



Paul Vitale

Founder of Vital Communications, Inc.

By following his dream of helping others find their niche in life, Paul Vitale has become one of America's most sought-out professional speakers and trainers.

Since founding Vital Communications, Inc. in 1996, Paul has authored two books, developed several curriculums based on his principles and proven concepts and has delivered his message of affirmation to hundreds of thousands of people around the globe. His stress on the importance of a positive attitude, a strong work ethic and other vital concepts, coupled with his energetic and enjoyable presentation style have made him one of America's most popular keynote speakers at hundreds of universities, meetings, conventions, seminars, and training conferences.

Clients he has had the pleasure of serving include ESPN Outdoors, the United States Postal Service, Southwest Airlines, the U.S. Chamber of Commerce, the Washington Redskins, Landstar Global Logistics, the Georgia Department of Education, Tyson Foods, the Antiques Roadshow, the University of Kentucky and Dole-Hong Kong.

As former director of the Convention and Visitors Bureau in Hot Springs, Arkansas, Paul was head of the successful sales team responsible for bringing visitors, meetings, conventions and trade shows to the city's 340,000 square foot convention facility. He was responsible for managing the CVB's \$1.4 million advertising and marketing campaign that helped attract over three million visitors annually. Prior to this, Paul worked for the largest advertising and marketing firm in the State of Arkansas, Cranford Johnson Robinson Woods. His team was responsible for all of Arkansas' tourism promotion.

Paul has written the best-selling book *Are You Puzzled by the Puzzle of Life?; Pass It On*, a collection of inspirational and motivating quotes from a variety of individuals; and recorded the audio CD *Live Life Like You Mean It*. Regularly, Paul is a guest on television talk shows sharing his ideas and concepts. His expertise, energy and ability to encourage people to exceed their potential have been described by his audiences as extraordinary.

In his spare time, Paul enjoys volunteering with Big Brothers/Big Sisters, Children's Hospital and the Cystic Fibrosis Foundation. He is a graduate of the Leadership Greater Little Rock Program and was named one of the "40 under 40" by *Arkansas Business*. He currently serves on the Board of Directors of the Arkansas Travel Council, Inc.

Paul is a native of Russellville, Arkansas. He graduated from the University of Central Arkansas in 1995 with a degree in mass communications & journalism.