



Our professional development and keynote speeches are turning heads!

Countless education and business professionals have benefited from Mark C. Perna's vast expertise in enrollment, engagement, retention, and performance — and so can you. Of the thousands of glowing evaluations and testimonials received each year, here's just a sample of what people are saying:



Mark C. Perna

"Wow! Bringing Mark Perna in to speak to MCC faculty and administrators was one of the best decisions we ever made. His powerful keynote address during our fall opening week was, and continues to be, instrumental in helping the College sharpen its focus on enrollment, engagement, and retention. Mark is a dynamic and entertaining speaker, but more importantly, his presentation was one of real substance. He laid out specific, step-by-step strategies for getting students in the door, keeping them interested, and helping them cross the finish line. Our audience was so impressed that they gave Mark an enthusiastic standing ovation at the conclusion of his presentation. He truly made a lasting impact here! His message prompted everyone to get fired up about reaching students, and his experience-driven guidance has laid the foundation for us to stay on message as an organization."

– **Michelle Rule**, *Institute for Faculty Excellence, Faculty Development Coordinator at Metropolitan Community College*

"The BEST experience I have had in a school meeting ever! And at the age of 73 (feeling like 23, thanks to you), I have seen a lot of presentations."

– **Ed Bohlman**, *Instructor, IT at Metropolitan Community College*

"One of the most informative presentations that I have ever been involved with at the professional level. Mark gives a great perspective on how to understand the Millennial Generation."

– **Wade Thompson**, *Vice President, Membership/Workforce at ABC North Alabama*

"Great tips on bridging the gap between my Baby Boomer managers and Millennial employees. This is one of the best and most engaging presentations I've heard in a very long time. I'm very excited to get the presentation and utilize the knowledge."

– **Andrea McCrary**, *HR Manager at Atlas Copco Secoroc, LLC*

"Mark provides valuable information about engaging Millennials in a very energetic and captivating way, with great examples and stories."

– **Scot McLemore**, *Technical Workforce Development at Honda North America, Inc.*

"Mark is a captivating and engaging speaker. His passion to help others be more successful is contagious. If you are not motivated to Be a Wade after this presentation, you are in the wrong business."

– **Christopher Moritzen**, *Administrative Director at Western Montgomery CTC*

"Mark is a motivational, inspiring, dynamic ambassador for CTE and education as a whole."

– **Kermit Hines**, *Principal at Dorchester Career & Technology*

"Absolutely magnificent presentation — informative, fun, engaging! A strong call to action."

– **Beth Augustyn**, *Instructor at Metropolitan Community College*

"Outstanding presentation! Informative and funny, lots of great information for a Gen X'er working in the Millennial world."

– **Bill Roachell**, *President at ABC of Arkansas*

"One of the most engaging speakers I have ever heard...and I have heard many. Great choice!"

– **Doris Pinkston**, *Instructor, Coordinator, Director at Trenholm State College*



“Fantastic delivery of an incredibly relevant topic. Who doesn’t want to understand Gen Y better? The storytelling format made the entire presentation so much more interesting and relatable. I would say this was one of the best I’ve heard on this topic.”

– **Dana Zorn**, *Training & Development Specialist at Hilite International*

“Mark is quite possibly the best presenter I have heard. He is engaging, funny and discusses relevant issues.”

– **Angela Sisi**, *ACTE VISION 2013 Las Vegas Deep Dive Session Attendee*

“Mark is the most engaging, dynamic, motivating ‘marketer’ I’ve ever met! His passion is addictive. I can’t wait to get back to my classroom!”

– **Linda Rudio**, *Adult Ed Instructor at Bradford Union Technical Center*

“One of the best, if not the best, presentations I have ever attended. A very professional job.”

– **Joseph Crnkovich**, *Instructor at Metropolitan Community College*

“As a Millennial, you hit the nail on the head! As a Marketing Director, I wish everyone in my organization could experience this seminar. I loved it and am aching for more!”

– **Jill Owenby**, *Director of Marketing at Southwest Technology Center*

“Mark presented one of the greatest keynotes that I have ever heard...and I have heard many keynotes.”

– **Suzanne Knight**, *Education Coordinator at ABC of Wisconsin*

“Fantastic speaker, engaging, and provided information we wanted and needed to hear.”

– **Jan Rowe**, *Instructor, IT at Metropolitan Community College*

“Dynamic speaker, I was engaged the entire four hours! Useful strategies that can be implemented immediately with little to no cost.”

– **Sarah Dobson**, *Career Education Counselor at Lex La-Ray Technical Center*

“Understanding the passions and needs of others creates engagement and leads to success. Mark Perna understands and preaches this in an engaging and embracing monologue.”

– **Mark Drury**, *Vice President, Business Development at Shapiro & Duncan Inc.*

“This was one of the best presentations I have ever heard. I hope to get my staff on board with more effective marketing of CTE programs.”

– **Mike Zimmerman**, *Career Pathway Specialist at Area 31 Career Programs*

“This was a great presentation! He was energetic, informative and interactive — everything that needs to be happening to keep the recruits at CT centers.”

– **Kim Marburger**, *Secretary at Miami Valley CTC*

“Great speaking skills as well as a relevant message that all educators need to hear and understand if we want to reach and retain students.”

– **Andrea Lang**, *Instructor at Metropolitan Community College*

“This presentation is why I came here. Excellent!”

– **Pat Halpin**, *Guidance Coordinator at Randolph Technical Career Center*

“Mark’s presentation was engaging, informative, entertaining and fun. He is both knowledgeable and able to create a motivating response in the audience. I want to immediately implement his recommendations.”

– **Brenda Clemons**, *Sr. Coordinator, Business & Information Technology & Marketing at Norfolk Public Schools*



“Mark was very engaging — I would certainly like to hear him again. Mark is certainly a Wade, makes me want to be one too. Mark was a fabulous motivating speaker. He really energized me, not just for today, but for the long-range picture. Thank you!”

– **Mary McCabe**, *Knox County Career Center*

“Great presentation, all educators need to hear this!”

– **Glen Blankenship**, *Assistant Principal at Woodlawn High School*

“Finally! Some fresh, exciting ideas to attract students to our programs. Can’t wait to spread the word back at my district office. Hands down, best presentation!”

– **Erica Shumaker**, *Administrative Assistant Curriculum at West-MEC*

“Mark went at warp speed to present the most entertaining and informative workshop I have ever attended.”

– **Wendy Klein**, *SW VT Career Development Center*

“Mark’s passion, humor, knowledge and ideas inspired me to make great changes in our CTE programs using his model!”

– **Tori Furman**, *Career Development Counselor at Taft College*

“Great presentation, dynamic and fun. Awesome ideas that can be implemented immediately and be very beneficial.”

– **Bill Howard**, *Admissions Representative at Universal Technical Institute*

“Mark’s presentation was amazing and what I have learned will help us go to the next level. He is so right on and passionate — I really appreciated this session. Thanks.”

– **Deanne DeGraff**, *Principal at Northeast Metro 916 Career & Tech Center*

“This was by far the best presentation I have heard regarding CTE and igniting the fire of desire in our prospective students. Awesome!”

– **Marion McGhee**, *Assistant Director at Breithaupt Career and Technical Center*

“Your description of Millennial Generation students provided me with an Ah-Ha! moment. So many puzzle pieces finally fit and make sense.”

– **Susan Moon**, *Career Academy Coordinator at Huntsville City Schools*

“Inspiring and powerful — I cannot wait to implement this knowledge into my classroom! Ready to change lives!”

– **Kelly Kendall**, *Instructor at Faulkner State Community College*

“I have been an educator since 1992 and this by far, is the most relevant presentation I have been in.”

– **Daniel Shorthouse**, *Instructor at Forbes Road CTC*

“We are all trying to make a difference, make improvement, and make an impact in our business and our personal lives. The info shared today provides insight and inspiration to do just that!”

– **Robert Martens**, *Chief Mfg Eng – Steering at Nexteer Automotive*

“Sharing the light at the end of the tunnel the entire way is a fantastic idea. I believe that it will create the passion to help build performers. Fantastic presentation!”

– **LaDonna Hendrix**, *SC Director – Technical Training at Baker Hughes, Inc.*

“Helped re-kindle my fire... a different take that gave me a lot of ideas and ammo for nay-sayers.”

– **Kathy Evans**, *Assistant Principal at Davis High School*



“This presentation gave me a much better understanding of how to deal with the Millennial Generation. I had never heard of many of the ideas.”

– **Tim Webber**, *VP of North America Operations at Greif, Inc.*

“After hearing this presentation, I have a much better understanding of the Millennials, their needs and a strategy for success.”

– **Jim Kunik**, *Sr. Brand Strategy Manager at WW Grainger, Inc.*

“This message is very current with our needs, on how to interact with Millennials.”

– **Seth Machlus**, *VP of Operations at Hartwig Inc.*

“Experience is everything. This presentation provided great input on retaining and managing Millennials.”

– **Maria Kogen**, *Sr. Director, Brand at WW Grainger, Inc.*

“Absolutely great — whether a teacher, administrator, counselor — all can benefit as a team of CTE educators.”

– **Derek Lark**, *Director at Saline County Career Center*

“Create a strategic plan — no more random acts of promotion of CTE! I can hardly wait to get back to my district and get to work. This presentation has been a call to action for me as a Director. I owe it to my students and teachers to follow Mark’s advice.”

– **Sharon Fochtman**, *Director, Career & College Readiness at Sumner School District*

“The Millennial information was mind blowing. Loved the Wade factor!”

– **Elena Hernandez**, *Peer Coach Leader and CTE Teacher at Colton Redlands Yucaipa ROP*

“Mark demonstrated a complete understanding of Millennials and how to reach out to them. Truly appreciated that someone else understands that there is a lack of pride for CTE; good to hear that others recognize what I feel. Very unified presentation and very educational to me — it got my mind going about what to do next!”

– **Bonny Copenhaver**, *VP, Academic Affairs at Wisconsin Indianhead Technical College*

“Best presentation on Millennials. Extremely helpful on how I’m going to interact with my students and engage them in finding their light.”

– **Kristin Garcia**, *Counselor at Early College HS/Career Pathways*

“Very impressed. This was bold, direct and clear. I will go into my classroom with a clearer, more positive attitude and the pride that I need to instill in my students, their families and future students.”

– **Sheila Selden**, *Designer/Educator at Sugar River Valley Regional Tech Center*

“Finally, a solid plan to change how we reach our students. The content makes sense and is something I can show my staff and start implementing asap.”

– **Heather Pelletier**, *Student Services Coordinator at Hancock County Technical Center*

“This presentation showed me that we have to strategically plan to build connections for enrollment/retention. You helped me see that this is doable and I am our own worst enemy with my focus on the obstacles.”

– **Karen Hay**, *Director at Washington Network for Innovative Careers - WANIC Skill Center*

“Mark is extremely knowledgeable and entertaining. I would recommend this training to all educators.”

– **Cary Wieland**, *Principal at Waterloo Community School District*



“Make it fun and let them see the light at the end of the tunnel. So much I gained, I need time to process. I can’t wait to share and plan!”

– **Rita Broughall**, *Cosmetology Instructor at Sugar River Valley Regional Tech Center*

“Mark’s tips were very applicable to secondary academies as well. It’s all about relationship building.”

– **Emily Roseberry**, *Assistant Principal at North Slope Borough School District*

“This presentation covered Gen Y youths and understanding them, along with more positive approaches to highlighting my program. I really left with a greater understanding of how to communicate with my students and their parents. This was fun, energetic and a very fast 4 hours.”

– **Amy Link**, *Health Teacher at Andrada High School*

“Retention, partnerships, getting the right student in the right program for the right reasons, and Wade — all awesome material presented in a coherent and actionable manner.”

– **Peter Lauf**, *CTE Outreach Coordinator at Lane Education Service District*

“This is the third time I have heard Mark, and I have learned something new and useful each time.”

– **Murray Fenn**, *Consultant at Green Hills Area Education Agency*

“Feedback on Generation Y was spot on, as was how to gain their respect. Great reminder. Very helpful outlook and applies to all programs, not just CTE.”

– **Matt Donaldson**, *Principal at Empire High School*

“I wish every presenter was as sincere and honest as Mark was. He really seems to get our CTE students.”

– **Nathan Greven**, *Culinary Instructor at Dalton Public Schools*

“I wish I had attended the extended version of this workshop. It was so much good information to take in, in such a short period of time.”

– **Shannon Whittie**, *Curriculum & Instruction Specialist at Great Oaks Institute of Technology*

“Be a Wade! This session recharged my need to create authentic experiences for my kids.”

– **Nick Low**, *Teacher at Prairie Ridge High School*

“Great info on mindset of Millennials and getting everyone to think marketing. I can’t wait to get back and share this with my staff.”

– **Brian Miller**, *Teacher at Kern High School District*

“This presentation inspired me to discover ways to connect experiences and concepts to a student’s lifetime/career goals.”

– **Eric Rubenstein**, *Assistant Professor at University of Georgia*

“This keynote gave me a better understanding of Gen Y, including my 4 children. I liked the idea that this generation must have respect before they give it. Makes sense with a few of my adult Gen Y students.”

– **Bonnie Campbell**, *Business Instructor at Bridgerland Applied Technology College*

“Mark, you are amazing. Your energy and passion is contagious. I will go back to my school committed to use these new strategies to make a difference for our students.”

– **David King**, *CTE Coordinator at Davis High School*

“In eleven years of teaching, I have never been so inspired and re-charged!”

– **T.J. Rhodes**, *AG Teacher at Bear River High School*