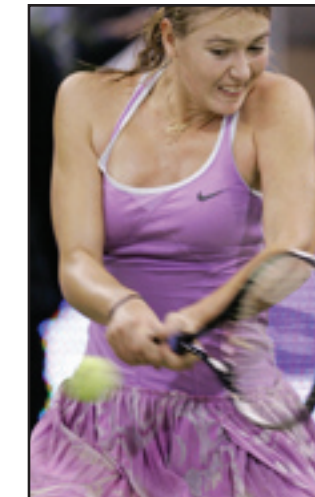


PARTIAL CLIENT LIST

CORPORATE FINANCIAL & BANKING

- Salomon Smith & Barney
- Prebon Yamane
- KeyBank
- Bank of America
- Prudential
- NationsBank
- NationsSecurity
- KPMG
- Accenture
- Deloitte&Touche
- Dean Witter-Morgan Stanley
- VISA International
- MBNA America
- Discover Bank
- Berkshire Bank
- NetBank
- Fiserve
- HSBC
- Chase Home Finance
- Knight Trading Company
- Pitney Bowes
- PNC Bank
- Wachovia
- Fleetbank
- Fleet Capital Leasing
- Merrill Lynch
- SalomanSmithBarney



- PNC Bank
- Volpy Welty
- Downey Savings Bank
- Berkshire County Savings Bank
- Equifax Risk Management
- Blue Green Financial Group
- Helm Financial Group
- Berthel, Fisher & Company

SALES & MANUFACTURING

- Hardees
- McDonald's
- General Motors
- CIBA Vision
- Agriliance
- Chick-fil-A
- Albertson's
- FILA, USA
- Ocean Spray
- Canon Canada
- UNO Restaurants
- La-Z-boy
- Aggregate Industries
- MTU Detroit Diesel
- John Deere
- Reebok International
- General Electric
- Syratech Corporation
- Ingersoll Rand



- The BOC Group
- Service Merchandise
- American Airlines
- Gordon Foods
- WAL-MART
- Longs Drugs Store
- Consolidated Nutrition
- Weaver Popcorn
- Round Table Pizza
- CB Commercial
- GUIDANT
- Lear Corporation
- Lift Parts Manufacture
- ICI Acrylics
- Novell
- Canyon Ranch
- National Safety Associates
- The Stanrail Corporation
- Toyota
- Ford Motor Company
- Amway
- DaimlerChrysler
- Subaru of America
- Saturn
- TTX Corporation
- APS Inc.
- Barney Skansaka Construction
- WESCO
- Gordon Foods
- Frosty Acres

TECHNOLOGY & COMMUNICATION

- Support.com
- Verizon
- Hewlett Packard
- SmartM Technologies
- AVAYA
- Infonet
- UNISYS
- Paradyne
- WorldCom
- MRO Software
- Teleocity
- Apple
- HP
- Compaq
- MapInfo
- NEXTELL
- Informix
- IBM
- Travelocity
- AT&T
- Bell Atlantic NYNEX Mobile
- Sprint
- SprintPCS
- Verizon Information Services
- GTE
- Pacific Bell



INSURANCE

- Westchester Insurance
- Guardian Life Insurance
- Canada Life Insurance
- Land America Title Insurance
- Amica
- The Million Dollar Round Table
- LIMRA
- LIMRA, AMC
- GAMA
- Franklin Life
- Manulife Financial
- AIG Life
- Vermont Life
- Prudential Life Insurance
- Equitable Life
- Met Life
- CUNA Mutual
- State Farm
- Farm Bureau
- ANICO
- Amica
- MONY
- New York Life
- Calfarm
- Mass Mutual Insurance
- Berkshire Life
- John Hancock
- Mutual of Omaha
- State Farm
- Chestnut Hill Financial



**“Wake Up!...
It's GAME TIME!”**
~ Brian Holloway

- National Financial services
- Utica Life Insurance
- Nationwide Insurance
- American General Life
- Kansas City Life
- Pacific Life

TELEVISION & ENTERTAINMENT

- ABC Sports
- Good Morning America
- CNN
- The Today Show
- NBC Sports
- TBN
- USA Network
- COX Broadcasting
- ESPN
- FOX
- Tennessee Titans
- New York Giants
- Tampa Bay Buccaneers
- Miami University
- Nebraska University
- Miami Dolphins
- The 700 Club
- Sports Line
- The Roy Firestone Show

TRADE ASSOCIATIONS

- South Dakota Banker's Association
- NFL Players Association
- NBA Players Association
- Distilled Spirits Council
- National Association of Health Care Professionals
- National Association of Risk Management Professionals
- National Tour Association
- National Association of College Food Service
- National Association of Human Resource Professionals
- National Association of Fire Fighters
- Teachers Association
- National Association of Boiler and Pressure Vessel
- Wisconsin Retail Lumber Association
- New England Gas Association
- Caribbean Tourist Association
- Indiana Building Contractors Association
- Ohio Landscape Association
- New England Safety Council
- National Association of Surety Bond Professionals
- Licensed Beverage Association
- Health Services and Financial Management Association
- National Association of Financial and Treasury Managers

- International Assoc. of Conventions & Visitor Bureaus
- Auto Glass Association
- Michigan Retail Auto Association
- Tavern League of Wisconsin
- Jackson Area Manufactures Association
- UAW

EDUCATION

- Challenger Center for Space Science Education
- Harvard Business School
- New York University Graduate School of Business
- Stanford University
- Yale University
- Boston College
- Northeastern University
- Williams College
- Hillsdale College
- Bowie State College
- University of Michigan
- State University New York at Albany
- RPI
- Landmark College
- University of Miami
- Rutgers University
- University of Florida



HEALTH CARE & MEDICAL

- Cardinal Health

- Hitachi Medical System
- Texas Medical Branch
- Mallinckrodt Medical Inc.
- MedLink Systems
- MRI International
- ValueRX
- ZLB Plasma Services
- Shared Services Healthcare, Inc.
- Apex Healthcare
- Bristol-Meyer Squibb Pharmaceuticals
- Applied Biosystems
- Gaymar Medical Systems
- Applied Medical Systems
- Shared Service Healthcare

GOVERNMENT : STATE & FEDERAL AGENCIES

- The United States Congress
- Office of the Military Comptrollers
- Department of Forestry
- New York State Department of Corrections
- New York State Department of Labor
- Department of Transportation
- U.S. Postal Service
- U.S. Army
- The Air Force Academy
- New York State Division for Youth
- New York State Division for Family Services
- New York City Transit Authority
- Massachusetts Division for Youth Services

- Florida Light and Power
- Nuclear Regulatory Authority
- California Transit Authority
- Consumers Power
- Touchstone Energy
- The United States Army
- U.S. Customs
- NASA
- Powder River Energy Corporation
- Massachusetts Park and Recreation
- Federal Transportation Authority

CHARITABLE / NON-PROFITS

- Boys and Girls Club of America
- Big Brother and Big Sisters
- Boy Scouts of America
- New York City Urban Peace Corps
- The 100 Club Foundation
- Fellowship of Christian Athletes
- Boston City Year
- Serve America Volunteer Corp
- Special Olympics
- The United Way
- Ms. Foundation
- United Negro College Fund
- Lifeway International
- The Jimmy Fund
- SADD (Students Against Driving Drunk)
- Phi Theta Kappa National Honor Society
- Berkshire United Way
- Frito Lay Community Service Award



Increase Sales Now!

Outperform Competition!

Win The Customer Experience!

Secure The Life Client Relationship !

Never Ever, Ever Give Up!

TEAMS! -- Dominate, Persist & Celebrate!

TRADE ASSOCIATIONS

- South Dakota Banker's Association
- NFL Players Association
- NBA Players Association
- Distilled Spirits Council
- National Association of Health Care Professionals
- National Association of Risk Management Professionals
- National Tour Association
- National Association of College Food Service
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- International Assoc. of Conventions & Visitor Bureaus
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- Tavern League of Wisconsin
- Jackson Area Manufactures Association
- UAW

EDUCATION

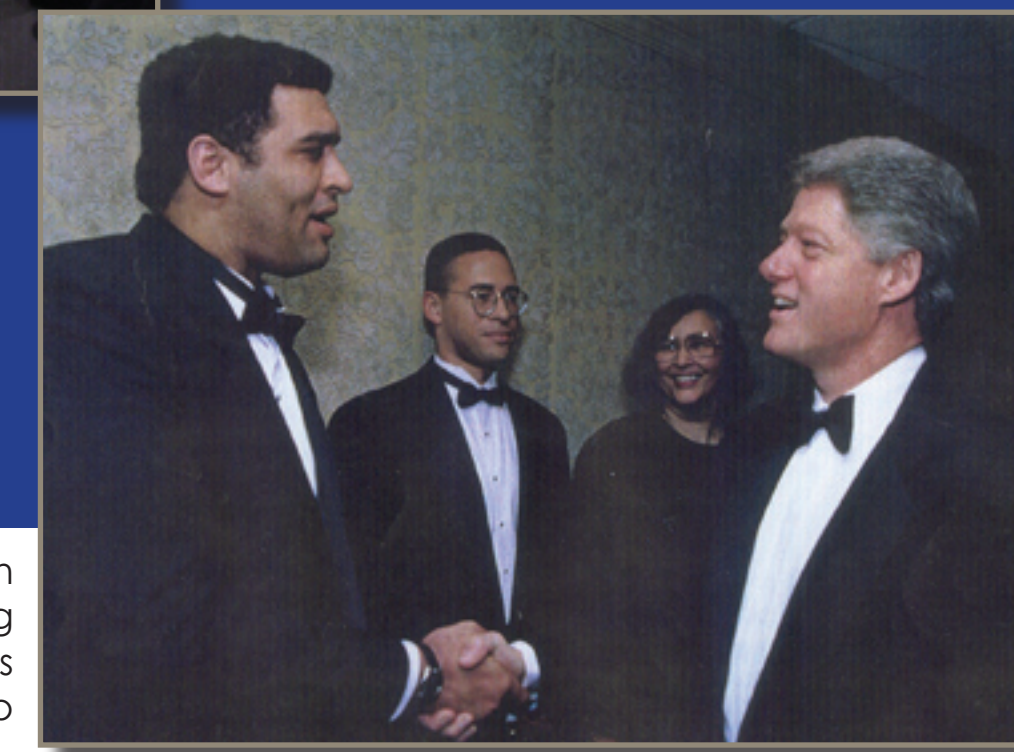
- Challenger Center for Space Science Education
- Harvard Business School
- New York University Graduate School of Business
- Stanford University
- Yale University
- Boston College
- Northeastern University
- Williams College
- Hillsdale College
- Bowie State College
- University of Michigan
- State University New York at Albany
- RPI
- Landmark College
- University of Miami
- Rutgers University
- University of Florida
- Cardinal Health

HEALTH CARE & MEDICAL

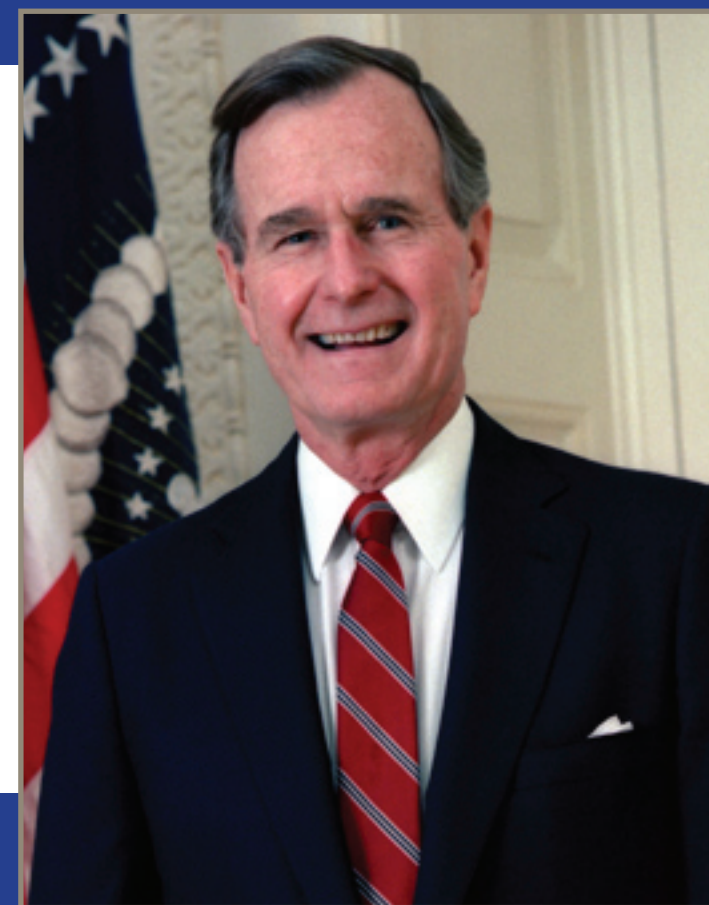
"Brian is a good man. I can speak for his character. I've watched him give of himself to his community and certainly to the NFL where he played with such honor and distinction. So put me down, and Barbara too, as those who would recommend Brian Holloway. We are proud to be a little part of his resume."
~President George Bush



"Brian has been raised to be a leader among his peers."
~Secretary Colin Powell



President Clinton recognizing Brian Holloway's leadership



Achievements

- High School All-American, Churchill HS Potomac Md.
- 350 Athletic/Academic Scholarship Offers
- All-American Stanford University
- Graduate B.A. Economics: Stanford University
- Verne Freeman Award: Premiere Offensive Lineman, Bay Area
- 1st Round Draft Pick: NFL/ New England Patriots
- All-Rookie Team/ NFL
- All-Pro New England Patriots
- Team Captain, New England Patriots
- AFC Champions
- AFC Eastern Division Champion
- SUPER BOWL XX, New Orleans
- Vice-President NFL Players Association
- Associate Professor: Northeastern University:
- Harvard's Kennedy School of Government
- Special Olympics: Salute of Achievement
- New York State Juvenile Officer Association, Certificate of Recognition
- U.S. Air Force Certificate of Appreciation
- Governor Dukakis: Athletes Against Drunk Driving
- Berkshire United Way Article of Recognition
- Challenger Center for Space Science Education, Certificate of Recognition
- Distilled Spirits Council, Certificate of Achievement
- Frito-Lay, Team Champion Service Award
- Dr. Martin Luther King Day, Certificate of Appreciation
- Presidential Certificate: George Bush, Points of Light
- Halsey Dream Weekend
- Northeastern University, Honorary Professor College of Arts and Science,
- Presidential Recognition: Bill Clinton
- Pop Warner Award of Youth Leadership
- Community Service Award of Excellence; Arlington High School
- 25th Infantry Division Support Command
- The Hundred Club of Massachusetts, Certificate of Appreciation
- New York State Division For Youth
- Frank Rehm Memorial Award
- Frank O'Rosco Memorial Award of Service
- 10 Most Distinguished Community Leaders
- B'NAI B'RITH Certificate of Participation

Testimonials

"Brian is passionate, driven, motivating and real – not scripted!" Jon Palazzo, VP Business Development, Gulf States Toyota. Hudson, OH

"Very inspiring. The use of his own experiences, very, very nice." John Biranoski, Jr, Sprint PCS Regional Store Manager, Oakmont, PA

"Very powerful!! Moving." Peter W. Rosenthal, Salomon Smith Barney Sr. VP, Jericho, NY

"Dynamic, Energetic and inspirational. He shows the compassion of his heart through the power of his being." Stephen S. Mellott, Prudential Financial, Bedford, PA

"It's The Wake Up Call To All Great Leaders In Order To Compete & Sustain Being The Best." Stephanie Storkel, CEO Pedersen & Haupt, Chicago, IL

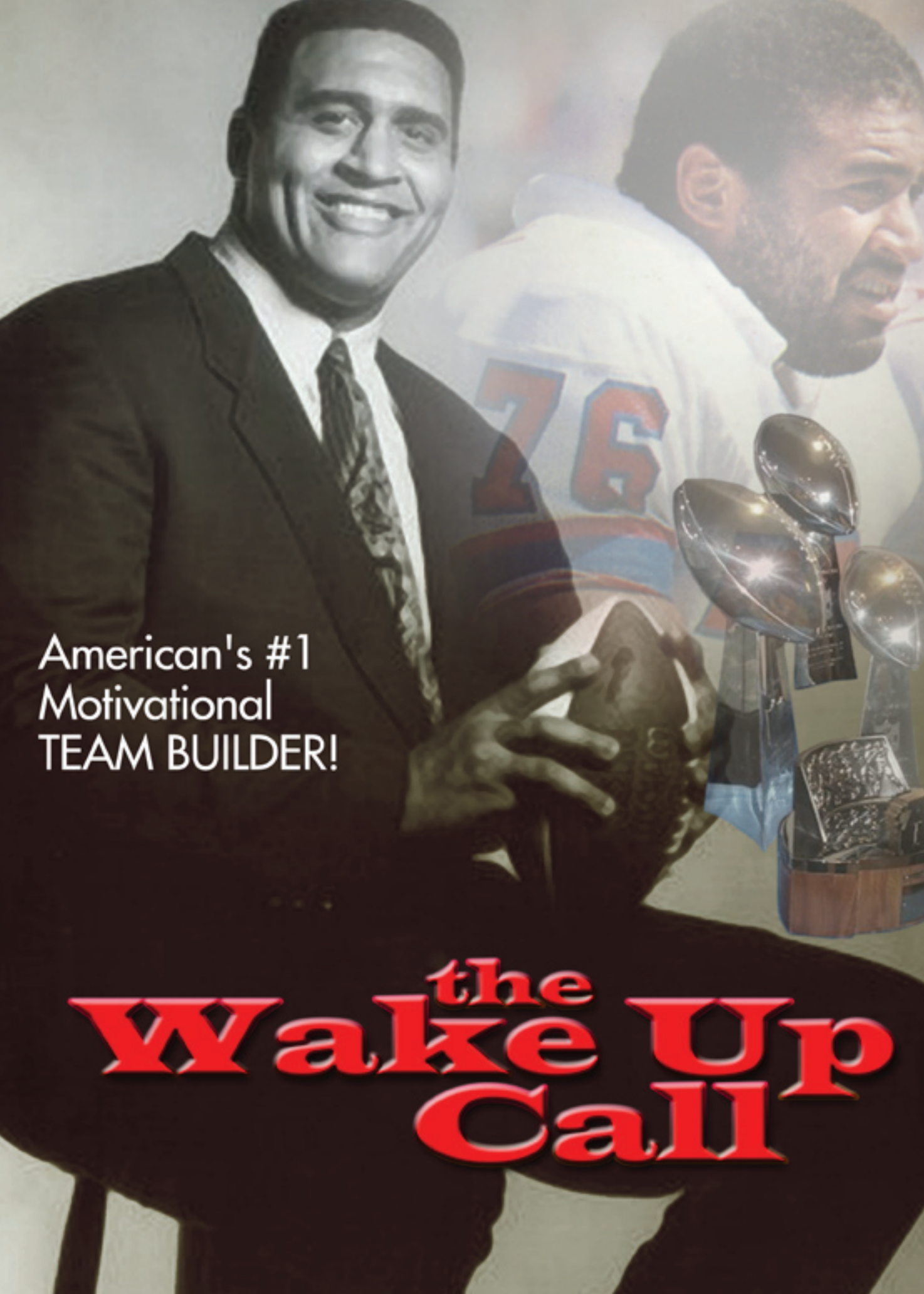


"Excellent – enjoyed it very much." Michael DiVirgilio, SVP Nike, Secaucus, NJ

"Brian is the most passionate speaker I have heard...I very much appreciated your words and ideas" Donald R. Barley, Merrill Lynch, VP/RM/FA, Bedford, NH

"Exciting, inspirational – left me wishing more time to learn how to motivate." Erica Shields, Store Manager, McDonalds, Newark, NY

"Thank you for demonstration to the group -- that confidence in yourself will help you market your skill, knowledge and experience as a professional and valuable piece of the entire team." Maggie Lacomonica, Gatorade Sports Marketing



American's #1 Motivational TEAM BUILDER!

the Wake Up Call

BRIAN HOLLOWAY America's #1 Motivational TEAM BUILDER!

A Stanford All-American and five-time NFL All-Pro, Brian Holloway, excelled as the team captain of the 1985 New England Patriots, AFC Championship Team. In 1986, at age 26, Holloway was one of the principal architects of the NFL's growth strategy that produced a landmark \$18 Billion TV contract in 1998. Hall of Fame Coach, Bill Walsh - NFL Dynasty Crafter, calls Brian... "A true champion. A playmaker and a leader that calls out the best in people." Look for his distinguished football accomplishments to be recorded in the Pro Football's Hall of Fame. **BOOT-CAMP!**

Hired by 257 Fortune 500 Companies from around the world - Brian Holloway has set himself apart in delivering inspirational **BREAKTHROUGHS!** -- for the hard charging corporate competitors. Featured on CNN, ABC, CBS, NBC, ESPN, USA Today, 700 Club, TBN - Brian is recognized for his elite status as America's #1 Motivational **TEAM BUILDER!** - delivering tremendous value for his clients.

His client list includes Wal-Mart, Albertsons, Honeyswell, MBNA, Bank of America, Apple, Sprint, Verizon, AT&T, Cisco Systems, State Farm, SalomonSmithBarney, Knight Trading, AIG, Reebok, DaimlerChrysler, Best Buy, Wachovia Bank, and thousands more. Brian has been a featured guest lecturer many colleges and prestigious Universities including Harvard's Business School, Stanford University, Princeton, New York Graduate School of Business and Williams College.

His jaw-dropping keynotes are often described in one word --

- "Passionate."
- "Frank."
- "Relevant."
- "Hard Hitting."
- "Important".

You will find Brian's heart in Tampa, Florida and New York with his wife Tammy, along with their eight children.

Most Requested Topics

THE WAKE UP CALL

This is not a keynote. This is a **WAKE UP CALL!** This is high-level corporate learning when you are in the **MUST WIN! SITUATION!** - in the NFL, we call this **CRUNCH TIME!** There are 7 very specific things a **LEADER** must do to take command of their **TEAM**, re-establish the momentum, and set the tempo - to **WIN!** In the **must WIN** situation. It all comes down to energy, execution and an obsessed **PASSION TO WIN.** The bottom line... it's **CRUNCH TIME** and there is no margin for error. You don't just turn this switch on and off - you must develop this **HIGH OCTANE MUSCLE!** within the culture, conversation, attitude and beliefs. It's the only way to **SUCCEED** in a super competitive business environment.

UNLEASHING THE PASSION OF THE PLAYMAKER

For Those High Powered Executives That Make The Impossible Happen. This is the crown jewel of motivational keynotes. It is the most requested keynote from my clients that include 257 Fortune 500. After 16 years inside the Super Culture of World Class Competitors and 12 years inside corporate boardrooms this is the most important conversation they will ever have. My 5 Outrageous! Promises. [1] I will IGNITE! the **TEAM** and the Leadership Within [2] I will uncover the untapped Success, Power & Productivity -- that lies harbored inside the toxic virus called Business Activity. [3] I will reveal the Ultimate Secrets of Champions - who consistently outperform the competition. [4] I will create the most intense, Inspirational Breakthrough! - for everyone to totally, "SEE", "GET" and "Take ACTION!" [5] I will Unleash the Passion of the **PLAYMAKER!**

DYNASTY CRAFTING! - THE POWER OF CHAMPIONSHIP TEAMS

To Increase Performance, Improve Customer Relationships And Win Gains In Market Share. The most powerful and explosive asset and organization has is the total energy, excitement and knowledge base of their **TEAM.** On Championship **TEAMS** the knowledge, the ideas, the creativity and the passion comes together for a total **TEAM** focused effort. These synergies create synergies to achieve a future that was not possible before. In today's competitive marketplace this is the only competitive advantage that truly exists...this is the **SECRET** of **TEAMS.** This is the only differentiator in today's market where price competition are shrinking the margins, cost take outs are maxed, and industries become commoditized. It all lies within **TEAMS** and this is the only way to completely **WIN** the **CUSTOMER EXPERIENCE!** -- the new measure of success.

THE DNA OF CHAMPIONSHIP TEAMS - YOUR GAME PLAN TO WIN!

They have a Winning System that brings out the Winning Culture and releases the ultimate **WINNING Edge!** The Winning Attitude. I will literally take you into the most important learning any business leader could ever have that will literally **SOLVE FOREVER** some of the biggest dilemmas that prevent **TEAMS** from coming together! You will leave this presentation with your **GAME PLAN TO WIN** - exact step-by-step process that will turn around **YOUR TEAM** - instantly. Once this system is in place - you will never again be blind sided by backbiting, blameshifting and the silent but deadly, withholding - organizational viruses that Kill fast company. [All this stuff operates invisibly underneath the organizations conversation - crushing inspiration, sucking the life and energy out of the living system. 1 One senior executive replied... "I learned more about organizational excellence in this fast paced jammed packed 3 hours - than I did in MBA."

THE MINDSET OF THE CHAMPION! - CRACK THE CODE TO INCREDIBLE SUCCESS!!

This **KEYNOTE** is a battle-cry to awaken the Champion Within! It's time to get back in the **GAME** and get to the next level. This keynote is a jaw dropper. High impact. This gets your **TEAM** from the sidelines as spectators to the field as a **PLAYMAKER.** [Most people who are talking about being burnt out - haven't even been lit yet.] Entertaining. Fun. High Energy. Interactive. No more sleepless nights wonder what "else" is going to happen next. There's nothing worse than living in the nightmare of your dream that is dying hard. Sad but true -- In today's high paced, stressed out business environment the competitive charge has turned from **WINNING** -- to seeking security and hoping for survival. This is not a time for resignation and despair - it's time to break out of the "box" and reinvent who we are in the face of the impossible. In Sales we must have the mindset of the Champions. This is how we **WIN** the sacred **CUSTOMER EXPERIENCE** - to secure the life client relationship.

Executive BOOTCAMP! (1 Day)

This is not a speech. This is a thoughtful conversation for the serious minded. **THIS IS HARD.**

ELITE: BOOTCAMP! (3 Day)

By invitation only.

- The BOC Group
- Service Merchandise
- American Airlines
- Gordon Foods
- WAL-MART
- Longs Drugs Store
- Consolidated Nutrition
- Weaver Popcorn
- Round Table Pizza
- CB Commercial
- GUIDANT
- Lear Corporation
- Lift Parts Manufacture
- ICI Acrylics
- Novell
- Canyon Ranch
- National Safety Associates
- The Stanrail Corporation
- Toyota
- Ford Motor Company
- Amway
- DaimlerChrysler
- Subaru of America
- Saturn
- TTX Corporation
- APS Inc.
- Barney Skanska Construction
- WESCO
- Gordon Foods
- Frosty Acres

TECHNOLOGY & COMMUNICATION

- Support.com
- Verizon
- Hewlett Packard
- SmartM Technologies
- AVAYA
- Infonet
- UNISYS
- Paradyne
- WorldCom
- MRO Software
- Teleocity
- Apple
- HP
- Compaq
- MapInfo
- NEXTELL
- Informix
- IBM
- Travelocity
- AT&T
- Bell Atlantic NYNEX Mobile
- Sprint
- SprintPCS
- Verizon Information Services
- GTE
- Pacific Bell



Outperform Competition!

Never Ever, Ever Give Up!