

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



ROSS BERNSTEIN

MOTIVATIONAL SPEAKER & BEST-SELLING SPORTS AUTHOR

ROSS BERNSTEIN is the best-selling author of nearly 50 sports books and has appeared on thousands of TV and radio programs over his career, including CNN, NPR and ESPN, as well as on the covers of the Wall Street Journal, New York Times and USA Today. As an internationally recognized motivational keynote speaker, Ross uses inspirational sports stories as a metaphor for life and for business to energize and connect his audiences – challenging them to not just be ordinary, but to make a difference and be extraordinary.

From groups ranging in size from 25 to 2,500, Ross regularly speaks to corporations, sales teams and trade associations from coast to coast – specializing in the topics of “Values & Integrity” and “Passions & Legacies.” Ross’ action-packed keynotes are inspirational, memorable and fun. His PowerPoint presentations feature hundreds of huge color photos which are chock full of poignant stories, practical wisdom and valuable take-aways that audience members can bring back to the office and start applying immediately. As a conference opener, Ross sets the tone right out of the gates with his high energy and engaging stories; while as a closer he wraps-up on a high note – leaving attendees energized, inspired and ready to get back to work.

Ross offers three unique keynote programs, all of which can be customized to fit in with the exact theme of his client’s event, and given at either 60 or 90 minutes in length. Oftentimes he will give one as an opening or closing keynote at a conference, and then do the other as a break-out – which is extremely popular and always gets rave reviews. Score a goal by booking Ross to keynote your next event, he would love the opportunity to be a member of your team for the day!

Ross and his wife Sara have one daughter and presently reside in Eagan, Minn. Ross also currently serves as the President of the Board of Directors of the Herb Brooks Foundation, a cause that is truly near and dear to his heart.

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TOPICS

THE CHAMPION'S CODE: LIFE LESSONS OF VALUES & INTEGRITY FROM THE SPORTS WORLD TO THE BUSINESS WORLD

The DNA of a champion is rare indeed and the code of honor that they choose to live by is truly unique. Champions win with integrity and without taking short-cuts or compromising their standards... they know that anybody can win on any given day, but to win consistently over time, requires a special work ethic and outlook on life. Ross Bernstein spent five years researching and interviewing more than 500 professional athletes, coaches, referees, umpires and media personalities for his nationally best-selling series of "Code" books, which chronicle the unwritten rules in sports, and he uses that wealth of information to educate, enlighten and entertain his audiences – challenging them to question their own personal and professional principles and values. In his program (which features more than 100 huge PowerPoint photos), Ross identifies more than 50 unique characteristics and traits that are common among champions – which he then ties into poignant stories and life lessons from the world of sports. From there, Ross encourages his audiences to create their own code – or mission statement – which they can take back to the office and start using immediately – in order to be more productive, creative and accountable. In his program, Ross talks about taking responsibility, being accountable and about doing things the right way, with respect, to not just survive in the "new economy" – but to thrive in it on your own terms.

WHEN IT COMES TO TEAM-BUILDING, LEADERSHIP & MOTIVATION... DO YOU BELIEVE IN MIRACLES?

Ross Bernstein is proud to share the inspirational story of the man behind the fabled 1980 gold medal-winning U.S. Olympic "Miracle on Ice" hockey team – which pulled off the greatest upset in modern sports history. Ross, who had actually been working with Brooks on writing a series of motivational/self-help books at the time of his tragic passing in 2003, decided to honor the legacy of his friend and mentor by turning their project into a living memorial. The result was "Remembering Herbie" and "America's Coach," a pair of nationally critically acclaimed motivational-biographies which chronicle the secrets of Brooks' success through hundreds of interviews from former players, teammates, coaches, friends and family. Proceeds from the sale of the books benefit the Herb Brooks Foundation, of which Ross currently serves as the President of the Board of Directors. In his program, Ross speaks about the influence Brooks had on the world of sports; his unorthodox leadership style; his philosophies on roles and role players; his thoughts on mentorship and community service; how he was able to adapt and change in different work environments; how he fostered team chemistry; and about his unparalleled motivational tactics. Putting many of the life-lessons and ideologies he learned from the fiery coach into a practical business application, Ross' interactive, entertaining and thought-provoking presentation aims to inspire others to follow their dreams and maybe, just maybe, even create their own miracles. If you've got any sports fans in your group, or if you got goose bumps watching the Disney movie "Miracle," which starred Kurt Russell as Brooks, then this uplifting 60-minute keynote will be the perfect way to open or close your next conference.

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TOPICS (CONTINUED)

"RAISING STANLEY: HOW BECOMING THE BEST OF THE BEST IN HOCKEY TRANSLATES TO SUCCESS IN BUSINESS AND IN LIFE

To raise the Stanley Cup means that you have reached the pinnacle of professional hockey success; it means you are a champion – the best of the best. Each player's epic journey to get to that sacred place has a unique and meaningful story behind it, however, and those stories are at the very core of this program. For more than two years Ross researched, met and interviewed upwards of 200 players and coaches who all share one common denominator – they had the distinct privilege of hoisting Lord Stanley's holy grail. Some stories will make you laugh out loud; like the one about Shjon Podein, who was so excited about winning the Cup in 2001 with the Colorado Avalanche that he refused to take off his equipment for the next 24 hours. That's right. Wanting the moment to last forever, he kept his entire uniform on – skates and all – and partied like a rock star all night long throughout the streets of Denver. Some will make you cringe; like the one about Mike Modano, who, despite suffering from incredible pain, insisted upon getting his broken wrist shot up with novocaine between each period of every playoff game because he didn't want to let his teammates down during Dallas' 1999 Stanley Cup run. Some will bring tears to your eyes; like the one about Phil Esposito, who talked about how tough it was for him to slip his 1970 Boston Bruins championship ring off his dad's finger at his funeral just before they had to close his casket. And some will inspire you; like the one about Brendan Shanahan, who took the Cup to his father's grave site the morning after leading his Detroit Red Wings to the title in 1997 so he could personally thank him for all the sacrifices he had made for him over the years – from 5AM practices to getting a second job – just so he could live out his childhood dream. The raw emotion and personal stories of determination, courage and perseverance will resonate with your audience as Ross weaves the life lessons and wisdom that he gathered over his two year odyssey into practical business takeaways that can be taken back to the office and put to use immediately. In his program, Ross talks about the "metaphorical Stanley" in all of our lives, that goal or light at the end of the tunnel that we are all pursuing as we climb the corporate ladder, and about how we can all achieve success through hard work, passion and dedication. Audience members will learn about teamwork, toughness, roles and role players, and leadership in ways they simply never imagined.

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CLIENT LIST

3M
Accenture
Best Buy
Boston Scientific
Cargill
Cenex
Furniture Marketing Group International
Keller Williams Realty
Mayo Clinic
Midwest Energy Association
Mosaic
John Deere
Lions Clubs International
University of Minnesota

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TESTIMONIALS

"I was able to experience Ross Bernstein's presentation (The Champion's Code) on the difference between an athlete and a champion at a recent Meeting Professionals International event. It was a phenomenal experience, so motivating and real. It gave me the push I need to reach higher in my leadership roles both at Medtronic, Inc. and within MPI. Ross is engaging, gets to the heart of the point and keeps the audience's attention like not many others I've seen. I would definitely recommend him for your next meeting or event."

Donna Foppoli Patrick, CMP, CMM
Manager, Medtronic & President
MPI Minnesota

"Ross, I want to thank you for making me look good! It's sometimes so difficult to select a speaker that truly incorporates values, lessons learned and key takeaways for meeting attendees. Thank God I chose you to speak for MEA's Leadership Training Track at our Annual Operations Conference! You were able to demonstrate to the MEA members the 'Miracle' that lies within all of them. Leadership, Ethics, Team Building and Motivation are all keys to a successful organization, a rewarding career and a happy life. You gave them real life examples of each quality - amazing! The comments and evaluations were very positive, and especially for the MEA audience of hard-working utility personnel, your examples of athletes (both women and men) that set themselves apart, not only by their actions, but also by their words and deeds, kept them interested and engaged. You added a unique perspective to a fairly technical and operational conference that was a breath of fresh air. Thank you!"

Stephanie Menning
Vice President
Midwest Energy Association

"Ross certainly engaged our attendees, providing just the right mix of 'information' and 'inspiration.' He also earned top marks on our speaker evaluations."

Marshall MacKay
President/CEO
Independent Community Bankers of Minnesota

"Ross presented to roughly 500 of our executives at our annual leadership conference in Chicago. The theme for our group's strategy evolved around the 'Miracle on Ice' story and the core messages of Speed, Creativity, Conditioning and Team Chemistry. As we dug into the 'Miracle' story, we became intrigued to understand more about Herb Brooks' leadership lessons and formula for success. I believe there is no one more qualified to share Herb's story and insights than Ross. From my first conversation with Ross, he was very passionate about helping us build our own 'gold medal' winning team. Prior to presenting at the meeting, Ross went above and beyond to do a tremendous amount of research and interviewing to truly understand our company, our culture and our priorities. The insights he gained allowed him to tailor his messages, rhetoric and stories to our team. Ross is a humble, yet very energetic speaker. He brought Herbie's story and lessons to life by sharing various stories, quotes and anecdotes from this remarkable coach, mentor and leader."

Mary Bartlett
Director of Operations
Accenture

"Having the good fortune to have witnessed some great presentations throughout my career in the various associations that I belong to, I was not only inspired, but I was mystified by Ross' knowledge, expertise and pure passion for a topic that I know nothing about. I am not a sports enthusiast, but every time he related a sports story to a business principle, I was immediately able to draw a connection. I had a lot of take-aways. It was fantastic!"

Larry Furiani
Vice President
Coaster Company of America