

“UNLEASHING PASSION, PURPOSE, AND PERFORMANCE IN YOUNGER GENERATIONS”

TUESDAY, JUNE 9, 9:00AM-12:00PM

INCLUDES LUNCH

**BRADFORD COUNTY PUBLIC SAFETY BUILDING
28 VANKUREN DRIVE, TOWANDA, PA 18848**

- Check-in begins 15 minutes prior to each session start time
- All attendees have the opportunity to win a free copy of *Answering Why*
- Registration required (use REGISTER NOW! button above)

Join bestselling author Mark C. Perna to discover the game-changing strategies that are shifting the education and employment paradigm nationwide. Everyone—educators, employers, economic developers, parents, stakeholders, and community leaders—can use Mark’s nationally acclaimed tools to unleash the true potential of today’s younger generations.

Purpose-driven education and training are the heartbeat of this inspiring call to action. Though they’re often painted in a negative light, today’s young people have incredible power to change the world. We just have to unleash it. As the skills gap widens, we must tap into the vast creativity, intelligence, and potential of the next generation.

A father to two successful young people, Mark delivers key insights on how they think, what makes them tick, and how they make decisions. Mark will show you how to connect, engage, and answer why. With clear action steps you can implement immediately both in your home and professional life, this message will help you forge a human connection with young people, move them from static to active purpose, and empower them to achieve at a higher level.

Now you can join your colleagues across North America who are using these cutting-edge best practices to improve the outcome for their students, employees, organization, and community. Join Mark to recharge your passion for making a difference and start motivating young people like never before!

Experience the authentic, candid, and entertaining message that Mark C. Perna delivers!

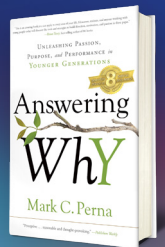


MARK C. PERNA

SPEAKER | AUTHOR | CEO

Mark C. Perna is the founder and CEO of **TFS Results**, a strategic consulting firm at the forefront of the North American paradigm shift in education and workforce development. As a generational and performance expert, Mark has addressed Harvard University and today delivers 90+ keynotes annually across North America. He has [written weekly](#) for [Forbes.com](#) since 2019, where he reaches an audience of over 5 million. His podcast, [The Perna Syndicate](#), has listeners in 70+ countries.

Mark, who serves on the Advisory Council for the Coalition for Career Development in Washington, DC, empowers communities to connect education, business, and economic pipelines. His bestselling book, [Answering Why](#), has won eight national awards, including the Nautilus Award which is given to books that make a positive difference in the world. Find out more at [MarkCPerna.com](#).



[markperna.com](#)



[TFSresults.com](#)

WHAT PEOPLE ARE SAYING:

“Common sense, in your face, relatable and DO-ABLE calls to action that will make immediate impact. I’d tell people to NOT miss the opportunity to participate in this.”

ANGELA WHITCOMB

Executive Vice President, Minneapolis Regional Chamber

“Fabulous message crafted to engage community leadership, educators and parents in call to action to support career readiness for youth and adults!”

CHRISTY HAWKINS

Dean of Workforce Services, Piedmont Virginia Community College

“This was truly one of the greatest and most inspiring talks I’ve heard. Mark’s enthusiasm was just wonderful, his presentation was AHA after AHA for me the entire time. I’m old fashioned and conservative and WAS one of those people that called youth lazy and entitled. I have a whole new perspective. Thank you!”

JONATHAN G. MITCHELL

Department Chair & Associate Professor, Stark State College

“I love how this relates not just to business but to education and my family dealing with a gen z-er! So inspirational! Meeting young people where they are and learning to understand how they think is so important.”

LAURA LAPLANTE

HR Business Partner, AAA Minneapolis

“Mark was able to connect a lot of the thoughts and ideas that most people are trying to figure out. Not just motivational, provides actual solutions.”

MATT HUBER

Business & Community Development Manager, Liberty (Utilities)

“Relevant, high energy, and very informative to connect employers with what employees are looking for in their job/career.”

NIKKI PFANNENSTIEL

Manager, Member Services, Sunflower Electric Power Corporation