

# CONFERENCE KEYNOTES DELIVER POSITIVE MESSAGE TO UNLOCK STUDENT POTENTIAL



James Vollbracht



Robin Crow



Adair Cates

## PRE-CONFERENCE SPEAKER

### How to Create a Culture That Cares for Kids

James Vollbracht is the author of five books and is an international speaker on creating schools that care for kids. For his book *Stopping at Every Lemonade Stand: How to Create a Culture That Cares for Kids*, Vollbracht uses story, research and humor to focus on how we can tap into the most underutilized resource in our communities: our youth.

School counselors will walk away with an understanding of the key principles that are vital to creating schools that care for all kids, the key shifts in thinking needed to make this happen, the unique qualities of today's youth and simple strategies to begin the change now. You will also review key research on how staff can build thriving behaviors in youth and help reduce high-risk behaviors by focusing on key assets and how they translate into academic success.

To learn more about Vollbracht and his message go to [www.jamesvollbracht.com](http://www.jamesvollbracht.com).



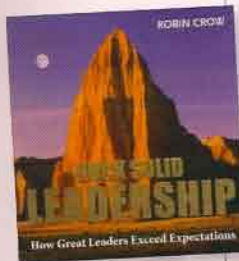
## CONFERENCE OPENING SPEAKER

### Creating Leaders Who Will Make a Difference

Robin Crow is a speaker, author, entrepreneur and business owner. With over 2,000 presentations to his name his expertise on leadership comes from 30 hard-won years in the trenches as an entrepreneur. For the past 13 of those years he has led his company, Dark Horse

Recording, a four-studio complex he built from the ground up, to set the gold standard for customer service and excellence in the recording industry. Dark Horse is home to Faith Hill, Neil Diamond, Michael W. Smith, Jewel and Alison Krauss to name a few. He has released 10 albums and published four books including *Jump And The Net Will Appear*, which has become required reading for many high schools and universities. Crow has been a contributor on CNN and Canada AM and has made numerous television appearances. He is also a featured speaker for Nightingale Conant.

Crow is a passionate, engaging speaker who brings his core leadership message from the corporate world to our school counseling programs. To learn more about Crow and view samples of his presentations go to [www.robincrow.com](http://www.robincrow.com).



## INTEREST LEVEL SPEAKER

### Middle School Level Live With Intention: 10 Steps to Creating the Life of Your Dreams

Get ready for an 'intention intervention' as Adair Cates shares the elements of living with intention and gives you practical steps to create the life of your dreams. She shows you how just 10 minutes a day can lead you to a life full of intention, passion and purpose.

Cates is one of Bob Proctor's LifeSuccess consultants and uses her experience as a teacher to inspire and empower others to realize their infinite potential. Cates understands what it means to reach beyond current circumstances to live a better life. She herself took a leap of faith, giving up her teaching job to enthusiastically pursue a career as an

author, speaker and coach. She has appeared as a guest on numerous TV and radio shows and is living out her dream to inspire and empower others. She and her husband Chris are co-owners and founders of their company Synergy Shift ([www.synergyshift.com](http://www.synergyshift.com)). They live in Asheville, NC with their two cats. To learn more about Cates go to [www.adaircates.com](http://www.adaircates.com).

