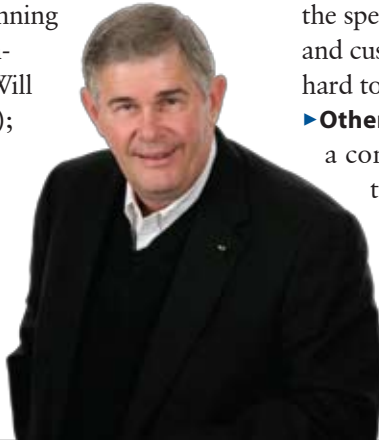
▶ **What makes you “hot”?** “I’m unique. Let’s face it—I’m probably the only professional speaker who brings tigers on stage. My message is unique, too. I am a good solution for people who are looking for something different. Meeting planners may not remember who the keynote speaker was five years ago, but they’ll always remember the tigers.”

▶ **Other cool information:** “I have worked with tigers, bald eagles, snakes, kangaroos, sea lions, macaws, grizzly bears and many other animals.”

Motivational Humorist with Southern Charm

Bryan Townsend, CSP, CPAE

- ▶ **Why this speaker was selected:** Longevity, book-ability
- ▶ **Fee range:** \$4,000 to \$5,500, plus expenses
- ▶ **Topics:** “Making Good Things Happen” (a challenge to excellence); “Hitching Up A Winning Team” (a three-point game plan for teamwork); “The Only Job Description You Will Ever Need” (deals with customer service); and “Stand On It!” (a new program that challenges top performance in the current economy).
- ▶ **Average number of speaking dates annually:** 75 to 100
- ▶ **Number of years in the business:** 27
- ▶ **Business model:** “My philosophy



is simple: Be available, do a good job, and make it easy for people to do business with me. What I know about business, I learned from my mentors, Joe Woodard and Ralph Hood, plus my wife and childhood sweetheart, Judy Babe, who helped me write some of my best material. I've built solid relationships with a number of great bureaus and teamed up with an elite group of speakers called the Platform Professionals.

▶ **What sparks your passion?** “As an eighth grader, I ran for president of the student council at Dixon Jr. High School and had to give a speech to the student body. They laughed and applauded, and that’s when I knew the speaking bug had bit me.”

▶ **What makes you “hot”?** “I remind myself that it’s not about the speaker; it’s about the audience. I focus on the audience and customize my programs to what the client wants. I work hard to make working with me easy.

▶ **Other cool information:** “I’m the only speaker to keynote a convention in Barrow, Alaska. Will Rogers died trying to get there. (I died in Cape Girardeau.) My friends say I speak to support my fishing habit. Actually, I’m excited to be the teacher of the Whosoever Will Men’s Bible Class. It’s been called the fastest growing men’s Bible class in the Southern Baptist Convention.”

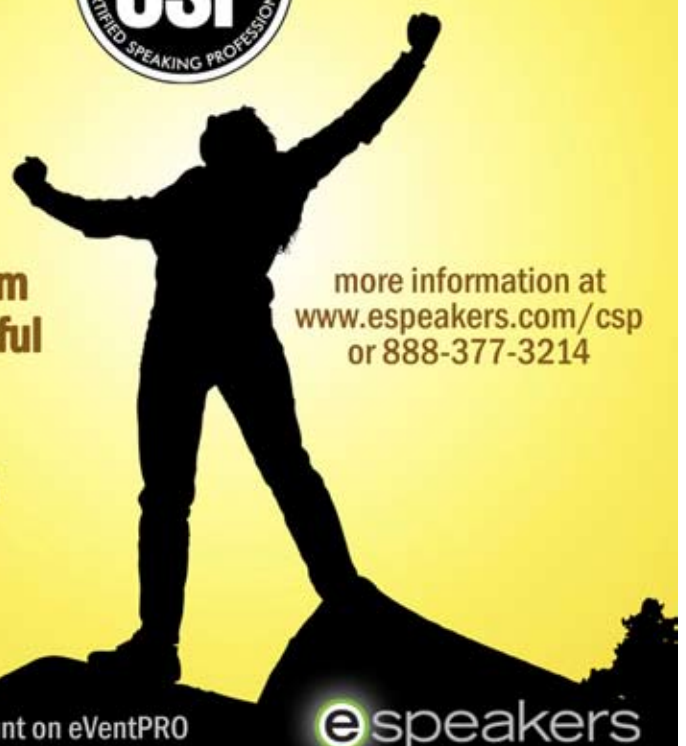
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From Set to Stage

David Siteman Garland

- ▶ **Why this speaker was selected:** Unique approach
- ▶ **Fee range:** \$3,500 half day, \$5,000 full day
- ▶ **Topic:** Entrepreneurship
- ▶ **Average number of speaking dates annually:** 20 to 25
- ▶ **Number of years in the business:** 3
- ▶ **Business model:** Garland is probably most famous for his work

as host of the television show "The Rise To The Top," which plays on ABC affiliates and is syndicated worldwide online. "The Rise To The Top" is focused on entrepreneurs. Not surprisingly, then, that's the topic Garland talks about, too. "My model right now is to focus on hot topics in entrepreneurship and help people with small businesses—people who want to be entrepreneurs. The topics that have been hitting big for me are: how to use social media, how to build an audience, and how to sell a product. I'm not

really an information product seller yet. I'm more about teaching people philosophies and fundamentals so they can maximize tools like social media."

▶ **What sparks your passion?** "I think I came out of the womb speaking. I was always getting kicked out of class for talking too much. My strength comes from my energy. I just come out and bring the thunder."

▶ **What makes you "hot"?** "I'm good at taking very complex ideas and breaking them down so they're understandable. The older generation, for example, doesn't understand Twitter. I have a nice conversational ability so, after my presentation, people always walk out saying, "I get it now." I also have the ability to connect with a wide variety of audiences. I apply everything I speak about in my own business. I'm talking about real-world experience and things that are going on right now. It's less fluffy and more factual, and yet there's some energy to it."

▶ **Other cool information:** Garland majored in women's studies. "I was a hockey player and a frat guy, but I've always had the tendency to want to do something different. I took a class in women's studies and thought, 'Hey, this is interesting.' I've always wanted to go down the different path, rather than the beaten path."



Reaching Out to Tomorrow's Leaders

Jessica Pettitt

- ▶ **Why this speaker was selected:** Unique audience (colleges)
- ▶ **Fee range:** Pro bono to \$4,000
- ▶ **Topic:** Diversity training and social justice. "I see them as two different subjects," says Pettitt.
- ▶ **Average number of speaking dates annually:** 100 to 150
- ▶ **Number of years in the business:** 10
- ▶ **Business model:** "I'm student centered, and directly influenced by current events, traditions and proactive planning. I was a college administrator for 10 years. Things like 9/11 would happen, and while our college was not affected directly, our students, faculty and staff were impacted. When you have an annual campus tradition and then CNN finds out, it's called 'racist.' That creates an atmosphere where everyone has to reflect on what they're doing, and how to stop doing it. I became the key person on campus for information, and I was able to create a speaking business out of it."

"Speaking is the most exhilarating thing I've done in my life. Not even Reese's Peanut Butter Cups can compare. I speak to college students who are tomorrow's leaders, and I have the opportunity to help them make better choices in the future."

▶ **What sparks your passion?**

"Speaking is the most exhilarating thing I've done in my life. Not even Reese's Peanut Butter Cups can compare. I speak to college students who are tomorrow's leaders, and I have the opportunity to help them make better choices in the future."

▶ **What makes you "hot"?** "There are a lot of people who do what I do and thrive on creating a sense of guilt and shame. It's not motivational to make listeners feel defensive, worthless or in denial. After attending many diversity trainings, I observed people leaving and saying, 'OK, so what am I going to do now?' My message is that it's nobody's fault. It's not about blame. I think I'm able to bring some humor and some motivation. I've gone to enough conferences where people are told, 'It's all the white men's fault. It's all patriarchy.' One of my big things is that it's not just white men's fault. They may have some responsibility, but it's not their fault. I like to create a space where everyone is welcome and where we can create a good atmosphere."

▶ **Other cool information:** "I would stop traffic for a Reese's Peanut Butter Cup."



Tim Hyland has been a professional writer and editor for 10 years. His work has appeared in numerous publications, including Fast Company, Philadelphia City Paper and Philadelphia Life. Hyland lives in Flourtown, Pa., and can be reached at timothyhyland@gmail.com.



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