



# Discover Your Brilliance, Speak Like a Pro and Make Your Marketing Shine!

*Tailored and interactive presentations*

## Keynote Presentations

*Available as 45-60-75-90 minute presentations*

- \* 7 Secrets to Connect with Anyone
- \* Bringing Out Your Brilliance
- \* Sparkle-Tude!™

## Training Sessions

*Available as 45-90 minute programs and half-day & full-day sessions*

- \* 7 Secrets to Connect with Anyone
- \* Speak And Market Like A Pro™
- \* Sparkle When You Speak!™
- \* Market Like A Pro
- \* Speak Like A Pro

*Highly-Tailored!*

## Coaching

- \* Personalized One-On-One Coaching
- \* Mastermind & Brainstorming Sessions
- \* Small Group Coaching
- \* Facilitated Retreats

*As Program Chair, I booked Sheryl Roush for our opening keynote speech. Sheryl had come highly recommended by one of our Board members at UCLA. After all the things they said about how good she would be, I had pretty high expectations. She exceeded my expectations! She was great. Sheryl customized the presentation for our group to a greater extent than we have ever had from any other speaker. Our theme was "Setting the Bar Higher" and she did a fabulous job of incorporating our theme and setting the right tone for the conference.*

John C. Garner, CEBS, CLU, CFCI, CMC  
Western Claim Conference

Working with Sheryl is a dream. She fulfills every customer service credo that exists - always going beyond the expected to assist YOU in your planning. Her mind is a non-stop brainstorm of creative ideas that add punch and pizzazz to any event - and all of this in addition to her own outstanding presentation that will have your audience implementing ideas and taking action. Sheryl IS the WOW factor you've been looking for!

Marcia Snow, President  
Blue Feather Management

**Sheryl Roush, Sparkle Presentations, Inc.**

# Sheryl Roush



Sheryl Roush works with organizations to: boost morale; foster teamwork; and inspire engagement; rekindling the spirit, raising the bar and creating excitement.

As CEO of Sparkle Presentations, Inc., based in San Diego, clients around the globe hire her to speak at association conferences, present keynote addresses, breakout sessions, kick-off events, facilitate retreats and conduct on-site staff trainings.

Programs are content-rich and highly-tailored, and are delivered with a motivational style and tone. Clients range from associations, biotech, direct sales, education, finance, government, healthcare administration, hospitality and tourism, insurance, international business, lawyers and law enforcement, manufacturing, military, real estate, retail, technology, transportation, and women in business.

With over 3,500 presentations of experience, Sheryl has presented throughout Canada and the U.S., as well as Australia, the Bahamas, England, Hong Kong, Malaysia, Mexico City, Puerto Rico, Singapore, and keynote-addressed seven Middle Eastern nations in Qatar. Sheryl acutely understands the importance of showing respect to diverse and multi-cultural audiences, creating inclusion.

As a conference keynoter, she has opened conferences on-stage for Marie Osmond, followed Olivia Newton-John, closed for Geena Davis, and has appeared alongside Art Linkletter, *Good Morning America's* Joan Lunden, Marcus Buckingham and Suze Orman...

A Professional Member of the National Speakers Association since 1996, both the Los Angeles and San Diego Chapters awarded Sheryl their "Member of the Year." She also earned the Golden Microphone Award.

Toastmasters Interational honored her with their 2009 Presidential Citation for enhancing global communication and leadership, selecting her from 260,000 members.

The youngest female to earn the elite Accredited Speaker designation in 1993, she is one of only 69 in 142 countries, of 4.4 million members.

## Speaking Clients include:

7-Up  
Abbott Laboratories  
Bechtel Petroleum, Inc.  
Bucknell University  
Small Business Development Center  
California Association of School  
Business Officials (CASBO)  
County of Los Angeles  
Department of Public Services  
Management Council  
Secretarial Council  
County of San Diego  
Dept. of Health & Human Services  
CUSO Financial Services  
GlaxoSmithKline  
Healthcare Finance Mgmt. Ass'n  
Hong Kong Baptist University, Hong Kong  
IBM's Women in Management  
Institute Teknologi Mara, Malaysia  
Jones Day international law firms  
Marriott, Sheraton, Westin, W Hotels  
Mensa Annual Gathering  
Mitsubishi Motor Sports  
National Assn of Printing Leadership  
New Strait Times, Singapore  
Singapore Press, Singapore  
Sony Entertainment  
Stampin' Up, direct sales conventions  
Symantec Software  
UCLA, Financial Services Department  
Women in Publishing Society, Hong Kong

View client listings and videos here:  
<http://sherylroush.com/about/>

**Schedule Sheryl Roush - Call Sparkle Presentations 858-569-6555 today!**

# Public Speaking Training

## THE VOICE OF EXPERIENCE

You'd never guess that Sheryl Roush was painfully SHY as a child. Her mother dragged her on her Avon route making her meet people. Then in high school, as the Commissioner of Pep she had to lead the Pep Rallies – in front of 2,000 fellow students and faculty. She couldn't sleep for days before, spoke nervously and cried in private. Years later, as a business owner, she'd have trouble even saying her name to introduce herself at networking meetings. At one meeting, a woman suggested she join Toastmasters, so Sheryl took that advice back in 1987. Although she cried her first three speeches, was able to shift her fears, and go on to become a confident speaker! Now she helps others do the same!

Sheryl has been a highly-respected veteran in the field of professional speaking and training since 1988. She provides real-world insights of public speaking and the speaking business with her clients. She shares her expertise, experiences and insights from having presented over 3,500 programs in 11 countries.

She founded Speak And Market Like a Pro™ coaching to help individuals and organizations bring out their brilliance.

Sheryl is the ultimate speakers' coach consistently creating rising stars in the speaking business and in their organizations.

Combining over 35 years of experience Sheryl leverages her expertise in communication:

in person (interpersonal, teams, leadership);  
in public (speaking, training, media interviews, social media);  
and in print (advertising, marketing, graphic design and publishing).

As a speaking coach, she served as Director of Speaker Training for the U.S. Olympic Training Center in San Diego, and started the Speakers Bureau, coaching Olympians to share their incredible stories.

Since 2000, Sheryl has conducted an 8-week communication skills series in public speaking and media interview skills for the 28-member team of the NFL's San Diego Charger Girl award-winning dance and cheer squad. The program focus is on Radio and TV interview skills.

She is also a past president of the San Diego Professional Coaches Alliance, an affiliate of ICF, the International Coach Federation.

***Learn from someone who has been-there, done-that, and still successfully doing it!***

## Public Speaking Training Clients include:

BoozAllenHamilton  
Creelman & Associates, Inc.  
Deepak Chopra's Lecture Team  
Fallon-Medica Nurses  
HM Electronics, Inc.  
Intuit Software, Turbo Tax®  
Executive Sales Team  
National Speakers Association  
Speakers Academy  
San Diego Chargers & Charger Girls  
San Diego Museum of Art Docents  
San Diego Speakers Guild  
San Diego State University lecturers  
San Diego Zoo & Safari Park  
SDC Technologies, int'l scientists  
Southwest Airlines

## What Attendees are saying...

*Sheryl is a dynamic speaker! I attended her "Sparkle When You Speak" workshop for a full day of instruction. We were all so enthralled by Sheryl's energetic and engaging speaking style, that it was a shock when 4:00pm came and we had to conclude. In fact, many of us were highly disappointed that the day had come to an end. If you want to improve and sharpen your presentation skills, learn how to market yourself, handle yourself with aplomb in a media interview, improve your PowerPoint presentations, and get tips from the best of the best - this workshop is for you!*

Kathy Sterling  
Sr. Administrative Assistant  
The Scripps Research Institute

# Public Speaking Training

*Do you get nervous when speaking in front of people?*

*Need to give reports, briefings, presentations?*

*Trouble organizing your thoughts and ideas?*

## **Get coaching to:**

- Overcome nervousness
- Gain greater confidence
- Deliver an authentic message
- Shorten speech preparation time
- Enhance your creativity, innovation and ideas!
- Increase audience engagement
- Tighten structure, flow and organization
- Target marketing and leverage opportunities
- Develop products aligned with your core message
- Set up your speaking business and your fees
- Create professional slide decks that keep attention and drive your point home
- Prepare valuable handout materials people will keep
- Write compelling speaker introductions - for yourself and others you need to introduce
- Craft effective marketing materials to promote your business, service or organization
- Conduct productive and energizing meetings

## **What Clients Say...**

*Sheryl is clearly an EXPERT in the arena of presentations. Her powerful coaching and insight was invaluable. The outcome: a BRILLIANT presentation to 1,000+ HR professionals and VERY POSITIVE feedback.*

Sandy Asch, Principle  
Alliance for Organizational  
Excellence, LLC  
Co-Author ROAR

*Sheryl helped change the trajectory of my development by effectively taking me from a contest speaker to a keynote speaker. She was able to drill down to my concerns, fill in important gaps in my knowledge, encourage me to move forward with enthusiasm, and cheerfully face my fears head-on. And she did this in... um... one hour. She is a treasure.*

Carl Walsh, Owner, Actor, Speaker  
Performance Communicators

*The chief objective of this program was to educate, build relationships, improve communication and enhance leadership skills while promoting self-confidence and team growth. With your help, we more than achieved this goal... making this year's program another resounding success and the best ever. Many of the Charger Girls commented how your presentations challenged them to step up their game both personally and professionally. For me that is the mark of a successful and meaningful program. You are in a league all your own!*

Lisa Simmons, Director, eK2  
San Diego Charger Girls

# TESTIMONIALS

## ***What Meeting Planners say about working with Sheryl Roush...***

*I invited Sheryl Roush to coach the members of Speakers Guild USA helping them hone and craft their messages. They were able to walk away from the Speak And Market Like a Pro speakers mini-retreat with a speakers one-sheet that would attract the perfect speaking opportunities for each of them. She also took the time to review their speaker websites and give the some suggestions for improving their sites.*

Debra Simpson, San Diego Speakers Guild

Sheryl, you have a special talent for engaging the audience in an inclusive and relaxing way. I've rarely seen a presenter connect with an audience in such a short time. It was quite impressive to witness! I also appreciate the way in which you were able to tailor the presentation based on the specific needs and requests you received from us in advance.

James F. Anderson, President & CEO, CalSAE

I thought your presentation was wonderful and you really connected with the women - no stirring in the seats; they were quite captivated with you. And what I love about your speaking is that it's not about you - it's all about serving the audience and providing them with the nuggets of truth. You definitely get a sense of grace, encouragement, blessing, and an uplifting message. Your timing is great - you have a great sense of humor.

Sandy Liarakos, Senior Events Supervisor, Sharp Womens' Health Symposium

While at Starwood Hotels & Resorts I had the pleasure of working with Sheryl for four years, and over 150 of the managers were wowed by her training prowess, which had a major impact on the organization. We would recommend Sheryl to any other company, whether in the hospitality industry or not, as a trainer and public speaker. Sheryl's professionalism and enthusiasm are infectious! Her training has helped bring the management team of San Diego Zoo Global to another level altogether, and we look forward to each new class she brings to our organization. I couldn't endorse her any stronger.

Tim Mulligan, Chief HR Officer, San Diego Zoo Global, Co-Author ROAR (crediting Sheryl's training)

Working with Sheryl is a dream. She fulfills every customer service credo that exists- always going beyond the expected to assist YOU in your planning. Her mind is a non-stop brainstorm of creative ideas that add punch and pizzazz to any event - and all of this in addition to her own outstanding presentation that will have your audience implementing ideas and taking action. Sheryl IS the WOW factor you've been looking for!

Marcia Snow, President, Blue Feather Management

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# TESTIMONIALS

## *What Attendees are saying...*

*Sheryl spoke to our San Diego Business Resources group about Effective Public Speaking and Presentations, something we all do. To hear the wonderful take-aways from the group, made me appreciate how her presentation, helped so many people in different ways. A wonderful speaker with a great message!*

Robert Swette, Managing Partner  
Sales Growth Associates, LLC, Center for Sandler Sales Training and Consulting

*As a speaker and trainer I found the information presented to be relevant, valuable and of immediate use. I spoke yesterday at a conference and took to heart many of Sheryl's tips. I was very pleased with the results. One participant came up to me and said my presentation was the best session (out of 21) of the day. I look forward to implementing more of her ideas as I can see they are true success seeds.*

Louise Kurzeka, Member, National Association of Professional Organizers (NAPO)  
Owner at Everything's Together

*Last weekend I gave 3 lectures for our Journey Into Healing seminar. I did not have the major anxiety this time that had been troubling me when I first met you. I think overall the talks went well and I continue to tweak them with your wonderful suggestions. You are fabulous!!!*

Valencia Porter, Physician, Educator, Lecturer  
Deepak Chopra's Lecture Team, The Chopra Center

*Sheryl Roush is an inspiration to everyone she meets and I highly recommend her as a speech coach. I have literally traveled halfway around the world with Sheryl and I've seen the impact she has on others. Whether speaking from the stage or sitting with people one on one, Sheryl changes lives. If you want to put a sparkle into your presentations or make breakthroughs in business and in life, Sheryl Roush is the one to call. She's simply amazing.*

Craig Valentine, Speech Coach and Professional Speaker, The Communication Factory  
1999 World Champion of Public Speaking for Toastmasters International

*Sheryl cleared up many questions I had in marketing myself and answered many questions I did not even know I had. She presented more information in 3 hours than any other marketing trainer that I have ever seen, but make it very enjoyable and memorable. I will certainly hire her again for more marketing training.*

Hugh Curley, Leadership and Communication skills development, Mental Toughness Trainer

**Sheryl Roush, Sparkle Presentations, Inc.**