



PRESENTATION AGREEMENT



PREPARED FOR:

DULUTH PUBLIC SCHOOLS ISD 709

**Regional Education & Employer Events
Duluth, MN**

Agreement Date: January 23, 2024

PREPARED BY:

MARK C. PERNA

*Acclaimed Keynote Speaker
Generational Expert
Bestselling Author
National Thought Leader
CEO, TFS Results*



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PRESENTATION

“Unleashing Passion, Purpose, and Performance in Younger Generations”



JOIN DYNAMIC PERFORMANCE EXPERT MARK C. PERNA as he unveils the groundbreaking innovations for working with today's younger generations. Educators, employers, parents, and community leaders will benefit from these proven strategies to bridge the generational divide, engage and retain young people, and equip them with a powerful competitive advantage.

Purposeful education is the heartbeat of this inspiring call to action. Students who experience education with purpose can then pursue passion-driven employment at all levels of learning and experience. Though they're often painted in a negative light, they have incredible potential to change the world. We just have to unleash it. As the skills gap widens, we must tap into the vast creativity, intelligence, and potential of the next generation.

A father to two successful young people, Mark delivers key insights on how they think, what makes them tick, and how they make decisions. Mark will show you how to connect, engage, and answer why to inspire their greatest effort. With clear action steps you can implement immediately both in your home and professional life, Mark's message will help you move young people from static purpose to active purpose so they can achieve at a higher level. Countless parents, educators, and employers have used Mark's strategies to maximize their interactions and outcomes with today's younger generations.

Discover how you can hear the branch creak and implement the Light at the End of the Tunnel strategy to attract, engage, and empower the best young talent today. With highly practical generational insights, innovative best practices, and signature inspiration, Mark's nationally acclaimed methods will open your eyes to the amazing promise of the younger generations. Recharge your passion for making a difference and start motivating young people like never before!

INCLUDED WITH THE KEYNOTE

It's our pleasure to offer complimentary, customized electronic materials to support your efforts to promote Mark's keynote address. We will provide:

- A PDF flyer with the event date, your logo, registration link (if applicable), keynote title, keynote description, testimonials, and short speaker biography
- Two images with the key event/date information for use on social media
- A short promotional video with the key event/date information

Our Manager of Operations and Client Services, Kristy Warrell, will coordinate these materials for you. If you have other promotional material needs, please contact her directly at kristy.warrell@TFSresults.com.

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WHAT EVENT ORGANIZERS ARE SAYING

Sally Harrison, President & CEO at Mesa Chamber of Commerce and President of Mesa Industry & Defense Council: "For 2 fantastic hours, Mark Perna riveted our audience of business owners, corporations, community leaders, economic development, and educators. His message of truly connecting our pipelines was substantive, funny, and full of actionable strategies that people are still talking about. The keynote ended in an enthusiastic standing ovation, but the impact Mark made isn't over. What an incredible experience!"



Dr. Dawn Bridges, Executive Director, Suburban School Superintendents: "At our national conference of K-12 superintendents, Mark Perna shared a stirring keynote on not just why we urgently need to shift the K-12 school paradigm, but also how to effect that change. His message laid the groundwork for further productive dialogue around how education must adapt and move forward to connect the dots for our younger generations. Mark's passion for understanding Gen Z was a rallying call for all of us to learn, reflect, and build a stronger future—together!"

Cassandra M. Vanhooser, Director, Economic Development & Tourism at Talbot County, MD: "MARK PERNA IS DYNAMITE! His message was transformative and impactful for our wide range of attendees, including CEOs, educators, nonprofit leaders, HR directors, and more who raved about Mark's presentation. He has helped us reach across boundaries and engage the entire community to truly start shifting our paradigm. Mark's energy and progressive ideas are EXACTLY WHAT WE NEED to meet the challenges of modern economic development."



Jeffrey Elstad, Superintendent at Owatonna Public Schools: "Mark Perna is one of the best speakers our staff has ever heard. He inspired all of us to think about how to move away from what "has always been done" to transforming our teaching and learning for our current and future generations. Mark's powerful message around unleashing students' purpose, passion and performance will continue to drive our work in career pathways in the Owatonna Public Schools."

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Carrie Amann, Executive Director at Pennsylvania Workforce Development Association

(PWDA): "Every year we work hard to bring in the best workforce thought leaders to keynote at the PWDA Annual Conference. This year, Mark Perna blew our expectations out of the water with his energetic style and timely message. Mark's passionate keynote was perfect to follow the Governor of PA's speech at the conference. He connected instantly with the audience as he delivered valuable strategies that they can implement in both their professional and personal lives. We recommend Mark as a dynamic, personable, and genuine speaker who keeps his audience riveted with truly actionable content."

**Collin Callaway, Senior Policy Director at Arkansas Community Colleges:**

"Mark Perna brought our audience to their feet with his energetic, engaging, and inspiring message! His insights will help us move forward effectively in a changing world. Mark knows how to bring the heat and challenge every participant to forge a genuine human connection with the young people we serve. Our audience left with valuable tools they can start using immediately to improve their day-to-day interactions and outcomes, and the feedback has been amazing. Thanks, Mark!"

Mindy Stalker, Executive Director at Union County Development Association:

"Our diverse audience was deeply moved by Mark's dynamic message! Superintendents, principals, counselors, employers, HR folks, economic development, state legislators, and community leaders were all inspired to rethink what we do with young people—and why. It was an extraordinary experience that has created the desire for an ongoing dialogue among all stakeholders. Mark brought our community together and ignited the spark we needed. We're ready to focus, plan, and most importantly, take action!"

**Cathy LeCompte, Past President & Event Organizer at Alaska ACTE:**

"Mark Perna's high-powered keynote was the capstone of our statewide conference! Afterward Mark led a frank and candid VIP discussion about where the world has changed and how we take action as communities—as well as how we move forward as a state. We had leaders and influencers in attendance who now feel the urgency to bring this message to the capital for legislators and the governor to take action. With the powerful momentum Mark has helped create, we will accomplish great things."

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Dana Schon, Professional Learning Director at School Administrators of Iowa:

"In his opening keynote, Mark Perna engaged and provoked the thinking of our audience at our School Administrators of Iowa Annual Conference. His fast-paced delivery included research specific to the needs of this generation of students, relevant personal stories, and an introduction to pathways toward career readiness. Attendees have followed up with me to remark on the powerful impression he made and their plans to incorporate his ideas into their strategic planning moving forward. Mark's passion, energy, and enthusiasm coupled with the substance of his message set the stage for the conference experience we want for our members."



Monty Sabin, Superintendent at Moses Lake School District: "Mark Perna fired up our entire district, including classified staff, with a powerful message of human connection and generational insight. The feedback on his presentation has been 100% positive, with every staff member walking away inspired both personally and professionally. Mark delivers highly engaging professional development with actionable strategies that everyone can start implementing right away. We highly recommend Mark for any organization that needs to re-inspire all staff with a vision for real change!"

Kristie Young, Vice President Economic Development, Greater Beaumont Chamber:

"Mark is by far one of the best speakers we have had in Beaumont, TX! He is an event planner's dream—he comes very prepared, and setup is a breeze. Mark's message resonated with our educators, business professionals and community leaders. Thank you for motivating and inspiring our audience members. Our community is ready to connect the dots and put Mark's wisdom into action!"

**Tait Strand, Executive Director of Central Wisconsin Manufacturing Alliance:**

"When we brought Mark in to address our huge regional audience of business, industry, education and community leaders, we knew he would light up the room. But we didn't realize just how actionable and inspiring his message would be. Mark's message absolutely hit the sweet spot for our diverse audience. It was relevant, exciting, and empowering for everyone in attendance, and we've been flooded with positive feedback. Throughout the entire process, from planning through execution, Mark and his team were remarkably proactive and easy to work with. In short, Mark's dynamic vision couldn't have come at a better time and we're thrilled with the impact he has made here."

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Tim Payne, Superintendent at Ephrata School District: "Words can't express the universal impact Mark Perna had on our entire community. He inspired literally everyone—from middle and high school students to our K-12 staff, community stakeholders, and state representative—to expand, and in some instances change, our thinking about education, careers, and what we can accomplish together. I've never witnessed such a collective mind shift. For the first time, every stakeholder is aligned on common ground and excited to move toward a stronger future!"



Dr. Ashlee Spannagel, Dean of CTE & Workforce Development at Southeastern Community College: "Mark Perna brought not just dynamic presence, but also real substance to the pressing questions we are facing as a community college. Many staff stated that this was the best professional development we have ever had. With his vision of human connection and competitive advantage, Mark lit a fire among our campus community. This was the inspiration we needed to move forward in a fast-changing landscape!"

Della Schmidt, Greater Burlington Partnership President and CEO: "We had the pleasure of welcoming Mark Perna as our keynote speaker at a county-wide, four-school district Professional Development workshop for teachers. The day prior Mark spoke at a parents' night event and also to the entire staff at the local community college. Mark lit a fire of inspiration that we are taking full advantage of to catapult local student career exploration efforts. I have often referred to Mark as the "evangelist of education"—he is a dynamic, passionate, compelling speaker and trainer. Do not hesitate to book him—do it now! He will make you look brilliant."



Rachel Kreikemeier, Executive Director at Gage Area Growth Enterprise (NGage): "Mark Perna's keynote was game changing for our community! In my work with businesses, employers, community leaders, and educators across Gage County, I constantly hear the same things: We need more skilled people, how can we educate and train the next generation, and what will keep our youth here? Mark's presentation hit all these nails on the head and gave the change-makers in our community the tools and motivation to take the next step toward achieving our goals. We are inspired!"

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WHAT AUDIENCES ARE SAYING

(Testimonials for promotional use. Additional testimonials available upon request.)

"Your presentation is the **BEST I'VE EVER HEARD** and this is my 40th year in education!" - *Caroline Bloxom, High School Principal/County CTE Supervisor*

"Mark Perna doesn't just talk about changing the landscape of education. **HE PROVIDES A SPECIFIC ACTION PLAN** educators can use to harness student motivation and keep students moving toward their career goals." - *Rhonda Rhodes, Principal at Greenville County Schools*

"If you are looking for insight on connecting with Gen Z, **THIS IS A MUST-SEE EVENT!**" - *Craig Harthorn, President at H&S Manufacturing Co., Inc.*

"Engaging and inspiring. Starting year 33 as an educator and I'm **MORE FIRED UP FOR THE START OF THIS YEAR** than I have been for the past several years." - *Sue Lasky, Principal at Morgan Elementary*

"The depth and breadth of this presentation can only be called heart. It is **BLOOD-PUMPING ADRENALINE.**" - *Grover Welch, Instructional Facilitator, Newport Special School District*

"You brought me to tears. These were the **MOST MOTIVATING WORDS I'VE EVER HEARD!** Life changing!" - *Laurence Beliel, Director of Business Retention & Expansion at Ponca City Development*

"**THIS INFORMATION APPLIES TO EVERYONE**, regardless of your role in students' lives. This presentation was motivating and energizing. This will benefit our entire school district." - *Trevor Hoss, Supervisor of CTE at Bedford County Public Schools*

"Mark was able to connect a lot of the thoughts and ideas that most people are trying to figure out. **NOT JUST MOTIVATIONAL, PROVIDES ACTUAL SOLUTIONS.**" - *Matt Huber, Business & Community Development Manager at Liberty (Utilities)*

"Outstanding presentation. 17 years of teaching and no one has ever delivered a more **MEANINGFUL AND VALUABLE SET OF STRATEGIES.**" - *Jody Kessinger, Biology Teacher*

"Energetic way to see the other side of the 'entitled and lazy' generation. New perspectives are gained in a **FUN AND HUMOROUS PACKAGE!**" - *Misty Hiltabidel, Workforce Development Specialist at Fay-Penn Economic Development Council*

"Inspiring, thought provoking and transformational! **I CANNOT WAIT TO TAKE THIS KNOWLEDGE** and implement with my teachers and students!" - *Annie Smith, PK-12 Principal, Paton Churdan Community Schools*

"Amazing, enlightening and **FULL OF VALUABLE INFORMATION** to help you become a better leader and teacher." - *Anthony Brooke, Activities Director at MSBSD*



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"Not only was this useful to me as an educator, but it will serve as a tool to help me work with my 17 year old who is stuck and perplexed about her future. **I NOW HAVE A CLEAR PATH** to help her with goal setting and future planning." - *Wanda Coates, Principal at S. Christa McAuliffe Elementary*

"**THE REAL ANSWERS** to your workforce/manpower questions!" - *Pamela Wise, Program Analyst at Workforce Solutions Southeast Texas*

"Everything Mark shared today applies to my family and to my teaching. **MARK OPENED MY EYES.** I will be more considerate of what my children and students need." - *Elizabeth Orozco, Kindergarten Teacher, Mission View Elementary*

"**INSPIRING AND WORTH LISTENING** for teaching staff and kids! Prepare for a ride that makes you nod your head repeatedly as items resound with you, chuckle and laugh and through it...the intensity to **MAKE** the difference needed now." - *Jennifer Knight, Secondary Principal (6-12), Earlham Community School District*

"Practical solutions to perceived impenetrable problems...thanks for the **BREATH OF FRESH AIR!**" - *Tonya Ramey, High School Director*

"A must-see, the **ENERGY I HAVE AFTER TODAY TO CONNECT AND INTERACT WITH TEENS** is off the charts." - *Penny Mayo, School Nurse, Moses Lake School District*

"Very motivating and re-energizing! Gave **GREAT HOPE FOR THE FUTURE OF EDUCATION.**" - *Nicole Richardson, Counselor at Cadillac Innovation High School*

"This was by far the best experience and best motivational speaker I have ever seen. I would describe it as the **ONE AND ONLY PRESENTATION THAT IS ABSOLUTELY ESSENTIAL FOR ALL EDUCATORS** to see." - *Abigail Wright, Behavior Interventionist at Fort Madison Community School District*

"I really was **READY TO QUIT TEACHING.** I've been struggling with this for two years now. This entire presentation made me realize that I absolutely can't. That I must stay to connect with our young people." - *Taylor Kane, Teacher, Clarksville Montgomery County Schools*

"Fabulous message crafted to **ENGAGE COMMUNITY LEADERSHIP, EDUCATORS AND PARENTS** in a call to action to support career readiness for youth and adults!" - *Christy Hawkins, Dean of Workforce Services at Piedmont Virginia Community College*

"Life changing! I leave with a new paradigm for engaging students plus strategies for connecting with them on the first day. **MAHALO FOR MAKING A DIFFERENCE** in the lives of teachers and their students." - *Derek Otsuji, Assistant Professor at Honolulu Community College*

"If you are a human being, the content Mark provides will be **RELEVANT AND ENERGIZING TO YOUR LIFE.**" - *Emily Geray, Program Director at MENTOR Minnesota*

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PRESENTER BIOGRAPHY



MARK C. PERNA is the founder and CEO of TFS Results, a full-service strategic consulting firm at the forefront of the national paradigm shift in education and workforce development. As an international generational expert, Mark has devoted his career to empowering educators and employers to unleash the tremendous potential of today's young people.

Mark founded the Education with Purpose & Employment with Passion movement to help communities connect the pipelines between education, business, and economic development. Mark serves on the Advisory Council for the Coalition for Career Development and is a member of the International Economic Development Council, both in Washington, DC. His

work has helped countless parents, educators, employers, and national organizations across North America to engage with the younger generations more effectively.

Mark today delivers over 70 in-person and virtual keynote speeches annually at national and statewide events, where he frequently brings audiences to their feet. He's also spoken at Harvard University by special invitation. At TFS Results, Mark's team of talented professionals share his vision of helping organizations of all sizes experience significant gains in recruitment, engagement, retention, and performance.

Mark is a weekly contributor at Forbes.com, where his work reaches an audience of over 4 million. He interviews frequently on radio shows, television, and podcasts, and his library of episodes on *The Perna Syndicate* podcast reaches listeners in more than 70 countries. His multi-award-winning bestseller, *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*, was written to help educators, employers, and parents understand and motivate the millennial and Z generations. Find out more at MarkCPerna.com.

WATCH MARK IN ACTION

[YouTube.com/@markpernaspeaker](https://www.youtube.com/@markpernaspeaker)



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CORRESPONDING MATERIALS

Mark C. Perna is the author of the award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*. This powerful resource can serve as an ongoing reference for audience members to revisit the concepts addressed in the presentation. The book also covers many topics that could not be covered in the presentation due to time constraints.

In *Answering Why*, Mark shares his wide experience and profound success as both a single dad and performance consultant for schools and business across North America. Mark's mission is to empower individuals, educators, employers, and parents to embrace the branch-creak crisis moments of life and make a meaningful connection with the young people they influence.

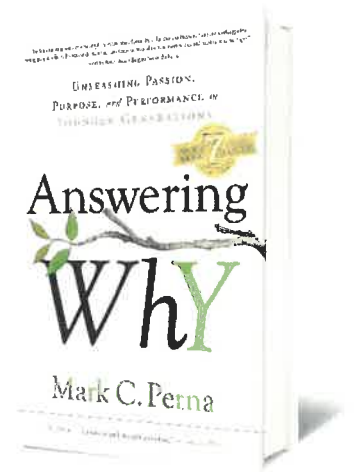
With strategies and principles from Mark's work with educational organizations and businesses, this book will help unlock the incredible potential of young people everywhere and spur them to increased performance on all fronts, so they can make a bigger difference—which is exactly what they want.

Answering Why was also written as a compelling argument for purposeful education, to be shared with stakeholder groups, sending/feeder organizations, legislators, and others.

In addition, Mark has created several free resources for *Answering Why* at markcperna.com/answering-why-book:

- **Book Discussion Guide:** This robust discussion guide includes content and application questions for each chapter. It's relevant to everyone: administrators, instructors, trainers, critical support staff members, and parents too!
- **Career Conversation Starter:** Share this resource with parents to help them spark productive dialogue with their child about career exploration.
- **30-Second Action Guide 1:** Use these three simple strategies to maximize your daily conversations with the younger generations. They're quick to read!
- **30-Second Action Guide 2:** Finding purpose is what motivates young people to higher performance. Use these three quick secrets to help ignite their search.

To maximize the impact and value of this presentation, TFS Results recommends that a copy of *Answering Why* be purchased for each audience member. For bulk pricing, contact kristy.warrell@TFSresults.com.



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YOUR ORGANIZATION'S INVESTMENT

Presentation Date: Monday, April 29th, 2024

Session 1: 9:00am-12:00pm Educator Keynote with (1) 15-Minute Break

Session 2: 1:30pm-3:30pm Employer and Stakeholder Keynote (No Break)

Logistics 1:

7–10 days before the event(s), Mark will send a 1-page PDF handout to be printed in color (if possible) on white paper. These sheets will include the QR code for participants to complete the evaluation after the presentation to receive Mark's PowerPoint slides. These sheets will be placed on the tables or chairs (depending on the setup) for each participant. The person following Mark on the podium should remind participants to complete the evaluation after the presentation.

Logistics 2:

Duluth Public Schools ISD 709 will provide a book signing table for those who wish to have their books autographed after the presentation. Duluth Public Schools ISD 709 will also provide support in either passing out the books (if purchased by Duluth Public Schools ISD 709) or selling the books (if shipped in and sold by Mark). If any unsold books need to be returned to TFS Results, Duluth Public Schools ISD 709 will work closely with TFS Results to return the books undamaged.

Cost: \$18,000 Speaking Fee (\$5,000 Deposit invoiced prior to the event)

Travel Expenses: No travel expenses

TFS Results Federal Tax ID: 36-4053683

Additional Paperwork: Please coordinate directly with Kristy Warrell, our Manager of Operations and Client Services, for any additional paperwork or forms needed to expedite payment. Kristy can be reached at 330.840.2680 or kristy.warrell@TFSresults.com.

Tax Exempt Certificate Request: Please email today your Duluth Public Schools ISD 709 Tax Exempt Certificate to Kristy Warrell at kristy.warrell@TFSresults.com.

Invoicing: TFS Results will invoice immediately following the presentation, so we require the tax exempt certificate on file to avoid invoicing for sales tax.

Cancellation: The above fee includes travel time to and from the event. If the event is cancelled or changed there will be a \$5,000 cancellation or date change fee. The pricing above includes all the time

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necessary to prepare for the presentation, travel expenses, delivery of the presentation, and time away for travel.

We are looking forward to moving ahead with this presentation and having the opportunity to thoroughly delight you as well as Duluth Public Schools ISD 709. We truly appreciate this opportunity to work closely with you!

Please scan and email the signed proposal to mark.perna@TFSresults.com and kristy.warrell@TFSresults.com.

Warmest Regards,

Mark C Perna

Mark C. Perna

Speaker, Author, and CEO at TFS Results

Duluth Public Schools ISD 709 Approval:

Simone Zunic

Print Name

Simone Zunic

Signature

January 24, 2024

Date