

# Norma Stanley

## Speaker Kit

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# Norma's story

Norma Stanley is president/CEO of E.E.E. Marketing Group, where she serves as a speaker, author, diversity/inclusion public relations consultant and singer. The mother of an adult dependent daughter born with cerebral palsy, her mission is to serve as an international change agent using the multi-media platforms of informational and inspirational speaking, music, media and strategic marketing communications. As an expert in the critical area of diversity and inclusion, she specializes in the economically powerful, but significantly underserved disability population, combining her personal and professional experiences, to educate, enlighten and empower communities.

An avid community servant and disability community advocate, Norma serves as Community Outreach Ministry leader for Salt and Light Truth Center in Decatur, GA, and oversees a ministry for families of children with special needs. She is also a graduate of Georgia's All About Developmental Disabilities' Partners In Policymaking Program and is a board member of Abel2 Non Profit, which works to bring visibility and employment to performing artists who are differently-able.

An award-winning professional, Norma has been honored over the years for her professional and community service by a number of organizations, including the Public Relations Society of America, All Children Are Special, Inc's Champion Award; They Can't Talk But We Can, Inc., Parental Advocacy Award and In March 2017, Norma was among select honorees nationwide who received President Barack Obama's Presidential Lifetime Achievement Award, for their commitment to community service and volunteerism.

Norma is also a freelance journalist, radio show host and best-selling author. Her first book is an inspirational book of testimonies, poems and reflections primarily for and about mothers of special needs children. The book is entitled, "The Elected Lady—Finding Victory in the Challenge. (Words of Faith, Reflections and Inspiration for Mothers of Special Needs Children and Other Moms." Her second book, "Just Do It! (Ten Tips for Avoiding the Dream Stealing Trap of Procrastination)" is due for release in January 2018. Her first independent music CD project called, "Nella-Joi," is due for release in summer 2017.





# Book *Norma* For your next event !

## Keynote Speaking Topics:

### **TAPPING INTO THE UNTAPPED \$500 BILLION DISABILITY COMMUNITY**

- \*Key Disability Community Insights
- \*Disability Community Etiquette: The Do's and Don'ts of Interacting with People with Disabilities
- \*Marketing to the Disability Community: The Message, The Motivation, The Media, The Money!

### **"JUST DO IT! AVOIDING THE DREAM-STEALING TRAP OF PROCRASTINATION!"**

- \*Five Critical Keys to Avoiding the Procrastination Trap
- \*Removing Fear From the Equation
- \*Taking Action and Maximizing Time

### **FINDING BEAUTY FOR YOUR ASHES:TURNING PAIN INTO PASSION, POWER, PURPOSE AND PROMISE**

- \*Admitting It Hurts, A Key Step!
- \*Getting Over Your Superwoman Syndrome
- \*Loving Yourself Through the Pain
- \*Bringing Buried Dreams Back to Life

### **TAPPING INTO YOUR UNSTOPPABLE--HOW TO LIVE A NO LIMIT LIFE**

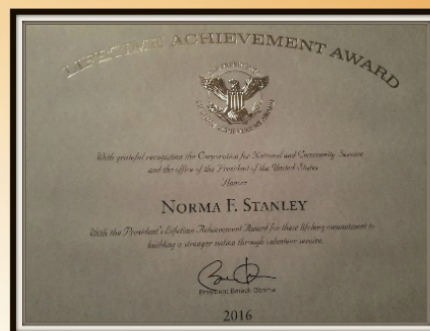
- \*Why Failing Forward is Key!
- \*You Are Who You Believe You Are!
- \*Identifying Your Dream Team
- \*Walking The Mind, Body and Spirit Tightrope
- \*Why Lose When You Can Win?



**"The Disability Community is an emerging and untapped consumer segment with more than one billion people globally and an annual disposable income of over \$1 trillion, with \$500 billion in the U.S. alone, representing an irrefutable business case for increased profits."**



# Our Clients' Voice



"Norma Stanley's annual Exceptional Moms Celebration events held around Mother's Day, are always beautiful and moving celebrations for moms like me. She always brings so much passion, information, inspiration, talent and energy to everything she does, she's amazing! Being the mother and caregiver of an adult daughter with disabilities also, I am very inspired by all that Norma is doing on behalf of the disability community and her family,"

**Ertha Jennett, Parent Advocate**

"Norma spoke at a Queen of Hearts Girls and Women's Empowerment Conference and shared a powerful and critical message about the dangers of procrastination. The message followed by her song, "Just Do It!" really resonated with everyone who heard it, and I believe positively impacted lives!

**Ethel Burkhalter, executive director, Queen of Hearts Girls and Women Empowerment Group.**

"I really enjoyed hearing Norma's powerful message about "Finding Beauty for Your Ashes: Turning Pain into Passion, Power, Purpose and Promise," during our 2017 WEN Conference in February. The delivery of her story of overcoming challenges, like raising her daughter with special needs, and her struggles with fear and procrastination, to go after and achieve her dreams of becoming a speaker and singer, was powerful, motivational and inspirational for everyone in attendance! Everyone also loved her song, "Just Do It! Looking forward to having her back again soon!"

**Lisa Nicole Cloud, Founder/President Women's Empowerment Network**

"I am very grateful I was in attendance at the 6th Annual Exceptional Moms Celebration for mothers of special needs children this year. It felt good to hear the various speakers share their powerful stories, starting with Norma Stanley, and I really appreciated having an opportunity to be able to sit and be served for once. I really enjoyed the entire event and could tell everything was done in love, compassion and with a spirit of excellence."

**Moet Manning, Special Education Educator/Founder South Side Atlanta Moms on the Spectrum (S.A.M.S.).**