

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



HATTIE BRYANT

Hattie Bryant has made a living since 1979 in adult education, public speaking, seminar and continuing education curriculum development, and television production for PBS stations. At the age of 27, while working as a public relations specialist for the University of North Texas, she decided she should either sell something or own something.

After two years of research, she incorporated a business, Leadership Development Corporation, and while developing her own materials, she worked through a leading franchisor of business education materials. In that group she was among its top ten performers out of hundreds.

For the next fifteen years, she taught management, sales and customer service in the classrooms of hundreds of small businesses and from the convention platform. She presented seminars in 47 states and produced teaching materials for customers like ABC and Frito-Lay.

In 1993 Hattie began working with her husband, Bruce Camber, to bring the "best practices" of small business owners to public television, and since 1994 they have created more 300 half-hour episodes of Small Business School featuring small business owners in 34 states and 150 cities. With sponsorship from IBM, the United States Postal Service, Verizon, Qwest, Travelers, Dun & Bradstreet, AT&T, MassMutual and Microsoft, Small Business School reached into millions of US homes via some 300 PBS member stations and around the world via the USA's Voice of America.

Hattie is the author of the book, *Beating the Odds* and in 1997 was given the Award of Excellence from the White House for her success in bringing the story of small business to television.

Content from the show was edited into video companions for fifty college textbooks and an online one-of-a-kind learning tool can be found at SmallBusinessSchool.org.

Hattie is a born-in-1950 Baby Boomer and in 2011 decided to take on the problem of death in America. Her new book, *I'll Have It My Way*, teaches how to think about, talk about and plan to live fully all the way to the end.

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TOPICS

I'LL HAVE IT MY WAY

The medicalization of American life is killing our souls due to a slow and subtle movement away from common sense to dependence on drugs and medical interventions. Since the first emergency 911 telephone call was placed on Friday, February 16, 1968 the natural act of dying has, year-by-year, shifted from being an understood and predictable process managed by a family doctor with support from family and friends into a high-tech, high-speed, multi-machine, multi-doctor impersonal series of events that might not let us die for years and leaves us vulnerable and often voiceless.

The purpose of this session is to inform and motivate participants to take charge of their health, aging and dying and this is needed because modern medicine's default for us all is death in the ICU.

Hattie's four-step process shows how each of us can think about, talk about and plan to live fully all the way to the end and her questions will guide the learner to self-discovery and action.

Everyone who wants to direct his or her own health care—and help family members to do so—will benefit from this session.

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CLIENT LIST

IBM
Verizon
The United States Postal Service
Cisco
Qwest
Chase Bank
Whitney Bank
First Union
Madison Gas & Electric
US Oil
Merlin's Corporation
US Association of Small Business Educators
Association of Small Business Development Centers
Hofstra Center for Business Development
Women Business Owners Association of America
Women President's Association
DMIA-Document Management Industries Association
ABWA- American Business Women's Association
National Auctioneers Association
National Society of Accountants
Huntsville Chamber of Commerce
Greater Kansas City Chamber of Commerce
San Diego Regional Chamber of Commerce
Miami Chamber South
Olathe, MO Chamber of Commerce
Independence, MO Chamber of Commerce
Many PBS stations including WGBH/Boston
WLIW/New York City and KOCE/Los Angeles

HATTIE BRYANT

TESTIMONIALS

"Hattie hit a home run out of the park! The bat cracked the ball early in the game and once she got on the scoreboard, it was hit after hit. She was polished, funny, lively and relevant. Her session, Leadership and All that Jazz hit all the right notes. My members listened and learned and took home material that they can put into practice. Hattie is the consummate and genuine professional. I would be honored to recommend her to any meeting planner."

K.Stephen Bailey, CM
Executive Director
National Management Association

"I have had the opportunity to hear Hattie Bryant speak on three separate occasions, and was impressed with her broad audience appeal and her skill in tailoring a special message for each audience. She earned standing ovations at each event, with good reason. Her message is relevant, her energy is contagious, and her business owner vignettes are inspiring!"

Kay Stephenson
Global Financing
IBM

"We have had Hattie speak to three groups of customers, and to our small business marketing employees, and in each case, the response has been overwhelmingly positive. She comes well prepared, brings a wealth of valuable information, and delivers it with enthusiasm and humor that leaves the audience feeling energized and inspired. If you are looking for something truly special, ask Hattie to be at your next conference. Her television series is great, but she's even better in person."

Steve Starliper
Vice President, Marketing
Qwest

"After hearing Hattie... I knew I had to have her represent my company as the keynote speaker at a small business event in South Florida. Hattie is a dynamic, informative and entertaining speaker that I can recommend without any reservation!"

Wade Nield
Small Business Marketing
First Union Bank