

Entertain Educate Inspire

Directory of Speakers & Resources for Schools



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IPSSA

Annmarie Hatfield



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Selected Topics

- **Calming the Chaos of Planning for College**
- **Career Search** – How to Find What to Major in
- **College Search** – The Importance of Finding the Right College “Fit”
- **A Practical Guide to College Essays and Applications**
- **College Financial Aid and Scholarships** – How to Minimize How Much You Pay for College

Annmarie Hatfield is one of two Partners at College InRoads and focuses on Sales & Marketing for the firm.

College Inroads helps students figure out what to major in, where to apply, how to apply and how to pay less for college. College Inroads has served more than 1000 students over the past 12 years.

Annmarie has several years of experience selling in many different industries. She spends extensive time networking in the business community and in educating parents and students about the complex process of college planning through seminars and webinars. Her passion is in helping people and she excels at developing long-term relationships with her clients and their students.

Along with her business partner, Mike Davila, she has presented several times at industry and financial conferences such as HECA, NCAG and NAIFA.

They also partner with organizations that serve high school students and their parents (like PTOs, PTA, PTSAs, Young Men Service League, National Charity League, high school booster clubs, among others) to give webinars on how the process of planning for college has changed so much over the years.

Annmarie lives in the outskirts of Austin, TX (in the Lakeway area) with her husband Christopher (and their cat Sugar) and has 2 stepchildren. She is a Past Chairwoman of the Board of Directors for the [Lake Travis Chamber of Commerce](#), a Board Member for the Lake Travis Education Foundation and is Chapter Success Coach for BNI DFW in Austin.

She is a proud graduate from the University of Texas at Austin, where she received a BS in Speech Communications many, many years ago.

Ashton Smith



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Selected Topics

- **Save the Children: Drowning Prevention Education**
- **You Can Make It, No Matter How You Are Different**
- **When People Use Their Own Voices, Their Impact Endures Over Time**
- **Ignoring Homelessness and Human Needs of Your Clients Is Not Accidental: It Requires Intentional Effort**
- **Never Settle**
- **What Does It Mean to Swim Upstream?**

Many things stick out in my journey from hometown hero to homeless, world-class gold medalist despite having a limiting disability. My road to greatness started when I was nine years old. As a “Differently Abled” person, I found myself being left out of events, overlooked, and under picked. To say it caused inner trauma would be putting it mild. I learned to cope by escaping into swimming, which can be a team sport or an individual one. I found myself at the YMCA in Waxahachie almost daily. Once I discovered the water, I was naturally drawn to it. Once the staff at the Y saw I loved to swim, they encouraged, empowered, and enabled me to train and blossom into that youth capable enough to capture a spot on the Special Olympics team. There are varying levels of competitiveness involved, and one of the underlying reasons for their existence is to assist athletes that are disadvantaged for any number of reasons. My blindness afforded me the opportunity of competing as a swimmer for the organization.

I’ve had the privilege of competing in the World Games, Dubai and in Seattle, at a National US Games. It is a unique honor and I am truly blessed to have accomplished that feat, which is especially amazing since I am a legally blind African-American female. I just published a book called **Swimming UPSTREAM**. I host my *Keep Swimming With Ashton* podcast and join as a guest on many other shows and podcasts. I’m currently seeking opportunities as a public speaker.

Craig Gustafson



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Selected Topics

- **Connecting with People with No Screens in Between** – 70% of HR Managers say they can't find people with good interpersonal communications skills, yet 90% of promotions are based on these skills.
- **Winning People Skills I Learned at 20,000 Leagues Under the Sea** – A former social misfit and submarine diving officer

teaches us how to thrive in social interactions and read those invisible clues of how we communicate non-verbally every day.

Craig Gustafson, Senior Chief Petty Officer (Ret.), Speaker, Trainer, Behavioral SuperPowers Coach, Engager, Body Language Trainer, certified by The Science of People. As a non-verbal communications coach, Craig is on a mission to help everyone thrive in social situations, because “we all win when we have great interactions.”

Businesses today are struggling to find new employees who know how to communicate and interact well in person. Craig will teach us science-backed strategies we can use to help us and the young people in our lives how to feel both seen and heard.

“Hi, I’m Coach Craig. For years I felt like I missed class the day they gave out the book of social grace. It seemed everyone had a rule book for successful social strategies - everyone but me.

After decades of frustration, I discovered the hidden science of why people act the way they do in social situations.

I am a Body Language Trainer, certified by The Science of People. More simply, I am a People Skills coach - on a mission to help everyone thrive in social situations, because we all win when we have great interactions.”

Darlene de la Plata



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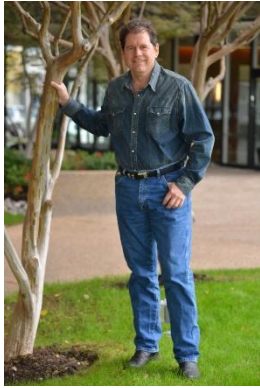
Selected Topics

- **Harnessing the Power of Imagination to Create Success** – Using visualization to achieve goals and overcome learning obstacles. Simple techniques to transform resistance and discouragement into achievement.
- **Survivor's Toolbox: Being Equipped to Weather the Storms of Life Before They**

Arrive – With rising dropout rates and lowered college enrollment and completion, children can still be equipped for success if they have the right skills and mindset.

- **How to Manage Stress: Creating Healthy Coping Skills for All Ages** – The ability to handle stress can be taught. From toddlers to seniors, everyone can benefit from being able to calm their nervous system to handle the inevitable in life.
- **Protection from Predators: Recognizing Human Trafficking in Our Communities** – Human trafficking is surpassing the illegal drug and weapons trade in the world today and the US leads the way in this ugly statistic. Learn to spot the signs of trafficking in your own schools and communities.
- **Raising Self Esteem to Combat Negative Peer Pressure** – Fear of being excluded or not being liked is not limited to teenagers. Learning to find value in yourself can be taught.
- **Fear, Guilt and Shame: The Byproducts of Being Bullied and How to Heal** – Being bullied can create scars that last for years along with a host of fears, phobias, and emotional problems.
- **Fundraising for Fun and Profit** – Help your school reach its financial goal & also boost the morale of students, teachers, and members of the community while supporting Mental, Emotional and Physical Health and will be talked about for years to come.

Darlene is a speaker who engages her audiences with powerful stories to inspire action and create solutions. Her experience in overcoming adversity multiple times in her life prompted her to create programs that empower individuals, families, and communities to heal from setbacks and trauma from the inside out while breaking the generational cycles that keep them in bondage. Her business empowers audiences to create lifestyle shifts leading to greater physical, mental, and financial wellness. Her non-profit focuses on creating hope and help for abused and marginalized human beings while helping them learn holistic strategies needed to return to wholeness and thrive.



David Munson, Jr.
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Selected Topics

- **Get Real: A Positive Solution to Climate Change** – This talk will revolutionize your understanding of the global climate issue. Adapting land management practices to a holistic and regenerative model, David lays out in plain words how industry and individuals can continue using oil and natural gas, but changes the game with his tangible program of remineralizing the soil and

making the earth carbon negative.

David brings a life of varied business and personal experiences to speak with you. Having been successful and blessed with good fortune, he is devoted to helping his fellow man thru philanthropy and public speaking for causes he believes in. Foremost of these areas is intervention and education of the very young (0 to 3) to make positive life changes. Sharing the success story of Educational First Steps transforming young lives is a core topic. Sharing this story with a variety of groups offers practical tips for the parents and opportunities for charitable groups to help grow the program.

As he is the fourth generation of a successful family, he also is well educated to speak on multi-generational wealth generation and protection. Too often successful people don't prepare their children for inheriting or being given substantial funds. He brings firsthand knowledge of the ways and means to succeed and sustain. Luck, foresight, along with self-restraint are the keys to success for everyone. Wealth and wealth management are near universal topics for a variety of groups. He comes from a place of humility and gratitude to guide his speaking. Having worked and lived in many different environments, from the rose garden of the White House to the back of a hay hauling truck, he brings a full and complex life to his speeches.

With 18 years of service as a foundation board member, he can also speak definitely on charity management, trust creation and operation, as well as the joy of giving.



Denise Thomas
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Selected Topics

- 💰-Debt Free College with Cash Left Over!
- 💰-Your Kids Can GET PAID to Go to COLLEGE
- 💰-Scholarships-It's Not About the Money
- 💰-Your Kid Needs Scholarships Even If You Don't Need the Money!
- 💰-The Entrepreneur in You! Your Teen Can Own Their Own Business, and Buy Their Own Car!
- 💰-PAYING for College is a Bad Investment-Your Kids Can Go to College on Other People Cash!
- 💰-Myths Keeping Your Kids in College Debt
- 💰-College Acceptance Begins in Middle School
- 💰-Creating Opportunities for College Cash!
- 💰-Keep Your Money -Send Your Kids to College on Other Peoples Cash
- 💰-Social Media Can Kill Your Teens Future: Branding Your Teen for College Acceptance, Scholarships, and Employment

Denise Thomas, a highly esteemed keynote speaker, TEDx speaker, International best selling author, and expert in college preparation brings a wealth of knowledge and inspiration to parent-teacher associations seeking a powerful voice for their events. With a remarkable journey that embodies resilience and determination, Denise's story resonates deeply with parents of middle school and high school children, empowering them to overcome financial obstacles and guide their children toward a debt-free college education.

Originally from New Orleans, Louisiana, Denise's personal experiences shaped her unwavering commitment to helping parents and their children navigate the complexities of higher education. While pursuing her own college education on a Pell Grant, Denise faced immense challenges, working multiple jobs and getting extra food from the cafeteria so she could make it through the weekends. Denise was determined to spare her own children from similar hardships.

However, when a devastating bankruptcy and liquidation threatened their dreams of attending college, Denise embarked on an exhaustive research journey that led to the development of her revolutionary "Cracking the Code to Free College" strategy. This proprietary method enabled her children to gain acceptance into their first-choice colleges and amass an astounding 17 scholarships exceeding \$199,000. They emerged from college with cash in hand, truly getting paid to go to college.

Denise's powerful message is captured in her empowering statements: "You can keep your money. Send your kids to college on other people's cash!" and "College doesn't have to be a debt sentence."

Homaira Moomand 682-375-9727

TAKE THE HE OUT OF HEALTH INSURANCE



**Homaira
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How do you know which plan is the best plan for you?

Surprise, surprise! Not all plans are created equal. Navigating through the process of selection and truly understanding a type of coverage can be difficult, and possibly, even devastating if you select the wrong plan.

My passion is educating everyone about their health coverage options so they can rest easy knowing that they have the coverage that best fits their needs as well as their budget. I'm the One-Stop-Shop for all Health Insurance questions.

I speak to individuals, families or small businesses about health insurance options. I also offer

Customized PPO Health Plans For Individuals Families Small Businesses

Private Coverage on the United HealthCare Choice Plus Network
In and Out of Network Coverage ♦ On and Off the Job
Customized Premiums (with and without yearly deductibles)
Underwritten (Health Based for better rates)
Guaranteed Issue PPO options also
Nationwide Coverage **and** I will be your personal agent!



Lisa Chalker
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Selected Topics

- **Financial Literacy** – As a Certified Financial Educator with the Heartland Institute of Financial Education, I am able to bring non-solicitous financial literacy classes to organizations and businesses alike. Learning financial concepts is a game changer for any individual, family and/or business! It can mean the difference between scarcity and wealth but most of all it can mean the difference between anxiety about your financial future or total peace of mind, which would you rather have?

Lisa Chalker has a bachelor's degree in Elementary/Special Education as well as a Master's Degree in Deaf Education. Teaching has always been a passion for her. When she left the teaching profession to raise her 3 girls, she always knew she would go back to teaching one day. In the meantime, Lisa started her own marketing business as it allowed her to stay home with her family and keep a flexible schedule. When medical bills caused her family to get into debt, she realized the need for multiple streams of income and was approached to start her own financial agency. It was at this point that Lisa realized how financially illiterate she was and that started her on the road to ensure others did not end up the way she and her family were. At 55 years old, Lisa got back into the "teaching arena" but in a very different way than she originally thought. When others are thinking about retiring, Lisa decided to embark in a new business and got her Life and Health License, the next year she challenged herself and got her securities licensed, the following year she became a Certified Financial Educator and topped it off at the beginning of the following year and got her Investment Advisor Representative License. With her arsenal of licenses, a growing agency across the United States and becoming a teacher of financial education, her ability to help individual, families and businesses get into a better financial situation was under way. Lisa has been on a mission to "pay it forward" ever since and their goal is to make sure that she and her team help at least 1 Million people, by the year 2040, to become financially literate by learning how their money works and how to make it work for them AND have peace of mind about their family's and business' legacy. Another major goal of hers is to be able to help start a charitable organization, and fund other organizations, to help combat human trafficking (especially children) and help find and rehabilitate those individuals and families affected by this epidemic!



Lori Vann, M.A., LPC-Supervisor
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Selected Topics

- The Unspoken, Taboo Pandemic that is Taking Students' Lives & Limbs: NSSI
- Confidence and Leadership Program: Skills for Success in Any Environment
- What You Say Is Who You Are: Mindset and Communication
- The Path to Happiness is Not Perfect: Focus on Progress, Not Perfection
- Windows, Walls, and Doors: Boundaries in Personal and Academic Life
- Who Am I, Why Am I Here, and What Do I Do Now To Make It Out Alive?!
- Finding your purpose even in trials

International speaker, media guest, and 5-time author, Lori Vann is a regarded behavioral health expert with **over 25 years of clinical experience** in a variety of settings and a professor for two colleges. As an authority on Self-Injury, she has written four books on the topic and **founded the Institute for Non-Suicidal Self-injury**.

While public speaking may not be most individuals' preference, Lori is seen as a *natural on the stage*. She is not only a professional who speaks, she truly is a professional speaker having **spoken to audiences all over the globe from Australia to Canada to Mexico**. Her authentic, interactive style of presenting the information in an *easily understood, memorable, and implementable format* has made her an audience favorite and a repeat guest on many stages. School districts throughout Texas have benefited from the unique insights and practical tips provided during each of Lori's tailored talks.

Having given **over 315 media interviews** for outlets all over the world and the host of **Ask the Experts** radio show on iHeartRadio, she is seen as a "go to" person when behavioral health stories make headlines.

She is a graduate of Pepperdine University where she received her Bachelor of Arts degree in Psychology and a graduate of Chapman University where she graduated with a Master of Arts degree in Psychology.

- International Speaker with over twenty years of professional speaking experience
- Interviewed Dr. Phil McGraw and Co-panelist with Celebrity Coach Jillian Michaels
- Over 315 media interviews for state, national, and international media outlets
- 5x Author
- Over 25 years of clinical counseling experience and former professor



Mardi Winder-Adams
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Selected Topics

- Get Off Anger Mountain: Helping Kids Understand And Manage Anger
- Effective Parent-Child Communication: Enhancing Understanding and Connection
- Raising Resilient Kids: Strategies to Help Children Cope with Challenges
- 5 Steps To Raising Emotionally Intelligent Children
- Strengthening Social Skills: Fostering Positive Peer Relationships
- Developing Emotional Regulation: Tools and Strategies To Teach Kids Self-Control
- Helping Your Child Through Divorce And Beyond
- It's OK For Kids To Fail: Helping Kids Learn Life Lessons

Mardi Winder-Adams, M.Ed., is an ICF and BCC Executive and Leadership Coach, Certified Divorce Transition Coach, and a Credentialed Distinguished Mediator in Texas. She has worked with women in executive, entrepreneur, and leadership roles navigating personal, life, and professional transitions. Mardi is the founder of Positive Communication Systems, a company with a mission to help turn conflict into solutions. She hosts The D Shift Podcast: Redefining Divorce and Beyond.

Mardi worked for over 20 years in school systems in the United States and Canada as an elementary and middle school classroom teacher, special education teacher, acting administrator, and Behavioral Consultant. She has facilitated training for school districts, administrators, teachers, parent groups, and community groups on conflict resolution, positive behavior support, bullying prevention, emotional intelligence (EQ), and effective communication and negotiation skills.



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Selected Topics

- **Identity Theft is Real, and They're Going After Your Kids First** – ID Thieves have learned how to buy houses and cars and commit crimes using your children's identities. But there are ways to protect your family.
- **Stop Doing Business With Websites: Hire an Expert** – America was built with small businesses. You can hire a small business owner to help you with almost any service. Learn about working with Entrepreneurs first instead of faceless corporations.

I am committed to helping as many people as I can lower the bills they have to pay anyway every month.

Some of the professionals whose clients I help:

Realtors
Property Managers
Insurance Agency Owners
Real Estate Investors
Mortgage Companies
Home Service Companies
Commercial Real Estate Reps
Home Builders



Stephanie Gardner
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Selected Topics

- **15 Seconds** – That's all the time it takes for a child to drown. Tragedies that can be averted with just a little common sense and attention paid by responsible adults.

Current President of the Mid Cities Chapter of the Independent Pool and Spa Service Association (IPSSA,) and Entrepreneur/Co-Owner of No Worries Pool Care, Stephanie Gardner is a successful business owner, mom, and grandmother.

She is a long-time advocate for Swimming Safety and Drowning Prevention Education.



Termite Watkins
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Selected Topics

- **An Olympic Dream That Changed the World**
- **When Life Knocks You Down**
- **15 Rounds of Life**
- **Keep Your Guard Up**

Maurice “Termite” Watkins always loved a good fight. At ten years of age and a scrawny 65 pounds, he already knew what he wanted – to be a champion. With very little natural athletic ability, he reached his goals through sheer determination and perseverance. At age sixteen, Termite became the nation’s youngest national Golden Gloves champion. He was an astounding amateur, with 128 wins and only 10 losses. Termite turned pro his senior year in high school, and set his sights on a world title. His 58 professional wins included 48 knock-outs.

Retired from boxing and enjoying a successful sales career, Termite was settled into a suburban life with his family in Deer Park, Texas until the events on 9/11 changed his life. He asked what he could do for his country. The coalition needed someone to go into Iraq to rid military camps of snakes, scorpions and bugs. Termite headed to Iraq.

Termite’s patriotic service soon spread beyond vipers and flies – he offered boxing classes to soldiers, officers, and aid workers. News spread of this high-energy boxer with the infectious “can-do” attitude. Visionary coalition leader Mike Gfoeller presented an amazing challenge to the Texan: build an Iraqi Olympic boxing team in the middle of war and get them into the Olympics in Athens. Ousted for the unspeakable crimes against its athletes, Iraq had not been in the Olympics in decades. “It was a slim-to-nothing chance, maybe one in a million,” Termite said.

Meeting his team of forgotten, rusty athletes in Baghdad, Termite was unimpressed with their skills but amazed by the hearts of these twenty-four Iraqis. The quest of this unlikely team and their colorfully charismatic coach inspired the world. At a time of tanks and the toppling of Hussein statues, Termite’s team sent the message of hope and freedom in a war-torn nation. CNN, Fox, NBC, ABC, CBS, The New York Times, Sports Illustrated, and every other major news outlet heralded the triumph of spirit represented by Termite and his men.

A riveting motivational speaker, Termite spreads the message of overcoming obstacles to groups and schools across the nation.



Tim George
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Selected Topics

- **Careers in Aviation: It Takes a Team to Keep the Planes Flying**

Tim’s a father of five and grandfather of 17. He’s also the great-granddad of 2. He came up through the aviation industry by first getting his hands dirty.

He dropped out of High School, but got his GED. He took Automotive Tech at San Jacinto Junior College and St. Jude Centro College, but that didn’t work out for Tim. He was lost and looking for a career. The Texas Workforce Commission sent him to a training position as a machinist, which led to electrical manufacturing. While working full time, Tim went to school at night learning more about technology and instrumentation.

Over time he became a designer, engineer, and pilot. Now, as the founder and owner of Career Investigators, a 501©(3) non-profit, he’s a Certified Life and Career Coach helping youth and veterans find their passion and purpose through careers in aviation.

He’s putting together a portable flight simulator that he will be taking to schools to teach kids about aviation.



Wanda La Russa

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Selected Topics

- **Let's Chat . . . Positivity**
- **Let's Chat Positivity: The 5 Effects Positivity Can Have on Your Bottom Line**

Over the past 20 years, Wanda La Russa has spoken to various groups of girls and women at school retreats, sales trainings, community, and corporate events. Born and raised

in the San Francisco Bay Area, she brings her experience and knowledge of diversity and multiculturalism to her presentations. Wanda studied Human Development as a part of her Liberal Studies Bachelor of Arts degree from California State University, East Bay and has continued to learn and research self-development, human dynamics, mental health, relationships, and mindset.

Since 2000, she has immersed herself in the uplifting of girls and women of all ages by teaching, inspiring, motivating, and empowering them to enrich, improve and enhance their well-being, personal relationships, and professional lives. Her volunteer work includes: Girl Scouts of America, Girls on the Run, Inc., YMCA Youth & Government, PTA Patterson Unified School District, MOPS International and LovePacs to name a few.

Creating Healthy Habits for Better Health



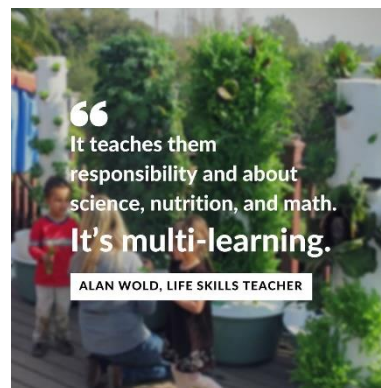
Type II Diabetes in children under 20 is expected to rise 700%, over with Type I expected to rise 65% over the next 30 years according to the CDC. That is both alarming and unacceptable. We have a responsibility to teach children the importance of what goes into our bodies and many adults do not know where to start.

Give your students the opportunity to succeed at something new that will nurture lifelong healthy habits. Lesson plans for all ages incorporate project based learning and STEM activities, as well as fun opportunities to grow delicious food in the classroom.

Incorporating more fruits and vegetables into the lives of young people makes them more aware of their health and wellness overall leading to consuming less fast food and soft drinks, drinking more water, missing fewer days of school and ultimately taking less prescription and over the counter drugs which can have a very beneficial effect on the physical and mental health of students of all ages.



This program also includes an incredible opportunity for a profitable fundraiser for the school using both the Tower Garden and/or the Healthy Starts for Families program where children can receive free fruits and vegetable gummies or capsules until they are 24. It only takes minutes to set up this program and the school will benefit for years to come.



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KNOWLEDGE THROUGH COMMUNITY

The largest trade organization for pool service professionals!



Community - Participate in a larger community of service professionals with positive, encouraging exchange.

Education - Exclusive educational opportunities including IPSSA Education Fund.

Support - Professional educated associates available when you need it most, guarding your livelihood.

Our Mission

The Independent Pool and Spa Service Association, Inc. exists for the mutual professional benefit and growth of its members and for the continued improvement of the pool and spa industry.