



## Scott McKain Introduction:

Our speaker today is a highly successful business professional, author and commentator. And -- perhaps his most important qualification -- he has proven that the concepts he presents actually work in the real world!

He is the co-founder of the Value Added Institute, a "think tank" exploring the role of customer experiences in creating enhanced client retention and revenue for visionary organizations.

He is the author of three #1 Amazon.com business bestsellers: "What Customers REALLY Want," "ALL Business is Show Business," and his latest book, "Collapse of Distinction" -- which shows how organizations and individual professionals create differentiation in order to expand profits, increase sales, and engage customers to ensure their loyalty. "Collapse of Distinction" was named by several major publications such as the "Miami Herald," "Sacramento Bee," and over thirty more as one of the "Top Ten Business Books of 2009."

You may have seen our speaker on television. He has made several appearances on FOX News Network as an Analyst and Commentator. He has presented his business insight on platforms in all fifty states and fourteen countries...from Singapore to Sweden; from Mexico to Morocco.

From over 7,000 nominated, he was recently honored by his home state as one of ten "Hoosier Heroes" -- exemplifying the best in business and commitment to philanthropy.

The Governor of California, Arnold Schwarzenegger, personally selected him to be the speaker and emcee of the "Great American Workout" held on the White House lawn, telecast live on NBC's "Today" show and attended by then-President George Bush.

He has been honored with induction into the "Professional Speakers Hall of Fame" -- and is a member of the "Speakers Roundtable," an elite group of twenty business speakers considered by many to be among the best in the world. Please welcome our speaker... Scott McKain !!