

# MARK SCHAREN BROICH

CSP, CPAE • KEYNOTE SPEAKER

PRESENTS



**Making Connections  
That Move People**



## What can the “Nice Bike” principle do for you and your educators?

**M**ARK SCHAREN BROICH’S “Nice Bike” principle connects people to people, administration to faculty, team member to team member, educator to student, and student to student.

Mark’s motivational message tells the story of “Nice Bike” (which involves half-a-million Harley-Davidson bikers, lots of black leather jackets, one beige rental car, and the sincere recognition of what’s really important) to bring home the value of acknowledging, honoring and making connections that move people.

Based on Dr. William Daggett’s “Three Rs” application model of *Rigor, Relevancy and Relationships*, Mark helps educators with both inspiring messages and solid methods in the relationship aspect of Daggett’s model. **Your educators will leave the presentation with relevant tools they can use the next day to directly impact student achievement.**



Mark’s presentation acts as a catalyst for a stronger, more unified team. His messages:

- ▶ **Improve employee engagement.**
- ▶ **Help people to embrace change.**
- ▶ **Enhance team collaboration.**
- ▶ **Fuel the passion to serve others.**
- ▶ **Create meaningful connections.**

Part motivational speaker, part thought provoker and pure entertainer, Mark Scharenbroich makes any event memorable through engaging stories—and he makes it fun. He weaves in an ensemble cast of unforgettable characters, à la Las Vegas headliners. Plus, the guy is hilarious.

Mark’s approach is **unconventional**, and he provides you with an **unforgettable experience**. Recognized internationally, with experience in front of 3,500 audiences, his credentials include an Emmy award, induction into the National Speakers Association’s Hall of Fame, membership with the prestigious Speakers Roundtable, and several international film awards for writing and performing.



**“You delivered a  
program worth a  
million bucks!”**

**Nancy Riviere**

Director of Conventions, NASSP

# Here's what people are saying about Mark Scharenbroich

*"There is magic about his performance... Mark is the pure definition of a professional, bringing powerful content-delivered in an exceptionally entertaining way."*

**Gerry Tirozzi**

Executive Director, National Association of Secondary School Principals

*"I've never taken time to write a thank you to a speaker in my 30 years of being in the education business, but you are unique, and your message is one that needs to be shared in the widest possible circles of people."*

**Kent King**, Executive Director

Missouri State Teachers Association

*"Your keynote was absolutely unforgettable. You are amazingly talented, and after all the years I heard about you, I must say that it was worth the wait."*

**Denis Van Doorn**, President

California Association of Directors of Activities

*"Your presentation was masterful and personalized. I will be certain to recommend you to all 50 state conference planners."*

**Gretchen Ricker**

Associate Executive Director  
Texas Elementary Principals and Supervisors Association

*"You were thoughtful, motivational and witty. They loved you! ... You were the best keynoter we've ever had, and that's a mighty compliment, as we have had some major keynote stars over the past five years."*

**Rich Bagin**, Executive Director

National School Public Relations Association

*"He was the buzz of the conference, and his feature workshop later in the day was packed."*

**Cindy Cooker Pace**, Assistant Executive

Director for Communications,  
Pennsylvania School Boards Association

*"Your poignant comments and stories went far beyond entertainment. They touched our hearts and helped each of us refocus on our desires to help individual students succeed."*

**Dr. Michael Cowan**

Associate Superintendent  
Mesa School District (Arizona)

*"Scharenbroich truly captures the balancing act needed to raise healthy children. His humor, insights, and stories will inspire the listener's mind and heart."*

**Dr. Peter Benson**, President and CEO

Search Institute

*"Mark is a wow of wows as a speaker, trainer, educator and entertainer. I love his magical, mesmerizing performance that delivers brilliant content on the wings of humor."*

**Mark Victor Hansen**, Co-creator,

# 1 New York Times best selling  
*Chicken Soup for the Soul™*

*"Your words brought roars of laughter, painted vivid pictures of the privilege we have as educators to influence students and then said thank you to people who rarely hear it. "*

**Dr. Ron Wimmer**, Superintendent

Olathe District Schools (Kansas)

*"All 1,500 strong were so impressed with your message, your humor and your humanity. Clearly, this was the best back-to-school event this district has ever had."*

**Dr. Jerry Gross**, Superintendent

Conejo Valley School District (California)

## Past clients include:

- National Association of Secondary School Principals
- American Association of School Administrators
- National FFA Convention
- National Assistant Principal of the Year Award Program
- National School Public Relations Association Conference
- National Athletic Directors Conference
- National Federation of State High School Activities Association
- Hundreds of K-12 Staff In-service Events
- Dozens of State and Provincial Administrator and Educator Conferences
- State School Board Associations in Wyoming, Nebraska, New York, Pennsylvania, Georgia, Missouri, Kentucky, Minnesota, Washington

## FOR BOOKING INFORMATION, PLEASE CONTACT:

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