

Introduction for Snowden

Please read EXACTLY as written- pausing on bolded words. Thank you.

Snowden McFall, professional speaker, trainer, and author, is the owner of 26 year old Brightwork Advertising & Training and 14 year old Fired Up. A business expert who speaks on motivation, stress management, teambuilding, marketing and communication, Snowden has authored and coauthored four books, including **Fired Up!**, which has sold over 63,000 copies. Her new book on stress is due out later this year.

Growing up with a name like Snowden, she was subject to nicknames such as **Snowball**, **Snowy**, and her most dreaded- **Slush!** Demonstrating that she was not a "**Flake**", she excelled in school and received her BA from Vassar and her Masters of Arts in Teaching from Brown.

Growing up with alcoholic parents, public humiliation was Snowden's biggest fear...In spite of that, she began speaking professionally 20+years ago and has since addressed several thousand people.

A passionate community citizen, Snowden's volunteer work with women entrepreneurs garnered her national media attention. The SBA named her National Women in Business Advocate of the Year which led to a White House ceremony & Congressional luncheon in her honor.

Inc. Magazine later chose Snowden as finalist for "New England Entrepreneur of the Year."

An active member of the National Speakers Association, Snowden has appeared on 300 radio shows, CNN Financial News and Bloomberg Television. Interviewed by Foxnews.com and Investors Business Daily on burnout, Snowden was voted 2009 Small Business Leader of the Year by Professional Women's Council.

Please welcome Snowden McFall, the Fired Up! Motivator.