



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Don Yaeger

Travels from: **Florida**

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

As the author of 19 books, six of which became instant *New York Times* best-sellers, Don Yaeger has developed a reputation as one of America's most provocative journalists.

His award-winning writing career, including 10 years as Associate Editor of *Sports Illustrated*, has led to guest appearances on every major talk show in America - from *Oprah* to *Nightline*; from CNN to *Good Morning America*.

Few can lay claim to as exciting and colorful career as Don. In his 20-plus years as a journalist, he has conducted interviews with some of the greatest athletes of our time - Michael Jordan, Mia Hamm, Emmitt Smith, Serena Williams, Jimmy Connors and countless others. He has lived with Walter Payton, writing the NFL legend's autobiography as Payton courageously battled cancer, and even interviewed the President of the United States in the Oval Office.

Using lessons learned from a lifetime in sports, Don shares the formula that he has seen in the great winners he's worked with - and explains how that formula can work for others.

John Wooden, Legendary UCLA Coach and winner of 10 National Championships says, "My time with Don Yaeger is always both a treat and intellectually stimulating!"

Don customizes each speech or breakout session to meet the needs of his audience.

Keynote Programs...

- What Makes the Great Ones Great
- Turning Adversity into Advantage
- All I Really Need to Know I Learned in Little League
- What Will Your Legacy Be, And What Are You Doing to Ensure It?

Breakout Sessions...

- Institutional Reputation Management
- Building your Personal Brand
- The Discipline of Writing
- When the Media Comes Calling
- Building Tomorrow's Leaders
- Crisis Management

