

## General Session Speaker Lineup

### Zonya Foco, RDN

#### Light Beer and Baked Doritos - Am I Healthy Now?



The way you eat, drink, sleep and exercise fuels a fine racing machine — or NOT. Join America's Nutrition Leader Zonya Foco, RDN, as she shares how your company's success depends on the good health of you and your team.

With realistic, can-do solutions, you'll learn how to re-wire your brain, so it craves the best-for-you fuel, making health and energy easy and automatic.

### Kelsey Tainsh

#### I'm Not Limping. That's Swagger! How Shifting Your Perspective Can Dramatically Boost Your Potential



Kelsey Tainsh has been through more in her 27 years than most of us endure in a lifetime. Successfully overcoming a brain tumor at only 5 years of age, Kelsey went on to be a happy, healthy kid and a champion athlete. Ten years later, at 15, it all came crashing down when the tumor returned followed by a crippling stroke. Despite her significant physical challenges, she worked hard to pull herself up and charged back into life, graduating magna cum laude.

Armed with her quirky sense of humor, engaging stories and message, Kelsey will show you how a positive perspective can help you overcome any challenge in life.

## **John Ellis**

Founder and Managing Director - Ellis & Associates

### **Seeing Around the Corner - 5 Technology Trends You Need to Know About**



Shared, autonomous, electric vehicles, or SAEV. This is the heart of what we call Transportation 2.0. Add to that flying taxis and 3D printers and the future world of transportation seems more fantasy than reality. And yet, all these technologies are real and coming. The question is when.

Join John Ellis as he explores the technologies that will change the fabric of transportation forever starting with what's right around the corner.

As our SuperConference industry impact keynote speaker, John Ellis' insights and expertise will take you directly to the frontlines of technology disruption and its unquestionable impact on your business.

## **Terry Choate and Joe Hileman**

Blue-U Defense

### **Surviving an Active Shooter - Protecting Yourself Against Today's Unique and Highly Dangerous Threats**



In a split second, things can go from normal to out of control. When faced with a dangerous threat, what you do next may well decide if you or your people live or die. Your actions over the next few minutes are going to mean everything. Are you remotely prepared for what's about to happen?

Terry Choate and Joe Hileman, co-founders of Blue-U Defense will show you the critical basics your families, employees, and customers need, to have the best chance of not only preventing victimization but surviving. This has been considered by thousands to be the most important training they have ever had in their lives.

## **Jennifer Curtet**

Jennifer Curtet Speaking and Training

### **Rolling Out Red Carpet Service to Your Customers - Tricks of the Trade Straight From a Celebrity Wrangler**



Welcome to the age of the celebrity customer! As silly as it may sound, today's customers want to be treated like A-Listers. Each customer wants to be given more than the average person, and they expect you to go waaaay above and beyond "just for them." Customers today are demanding more than they ever have before. Now, more than ever, we need to be OBSESSED with our "special guests."

During this fun and fast-paced keynote, Jennifer will give the tips and tricks that she learned, to make even the grumpiest celebrity feel like the most important person in the world.

## **Brian Biro**

Brian Biro Enterprises, LLC

### **Breakthrough Leadership**



When you come right down to it, you are in the BREAKTHROUGH business! Every day you seek to breakthrough with customers to generate loyalty, satisfaction, and stronger relationships. The key to lasting success in business is breaking through with your own team members so they eagerly embrace personal responsibility, committed purpose, and leadership.

Breakthrough Leadership is full-spectrum leadership that teaches you how to shape the future, energize your team, and build effective relationships which generate BREAKTHROUGH results!

By the end of this session, you'll feel new energy and focus to make each day your personal masterpiece!

## Morris Morrison

Morrison Global Brands

### **NO OVERNIGHT SUCCESS... Re-Igniting Your American Dream!**



Although customer dedication and hard work have fueled your success over the years, *you didn't achieve anything — overnight.* Today many people in our country (including your customers) want instant gratification more than ever before. Morris Morrison's timely message will help you stay focused on delivering the value that your customers want and your business needs.

Morris reminds you why *Automotive Professionals are a big part of the heart and soul of the American economy!* His humor, energy, and BIG motivation will keep you engaged, along with three key principles from his closing keynote that will be unforgettable.