

# "Unleashing Passion, Purpose, and Performance in Younger Generations"

**WEDNESDAY, JANUARY 17**  
**5:00PM LIGHT REFRESHMENTS**  
**6:00-7:30PM KEYNOTE ADDRESS, Q&A TO FOLLOW**

MID-EAST CAREER AND TECHNOLOGY CENTERS  
400 RICHARDS RD, ZANESVILLE, OH 43701

Join bestselling author Mark C. Perna to discover the game-changing strategies that are shifting the education and employment paradigm nationwide. Everyone—educators, employers, economic developers, parents, stakeholders, and community leaders—can use Mark's nationally acclaimed tools to unleash the true potential of today's younger generations.

Purpose-driven education and training are the heartbeat of this inspiring call to action. Though they're often painted in a negative light, today's young people have incredible power 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. With clear action steps you can implement immediately both in your home and professional life, this message will help you forge a human connection with young people, move them from static to active purpose, and empower them to achieve at a higher level.

Now you can join your colleagues across North America who are using these cutting-edge best practices to improve the outcome for their students, employees, organization, and community. Join Mark to recharge your passion for making a difference and start motivating young people like never before!



Muskingum County



## WHAT PEOPLE ARE SAYING:

**“**  
*Thought provoking, insightful, encouraging, and inspiring. I realized I need to get on board with current methods in our culture and learn how it applies to lifestyle and career. Embrace today's generation, meet them where they are at.*

**DAWN EMPSON**

CTE Instructor, Culinary, Northwest Area Schools

**“**  
*High energy presenter who peels back lessons and strategies to help educators impact young students in all walks of life.*

**SCOTT ACRI**

Work Based Learning Coordinator, Insight PA Cyber Charter

**“**  
*What an eye opening morning. This will forever change the way I look at my young staff. I didn't realize I had such an amazing army of world changers at my fingertips.*

**KELLIE KISER**

Executive Director, YMCA of Greater Cincinnati

**“**  
*This presentation is a truthful representation of what is happening in education and beyond. It's a call to action to change the way our educational system is approaching student learning in the classroom and the skills that students truly need to take steps towards their future with meaning and purpose!*

**MARIBEL QUINTANA**

Counselor, Woodland Joint Unified School District

**“**  
*I was impressed at the crossover translation to many of the ideas and concepts in the education process discussed and the real business world. I have seen a lot of talented speakers in the past 25 years—Mark is one of the best I've seen.*

**MARTY CLARK**

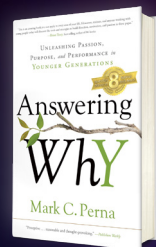
President, BHC Insurance



**MARK C. PERNA**  
SPEAKER | AUTHOR | CEO

Mark C. Perna is the founder and CEO of [TFS Results](https://www.tfsresults.com), a full-service strategic consulting firm at the forefront of the national paradigm shift in education and workforce development. As a generational and performance expert, Mark has spoken at Harvard University and today delivers 70+ in-person and virtual keynotes annually across North America. He [writes weekly](https://www.forbes.com) for Forbes.com, where he reaches an audience of 3.3 million. His micropodcast, [The Perna Syndicate](https://www.thepernasyndicate.com), is heard in more than 60 countries every weekday.

Mark, who serves on the Advisory Council for the Coalition for Career Development in Washington, DC, founded the [Education with Purpose & Employment with Passion](https://www.educationwithpurpose.com) movement to help communities connect education, business, and economic pipelines. His bestselling book, *Answering Why*, has won eight national awards, including the Nautilus Award which is given to books thought to make a positive difference in the world. Find out more at [MarkCPerna.com](https://www.MarkCPerna.com).



[markperna.com](https://www.markperna.com)



[TFSresults.com](https://www.TFSresults.com)

## EXPERIENCE THE POWER OF MARK'S MESSAGE FOR YOURSELF!



markperna.com



**SALLY HARRISON**

President & CEO Mesa Chamber of  
Commerce, 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 at  
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!



**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.



**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 LECOMPTÉ**

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.



**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.