



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Michele Payn-Knoper, CSP

Travels from: Indiana

Fee Range: \$2,500 - \$5,000

Michele Payn-Knoper personifies passion. As a professional speaker, consultant, agriculture expert and author, Michele encourages all of her clients and audiences to connect with people's hot buttons and speak their language - whether it's building a connection between farm gate and consumer plate, selling, fundraising or marketing. Widely known as a "change agent," MPK delivers advocacy training programs, workshops and motivational keynotes to empower organizations to reach higher levels of performance.

Utilizing her diverse professional experience in the agricultural, sales and not-for-profit sectors, Michele founded Cause Matters Corp., a company designed to help people understand how to champion their cause, in 2001. Cause Matters Corp. focuses on agricultural advocacy, grassroots marketing, fundraising and sales training. In each of these four core areas, MPK helps organizations clearly identify issues, understand their audience and connect solutions. Michele's goal is to help you communicate "why your cause matters."

Michele holds degrees in Agricultural Communications and Animal Science from Michigan State University, where she is past president of College of Agriculture and Natural Resources Alumni Association. Career highlights include a Regional Directorship for the National FFA Foundation, where she sold over \$5 million in corporate sponsorships and led campaigns to develop community support for various Foundation expansions. She has also marketed and sold dairy genetics to more than 25 countries, managed e-business accounts and presented training programs in developing countries. MPK's strong belief in community-building volunteerism stems from experience on four continents, including work in the Ukraine and Egypt, through United States Agency for International Development (USAID) projects.

Payn-Knoper continues to hone her skills after helping thousands of people around the world. As a member of the National Speakers Association, Michele "ideated" a professional networking group for generation X and Y speakers. She also founded #agchat, a weekly streaming conversation on Twitter and has build in a variety of social network groups focused on building stronger connections between the farm gate and consumer plate. Michele walks her talk in her own central Indiana community, volunteering extensively with Boone County 4-H, FFA and her church in a variety of leadership roles.

Keynote Programs...

- Celebrating Agriculture!
- Pyramids, Pigs and Passports
- Celebrating the People, Promise & Passion of Agriculture

Webinars...

- Twitter Techniques for Ag Tweeps & Tweets
- Farming Your Online Community: Social Media and Beyond