



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Christine Clifford Beckwith, CSP

Travels from: Minnesota

Fee Range: \$7,501 - \$10,000

Christine Clifford Beckwith has definitely cracked "the glass ceiling." At the age of 40, she was Senior Executive Vice President for SPAR Marketing Services, an international merchandising and information services firm in Minneapolis, Minnesota.

As the top salesperson in the multi-billion dollar retail services industry for over eight years, Christine was responsible for accounts with Kmart, Toys 'R' Us, Wal-Mart, AT&T, Mattel Toys and Revlon, among others. Taking her company from a million dollar per year loss to over \$54 million in sales, Christine signed the largest contract in the history of her industry with Procter & Gamble, doubling the size of her company overnight.

Diagnosed with breast cancer in December of 1994, Christine went on to write five award-winning books of her story in *Not Now...I'm Having a No Hair Day*; *Our Family Has Cancer, Too!* (written especially for children); *Inspiring Breakthrough Secrets to Live Your Dreams*; *Cancer Has Its Privileges: Stories of Hope & Laughter* and *Your Guardian Angel's Gift*. Christine's newest book, written with her husband Harry Beckwith, *You, Inc. The Art of Selling Yourself*, has already been named a "Notable Book of 2007" by the American Booksellers Association.

That same year, Christine faced a life-changing experience when she began her own company. Today, that organization is the world's largest producer of humorous and helpful products for people with cancer. Christine's philosophies and strategies for becoming your industry's leader are proven theories that have propelled her and the companies she's worked with to the top of their fields. Ideas, action, results...

Christine has been featured in *Better Homes & Gardens*, *MORE* magazine, *American Health and Golf Digest* as well as *The Singapore Women's Weekly* and the *Hindu* in India. She was a 1998 "Hero Award" finalist for *Coping* magazine and appeared on CNN Live in 1998 as "one of the world's leading authorities on the use of therapeutic humor." She has also appeared on Lifetime Television Network's "New Attitudes" show and the "Leeza Show."

Christine is a member of the Minnesota Speakers Association, the American Association for Applied and Therapeutic Humor and the National Association of Breast Cancer Organizations. She is listed in International Who's Who of Professionals, International Who's Who of Entrepreneurs, and International Who's Who of Authors and Writers. She is also listed in Contemporary Authors and 2,000 Notable American Women. Christine serves on the Board of Directors for the Minnesota Oncology Hematology Foundation.

Most Requested Programs...

- You, Inc. : The Art of Selling Yourself
- An Afternoon of Hope, Laughter & Positive Thinking
- Selling the Invisible: The Four Keys to Selling Your Services
- Laughter: It's Good Medicine!
- Spinning Ideas Into Action