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## News Release

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### **Skinner Serves As Keynote Speaker at National Goodwill Industries Event**

Grand Rapids, Michigan August 31, 2009 – Nancy Skinner, Executive Coach at Varnum Consulting, was the keynote speaker at the Goodwill Industries International's Summer Learning Event. Varnum Consulting is a subsidiary of Varnum LLP.

The Summer Learning Event for Goodwill Industries, "Living the Brand: We Mean Business" was held August 9 -12 at the Amway Grand Plaza Hotel in Grand Rapids, Michigan. Over 250 Goodwill Industries managers and key leadership attended the event.

Skinner served as the keynote speaker for the conference. Her talk, "The Leadership Challenge: Stimulating Higher Performing Leadership Teams" focused on the difference between leaders and managers, how to stimulate higher performing leadership teams and how to focus on long-term strategic issues in addition to short-term operational issues. Skinner also hosted a breakout session, using real world examples to further her message.

"It was a joy to have Nancy as the keynote speaker. Her engaging demeanor and passion for leadership development resonated with the audience, and I know that many of them will put into action Nancy's ideas for creating higher performing teams" says Kathy Crosby, President & CEO of Goodwill Industries of Greater Grand Rapids.

Skinner is a Consultant and Executive Coach at Varnum Consulting and has spent over 20 years dedicated to enhancing the credibility of leaders. Nancy personally conducts The Exceptional Leader™ program for companies like Johnson Controls, Coca Cola, Kellogg's, SPX, and Accident Fund Insurance Company of America.

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Skinner's background includes a bachelor's degree in Speech and Communication from the State University of New York and studies at Northwestern University. She is also the author of *Be Bright. Be Brief. Be Gone.*<sup>TM</sup>, a desk reference on powerful presentations. Numerous for-profit and non-profit Boards of Directors have benefited from her leadership. Skinner was recently named the recipient of the 2009 ATHENA award from the Grand Rapids Area Chamber of Commerce.

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