



EXECUTIVE MEMO

ANDY ANDREWS WILL MAKE A POSITIVE DIFFERENCE IN YOUR LIFE

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"Is life just a lottery ticket or are there choices one can make to direct their future?"

That question is at the heart of a presentation I saw a few years ago by Andy Andrews which still motivates and affects me at work and in my personal life today.

Last July at the planning meetings for Country Radio Seminar #37, February 15-17, 2006, when someone said that the agenda was shaping up as one of the very best in many years, so we needed a speaker whose impact would be that same caliber too, I knew immediately who we should try to get to speak at CRS.

Now that Andy has agreed to share his perspective that week with us, I want to be sure you are in the room on Friday from 2:00 to 3:15 pm to be entertained, enlightened and inspired by his stories and ideas.

Let me tell you why I want you to hear him speak. It's all about the incredible power of life-changing ideas.

His 2002 book "A Traveler's Gift" was a Christmas gift that year to my business partner Michael O'Malley from his wife Wanda. It had such an impact on Michael in light of the pace of change and consolidation in our business that he gave me a copy.

Not long afterward, we agreed that Andy simply HAD to speak to our client seminar at CRS in 2003. Thankfully, Andrews agreed, and following that presentation many clients told us that they found his message so relevant and meaningful that they wish he'd had more time to speak to us.

Needless to say, Andy got a rousing standing ovation after he shared the lessons ("Seven Decisions that Determine Personal Success") that he has learned from his own life. Many of the radio executives who were in the room that day have asked us where and when they could get another big dose of Andy Andrews.

CRS 37 offers you that opportunity!

Andrews' bestseller became an international sensation, remaining on the New York Times bestseller list for 17 weeks and being translated into nearly 20 languages.

Its message of hope, faith, and perseverance, spurring a teen version, *The Young Traveler's Gift* (Transit, April 2003), a journal, *The Traveler's Gift Journal* (J. Countryman, June 2003), a home study audio program, *Timeless Wisdom from the Traveler* (Lightning Crown Publishing, March 2003), and life-study curriculums in high schools, mental health organizations and prisons nationwide.

Andy Andrews lived a relatively normal life until the age of 19. It was then that both his parents died-his mother from cancer, his father in an automobile accident. "I took a bad situation and made it much worse," Andrews says with a rueful smile referring to choices he made during this tragic period of his life. Within a span of several years, the young man found himself literally homeless, sleeping occasionally under a pier on the gulf coast or in someone's garage.

Over time, he read more than two hundred biographies of great men and women. "How did they become the people they were?" he wondered. "Were they simply born this way? Or were there decisions made at critical junctures in their lives that led to success?" The young man finally determined there were seven characteristics each person had in common. "What will happen," he mused, "if I study these seven common denominators and harness them in my own life?"

The rest is history. The "Seven Decisions," as he calls them, were the engines used to carry Andrews' life in a different direction. Since that time, Andrews has written "The Lost Choice," the story of two couples and their gripping quest to uncover mankind's destiny and along the way, they discover a key to understanding the extraordinary achievements of esteemed men and women throughout time, and his latest book, "Socks For Christmas."

Andy pokes fun at our perception of the "ordinary" themes and proceeds to explain these principles in a way that you have never heard before. The integration of these simple, profound principles into your team's mental and psychological awareness will not only improve your home and work environment, but can clearly translate to you company's financial bottom line.

Andrews lives in Orange Beach, Alabama with his wife Polly and their two sons and the very relatable stories he utilizes to prove the principles that he teaches come with a big dose of humor. No wonder. He was named "Comedian of the Year" in 1985 and 1986 by the National Association for Campus Activities. He has worked the main rooms at Caesar's Palace and the Mirage, toured as a comedian with such stars as Joan Rivers, Garth Brooks, Cher, and Kenny Rogers. In any case, Andrews continues to use all his talents.

That's why I know you'll want to hear him speak this year at the Country Radio Seminar. He'll make you laugh, make you think.

He may even change your life. I've seen it happen.

