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## 26 HOT SPEAKERS for 2006

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### Cover Story

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**Kelly McDonald**  
 Fee: \$5,000

#### Dealing with diversity

Kelly McDonald has spent the last two decades in the marketing and advertising fields, with a specific concentration on reaching the Hispanic market. She specializes in teaching others how to market to Hispanics and other minority groups in creative and effective ways.



One of her most requested topics is "How to Market to People Who are Not Like You"; other talks address general diversity in the workplace, how to effectively translate campaigns into Spanish, and diversity as a business opportunity.

"Like a lot of financial services companies we are interested in reaching out to diverse markets," explains Jim Simon, senior vice president of corporate communications for Nationwide Mutual Insurance, headquartered in Columbus, OH. Simon enlisted McDonald to "educate people about the big picture" at an annual conference.

"She was informative and irreverent to a degree, which was refreshing; it's an unusual blend, especially for someone who's a mile deep on content," says Simon. He credits McDonald with working extensively to customize the presentation to his specifications. "She took a holistic approach to educating us," he says. "We felt like she gave us all of herself in her talents and her energy."

During the course of conversations with other planners for this article, McDonald was also recommended out of the blue by two other planners. Each made comments along the lines of, "If you're looking for hot speakers, I'd have to recommend Kelly McDonald."

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**Cary Mullen**  
 Fee: starts at \$6,000

#### Motivational skier

He is the fastest man on skis and a two-time Olympian, but ski lessons on the bunny

# 26 HOT SPEAKERS for 2006

The business landscape certainly has changed since *Successful Meetings* last highlighted a group of great speakers in December of 1999. We thought it was high time to revisit the subject, so we put together a list of business leaders, best-selling authors, motivational athletes, and others who impressed us with their message, delivery, and ability to impact diverse groups.

Like the '99 group, there are a significant number of leadership- and business-oriented speakers, but gone are the tech folks who were so fashionable back then. There are also speakers on our list who have a global perspective to share with audiences that is more relevant than ever. The wide-ranging group that follows is well supported by bureaus and planners; we hope you find it a valuable resource as you book speakers for 2006 and beyond.

**By Kinley Levack**

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*With Suzie Amer, Antoinette DeNise, and Sara J. Welch*

slope aren't all Cary Mullen can offer groups.

With a funny and lighthearted tone, Mullen recounts his personal experiences, including three near-fatal crashes, and his "Process of Success"—a process which he credits for his accomplishments as a skier and as a businessman.

Mullen's keynote topics cover leadership, innovation, adversity, and change. A series of seminars, training, and "champion consulting," during which he teaches people to maximize their potential, is

also available. Every presentation is fully customized, and Mullen eagerly works with organizations to weave information about the group into his speech.

As a former sales and general manager for Dale Carnegie Training and now president of a

real estate investment company

Mullen's background proves he understands the dynamics of a business environment. The combination of world-class athlete and successful businessman drives his popularity as a speaker and is a main reason why groups have

