

# ATTACHMENT A

# LIVE2LEAD

## TRANSFORMATION EXPERIENCE

*Leadership & Personal Development Conference*

**Friday, October 27, 2023 | 8:00 AM-3:30 PM**  
**at Victor Valley College (VVC)**

**18422 Bear Valley Road**  
**Victorville, CA 92395**

**HOSTED BY:**

*Dr. Kenisha L. Williams*  
*Transformation Training & Development, LLC*



**"You must go out of your way to seize growth opportunities."**  
**-Dr. John C. Maxwell**



### CONFERENCE DESCRIPTION

**This multi-disciplinary, multi-generational growth opportunity is not your traditional leadership conference.**

**Organized into a Live 2 Lead (L2L) cohort for the day and guided by a selected group member who will lead conversations after the speakers, attendees will be challenged to immediately put the leadership lessons they learn from local and national world-class speakers into action. These conversations will guide participants to build the framework of their growth plan in their growth workbook, curated especially for the conference.**

**L2L cohorts are also designed to support attendees in building new relationships. Ideally, cohorts could choose to continue to be accountability partners for each other beyond the conference.**

**This intentional TRANSFORMATIONAL LEADERSHIP EXPERIENCE will ensure attendees leave the conference with a blueprint towards achieving a goal of their choosing.**

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**“A great leader's courage to fulfill his vision comes from passion, not position.”**

**DR. JOHN C. MAXWELL**

## CONFERENCE OBJECTIVES

Conference participants will:

- Engage in a meaningful day of learning, growing, and connecting with other growth-minded leaders.
- Gain new insights and growth tools from thought leaders, cohort facilitators, and peers.
- Develop the framework for your growth plan and ignite a new excitement to achieve your goals.

**FREE 2-HOUR FOLLOW-UP SESSION FOR ALL CONFERENCE ATTENDEES**  
**FRIDAY, JANUARY 12TH AT VICTOR VALLEY COLLEGE**

## WHO SHOULD ATTEND?

- Emerging, mid-career, and seasoned leaders and retirees
- Nonprofit, government, corporate sectors, and entrepreneurs
- Formal and informal leaders at work, home, and in the community
- Managers, aspiring managers, and individual contributors
- Those who need to get “unstuck”
- Anyone who needs a push to take their goals from theory to action
- People with a growth mindset who are ready to move to new levels
- YOU!



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### CONFERENCE SIMULCAST SPEAKERS

LIVE2LEAD



**RYAN LEAK**

SPEAKER, EXECUTIVE COACH, & WALL STREET  
JOURNAL BEST-SELLING AUTHOR



**KENDRA SCOTT**

DESIGNER, FOUNDER,  
EXECUTIVE CHAIRWOMAN



**JOHN C. MAXWELL**

#1 LEADERSHIP EXPERT  
AND BEST-SELLING AUTHOR



**MARCUS BUCKINGHAM**

BEST-SELLING AUTHOR, GLOBAL RESEARCHER,  
AND STRENGTHS REVOLUTIONIST

### LOCAL CONFERENCE SPEAKERS & PANELISTS



**Mark Creffield**,  
President,  
Greater High Desert  
Chamber of Commerce



**Ambar Martinez Palacios**,  
President,  
Call Auto Glass Inc.  
Memberpreneur



**Jason Lamoreaux**,  
CEO/President at Coldwell  
Banker Commercial



**Mayor Debra Jones**,  
City of Victorville



**Dr. Derek King**,  
Superintendent,  
Excelsior Charter Schools



**Margaret Curran**,  
President, Ken Curran Medical, Inc.,  
Board Chair, St. Mary's Medical Center  
Foundation



**Dr. Daniel Walden**,  
Superintendent/President,  
Victor Valley College



**Marisol C. Sanchez**,  
Esq., McDonald's  
Licensee



Please review each type of sponsorship and their benefits below.

<b>Benefits:</b> Spotlight your business to the community in a transformational leadership event with world-class leadership experts, provide an experience for your team to be refreshed, renewed, and build new relationships with growth-minded people.	<b>(1) Presenting Sponsor \$15,000</b>	<b>(1) Premier Sponsor \$10,000</b>	<b>Lead Sponsor \$7,500</b>
<b>Reserved Seating for leaders at the "Live2Lead 2023: Transformation Experience" Leadership &amp; Personal Development Conference</b>	<b>25 Seats</b>	<b>18 Seats</b>	<b>12 Seats</b>
Sponsor logo displayed on conference materials and organization/company named in press release and recognized from the stage during event	✓	✓	✓
<b>Organization/company representative may make remarks from the stage and show a company promo video or a combination of both. (up to 5 minutes)</b>  <i>Video submissions must be emailed to <a href="mailto:info@drkenishawilliams.com">info@drkenishawilliams.com</a> no later than October 13th.</i>	✓		
<b>Inclusion of Marketing Collateral/Giveaway Item in Swag Bag provided by sponsor no later than Friday, October 20, 2023.</b>  <i>Email <a href="mailto:info@drkenishawilliams.com">info@drkenishawilliams.com</a> to coordinate drop-off time and location.</i>	✓	✓	✓
<b>Access to sponsor only pricing for additional tickets with a 35% discount. Percentage is off full value price of \$299.</b>	✓	✓	✓
<b>Ad in Live2Lead program booklet</b>  Ads must be emailed to <a href="mailto:info@drkenishawilliams.com">info@drkenishawilliams.com</a> no later than October 6, 2023.	<b>Full Page</b>	<b>Half Page</b>	<b>Quarter Page</b>
<b>Exhibitor table</b>	✓	✓	
<b>Mastermind Group</b> A multi-week, Mastermind Group (1 hour each week) with 8-10 emerging leaders in your organization based on John Maxwell's book The 15 Invaluable Laws of Growth* (virtual)	<b>4 Weeks</b>	<b>3 Weeks</b>	<b>2 Weeks</b>
<b>Executive Coaching</b> 30-minute coaching sessions by phone, to be utilized at the sponsor's discretion, among 1 or more of the organization's leaders	<b>6 Sessions</b>	<b>3 Sessions</b>	<b>3 Sessions</b>
<b>16 copies of a book (L2L Host choice)</b>	✓		
<b>Swag Bags for conference participants</b>	✓	✓	✓
<b>VIP Room Access throughout the Conference</b>	✓	✓	✓
<b>A 2-Hour Team-Building Experience called the Leadership Game for up to 12 people.</b> Click <a href="#">HERE</a> for a Leadership Game testimonial! Click <a href="#">HERE</a> for a short video about the Leadership Game!	✓		

**Sponsors must provide the name, email address and phone number of each guest no later than Friday, October 6, 2023.**

*\*A Mastermind group is a small group of people who are motivated to make effective and lasting changes in their lives. In a supportive environment with other growth-minded people, participants are given the tools and space to understand barriers inhibiting their growth and overcome them.*





Benefits:	Supporting Sponsor	Leader Package Platinum	Leader Package Gold
Spotlight your business to the community in a transformational leadership event with world-class leadership experts, provide an experience for your team to be refreshed, renewed, and build new relationships with growth-minded people.	\$5,000	\$2,500	\$1,000
Reserved Seating for leaders at the "Live2Lead 2023: Transformation Experience" Leadership & Personal Development Conference	8 Seats	6 Seats	4 Seats
Sponsor name displayed on conference materials and organization/company named in press release and recognized from the stage during event	✓	✓	✓
Organization or individual sponsor name listed in Live2Lead program booklet.	✓	✓	✓
Inclusion of Marketing Collateral/Giveaway Item in Swag Bag provided by sponsor no later than Friday, October 20, 2023.	✓		
Email <a href="mailto:info@drkenishawilliams.com">info@drkenishawilliams.com</a> to coordinate drop-off time and location.			
Swag Bags for conference participants	✓		
VIP Room Access throughout the Conference	✓	✓	

Sponsors must provide the name, email address and phone number of each guest no later than Friday, October 6, 2023.

## ADD-ON SPONSORS: \$250, \$500, \$750

- These sponsors may or may not attend the event, but they believe in the vision of leadership and want to add value to this community. If they attend, they will purchase their ticket separately.
- These sponsors do NOT seek recognition and give from a place of deep significance.

## BREAKFAST, LUNCH, & TREATS SPONSORS

- Food sponsors add value to this conference by providing breakfast/coffee, lunch, and treats/snacks for guests of up to 470 people.
- If you would like to sponsor the entire breakfast, lunch, or treats for the day, please email [info@drkenishawilliams.com](mailto:info@drkenishawilliams.com).



# ABOUT

## Dr. Kenisha L. Williams

Founder & CEO, TransFormNation Training & Development, LLC



**Dr. Kenisha inspires change with humor and expertise in authentic leadership & self-leadership, boosting productivity and performance, and fostering a positive work environment.**

**Let's transform your organization!**



Dr. Kenisha L. Williams is a highly regarded expert in authentic leadership, self-leadership, and professional development for corporations. With over 22 years of experience in public education, she has held various positions, from teacher to Elementary School Principal, and more recently, working at the district level to support Leadership, Equity & Access. She has earned multiple degrees, including a Doctorate in Organizational Leadership from Brandman University and a Doctorate in Ministry from Minnesota Graduate School of Theology.

Dr. Kenisha is committed to fostering authentic organizational leadership as a John Maxwell Team Executive Director. She serves on the Presidential Advisory Council and faculty as a Peer Teaching Partner, contributing her expertise to advance the team's mission. In 2020 and 2021, she facilitated "The Mastermind & The Leadership Game" Experience during the Virtual International Maxwell Certification, connecting with professionals from over 160 countries.

As the CEO and Owner of TransFormNation Training & Development, LLC (TFN), Dr. Kenisha leverages her skills as a speaker, coach, trainer, teacher, and writer to empower leaders and their organizations to grow. Her passion for inspiring change is evident in her belief that anyone interacting with her will leave electrified and eager to transform.

Dr. Kenisha's extensive toolkit, resources, and experience enable her to help teams enhance productivity, performance, and profitability. She offers customizable content to meet the unique needs of your organization, including:

- Facilitation for group workshops
- Corporate Training in authentic leadership and Self-leadership
- Speaking engagements for events
- Sales coaching and skills development
- Leadership coaching for your team
- Non-profit teaching and support



Grounded in personal growth and intentional living principles, Dr. Kenisha focuses on leadership, echoing the sentiment that "Everything Rises and Falls on Leadership." Partner with her to develop and enhance the authentic leadership skills of your organization and drive meaningful change.