



GENERAL SESSION KEYNOTE SPEAKERS

101ST ANNUAL CONVENTION • DECEMBER 4-7

MOODY GARDENS HOTEL & CONVENTION CENTER • GALVESTON, TEXAS



JOEL ZEFF

Thursday, December 5 • 8:00 – 9:00 a.m.

MOODY BALLROOM I

LYNN & TILLIE MCCRAW FIRST GENERAL SESSION

Joel Zeff creates energy. He is a dynamic speaker, work culture expert, improvisational humorist, and author. His interactive performances invite members of the audience to participate in hilarious improvisational exercises that illustrate Joel's central message: That organizations and individuals should CELEBRATE their successes to increase collaboration, productivity, passion, and innovation.

Since 1997, Joel has inspired audiences from Wells Fargo to Samsung to KPMG and even the IRS. Yes, the IRS. Joel is a masterful keynote speaker and a nationally renowned motivator, humorist, and improvisational actor. His spontaneous humor and vital messages have thrilled audiences for more than 25 years, and he has shared his insight at more than 2,500 events.

His career is a search for fun and passion. He quickly realized the importance of both at his first jobs delivering the hometown newspaper and cleaning up trash at a suburban movie theater.

He started his professional career as a newspaper journalist and public relations executive. In 1994, Joel went out on his own as a corporate communications specialist. He helped clients with their internal communications, media relations, strategy, and customer marketing. Throughout the consulting process, Joel realized his clients -- many of them high level technology and telecommunications firms -- needed more than marketing and public relations strategy. Many of his clients' employees were starving for fun, passion, and a new perspective on finding success.

At the time, Joel was having fun on the weekends as a comedian. Through friends, he discovered improvisational comedy. One of his clients (a large technology company) knew Joel performed comedy on the weekends. The client invited him to entertain and speak to a group of executives before dinner. A corporate speaking career was born.

He connects to his audience with humor that has them laughing so uncontrollably that their mascara runs, their cheeks hurt, and their bellies ache. And he does not do it alone. Volunteers from the audience join him on stage and play an integral role in an improvisation game in front of hundreds or thousands of people -- something the audience members have never done. He expects nothing less than success. He expects the volunteers to focus and work together as a team; communicate effectively; positively support each other; and take responsibility.

Joel makes his audience laugh so hard that they forget about the corporate nonsense of conference calls, "strategic deliverables," PowerPoint presentations with upside triangles, or "paradigm shifts in a cross-functional organization." Joel will make you laugh, and he will make you think. His keynotes deliver a combination of inspiration, essential business knowledge, and significant ideas to help audience members reconnect with their own passion and success.

As discussed in his book, "Make the Right Choice," Joel believes that we all encounter choices in our careers. We always can have the opportunity to make the right choice to live a more creative, passionate, and productive life. How do you "make the right choice?" You can choose to provide opportunity. You can choose to provide positive support. And along the way, you can choose to have fun.

He has appeared on CNBC and featured in The Dallas Morning News, The Houston Chronicle, The Kansas City Star, and many other media outlets. For more information www.joelzeff.com.



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ALYSON VAN HOOSER

FRIDAY, DECEMBER 6

4:00 – 5:15 p.m.

Moody Ballroom I



**AUTHOR OF *INFINITE INFLUENCE AND LEVEL UP*
AND INSPIRATIONAL SPEAKER ON LEADING
IN THE FUTURE OF WORK**

Alyson is on a sold-out mission to help leaders succeed in the complex, post-pandemic workforce! Alyson knows the pressure and responsibility of breaking through big obstacles to achieve great results — both personally and professionally.

As President & CEO of Van Hooser Associates Inc., and as a trusted authority and resource for managing and leading people, Alyson uses her management experience with Walmart, her leadership experience in the financial industry, and her work as an elected city council member — all by the age of 26— to equip her to relate authentically with the challenges leaders are facing. She deeply understands the price of admission to leadership and the keys to level up — now she guides leaders to achieve even greater results!

Tough beginnings taught Alyson the radical power of an ownership mindset—one that transforms the trajectory of your life and helps you achieve audacious goals. However, it wasn't just immense grit that launched her success. Instead, it was grit coupled with wildly effective strategies. In Alyson's latest book "Infinite Influence", she unveils a future-proof, practical, immediately actionable, strategy for captivating, connecting, and compelling people to move forward with you, whether it be customers or employees! Her results-obsessed inspiration guides people at all stages of their careers to make practical changes that drive real-life results!

With Alyson's personal and professional strategies for leadership success in tow, her event keynote presentations, and training programs with company management teams from C-Suite level to high potential employees, prepare leaders and teams across the country to successfully work better together. Alyson's audiences return to work both energized and equipped to transform the way they lead themselves and their team and earn unprecedented success.

Her down-to-earth style hits you in the heart, opens your mind, and pushes you forward!

WWW.VANHOOSER.COM

☎ 270.365.1536 ✉ hello@vanhooser.com

