



## Thank you for considering me for your event!

I am excited to participate, ready to serve, and committed to helping you create an exceptional experience for your group.

Not afraid to poke fun at my own mishaps, I approach life as a front row observer of celebrations, messy places, and you've-got-to-be-kidding-me! moments. Your group will enjoy life and business lessons infused with encouragement, stories of hope, and humor from my own experiences: successful corporate and non-profit leader, business owner, a city girl with a small-town heart, caregiver, and self-proclaimed Chief Encourager.

You will find me to be a good fit for these type of events:

- Conference Keynotes
- Women's Events
- Luncheons and Banquets
- Women's Retreats
- Celebrations / Kick-offs
- Master of Ceremonies

This packet provides you with helpful information to use in your decision-making process. It also provides items you may need to facilitate the promotion of your event. These include:

- Quick Introduction
- Biography
- Speaking Topics
- Endorsements
- Resources
- Special Information Letter

I look forward to talking with you about your important event!

With joy,

*Gaye Lindfors*

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*Gaye Lindfors*

*Encouragement*

*Authenticity*

*Renewal*

*Laughter*

*Hope*



## **Bringing you a breath of fresh air!**

Whether you're working, volunteering, taking care of things at home, or showing up for your friends, your heart wants to feel alive. With her stories and the welcoming style and wit she's known for, Gaye will encourage your heart, help you rediscover the joy in your everyday, and remind you that your life and work make a difference.

**Gaye uses her business expertise to deliver workplace solutions, and her heart to remind you that your work matters.**

Gaye led a human resources department that supported 11,000 airline employees, served as Special Assistant to a university president, and has an M.A. in Industrial Relations. She has served in leadership roles in associations, non-profits, and volunteer and professional women's organizations.

She is past-president of the National Speakers Association/Minnesota chapter, and was Regional Director for Christian Women in Media. Gaye is the author of several books, including *"This is Livin'!"* and *"Getting My Ducks in a Row and Other Stories of Faith."*

***"There's a special place in my heart for women who have the laugh lines to prove we've truly lived!"***

Gaye and her husband Steve live in St. Paul, Minnesota.

[www.GayeLindfors.com](http://www.GayeLindfors.com)

## **Additional information that doesn't usually show up in my marketing material or biographical sketch ...**

**Small town heart.** Climax, Minnesota (population 310) is my home town. (And I say that proudly!) We were a community of mostly stoic Scandinavian farmers who cared about family, church, the land, and education. We learned what it meant to take care of each other, celebrate and mourn as a community, and work hard. Really hard.

**Big city living.** I wouldn't give up my small town roots for anything, but I really love living in the city. St. Paul, MN has been home for most of my adult life. Jazz clubs, independent bookstores, laughing at life with friends, and small-town cafes create a few of my Happy Places.

**Always learning.** My parents were teachers, so education has always been important. My undergraduate degree in Business Administration is from Minnesota State University, Mankato. My graduate degree, M.A. in Industrial Relations (Human Resources), is from the University of Minnesota.

**Business experience.** I am grateful for my career opportunities, and the people with whom I've shared office space, corporate corridors, and board rooms. Before starting my own company, I worked in human resources leadership positions in Fortune 500 companies, small businesses, and non-profit organizations. I led a team that supported 11,000 airline employees, served as Special Assistant to a university president, and have served in leadership roles in associations, and volunteer and professional women's organizations.

**Caregiver.** I saw life through the eyes of My Mom who struggled to remember what had happened moments ago, but never forgot those memories stored in her heart. Seeing both the sacred and the sadness in it, my sisters and I walked her Alzheimer's journey with her for seven years.

**Speaking lights me up!** As a little girl, I watched my dad speak at conferences and in churches, and I learned how to speak from the heart. As a young adult competing in national speaking contests, I learned how to speak well. As a professional speaker, I've learned how to combine my skills, heart, and message to deliver engaging presentations that can change people's lives.



*Refreshing insights and  
contagious joy!*

**Gaye Lindfors**

Engaging Speaker / Encouraging Writer

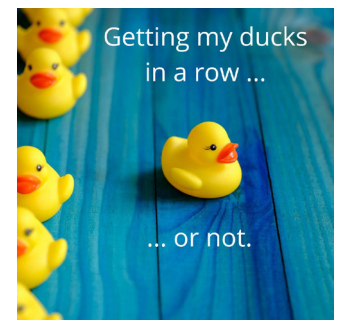
## Anticipate Good Things!

Imagine what your everyday life could look like if, instead of waiting, wondering, and wishing for things to be different, you stepped into your day anticipating good things, refreshed, and ready to embrace your day. Let's reignite our *Yes!* to life when the roads are smooth and breathing is easy, *and* when the hills are steep and life feels hard. Gaye brings you a breath of fresh air, connecting the dots between the good in life and your everyday moments. Instead of waiting for life to show up, show up and find life!



## Getting My Ducks in a Row ... Or Not!

If getting your ducks in a row seems impossible—or if you can't even find your ducks—there's hope! Gaye brings a blend of business and life stories, lessons learned, and infusions of humor, inviting you to consider ways to stop striving, fretting, and fixing. Her message will encourage you to take a deep breath, let go of what you can't control, and not miss a moment of your life!



## This is Livin'!

Life is good, but it can also be messy—especially when work gets tough, changes are constant, and that one colleague is just plain annoying. Rediscover how to be refreshed and not ragged, focused and not frazzled, settled and not sinking. Adjust your expectations, change perspective, laugh a bit, and hit the reset button!



# Gaye Lindfors

Engaging Speaker / Encouraging Writer

**... thoughtful, thorough, and timely ...**

Gaye was a delight to work with! Her natural presentation style delighted our guests. She was funny, thoughtful & poignant; our women loved and related to her. In our planning, Gaye was thorough and timely in everything that we requested of her. We wholeheartedly recommend Gaye!

Women's Retreat

**... smart, knowledgeable, and fun ...**

We really connected with Gaye. Loved, loved, loved her. Her content brought superior value to the conference. She had great stories and so many good ideas – the best!

The JOY Conference

**... perfect blend of humor, fun, and fact ...**

Excellent! Gaye had a great message with humor and wonderful content. It was the best presentation of the conference – she got everyone feeling good and she was entertaining. It was very meaningful, motivating, and uplifting!

MN Association of Healthcare Volunteers

**... relateable and relevant ...**

Gaye was very positive and inspiring; she made us think. Laughter makes a meeting great - we had many "laughter" moments! She helped us put our lives in perspective. She was very uplifting – awesome!

Independent Community Bankers of North Dakota

**... provided tools to use, engaged us easily ...**

She kept my interest the whole time. She was humorous, engaging, and provided lots of good information.

Administrative Professionals Day

**... fills you up with insight and jump starts your day with inspiration ...**

Gaye's delivery was superb and our members appreciated her insight! Many commented that they took away specific ideas they could implement immediately. We look forward to working with her again.

Chamber of Commerce

# Special Information

## for Gaye Lindfors

I am excited about the possibility of participating in your event! The information in this section will answer some of the questions you may already be asking.

### What You Can Expect

Please consider me part of your event planning and delivery team: highly committed, enthusiastic about your event, and possessing a “This will be amazing!” attitude!

### Before the event, I will:

- Learn all I can about your expectations, your dreams for the event, and the group dynamics.
- Work with you to make sure my presentations are aligned with your theme and expectations.
- Tailor my content to connect with your specific audience.

### At the event, I will:

- Be accessible to you from the time I arrive until I leave.
- Be available for a sound check one hour before the event begins.
- Provide you with a brief introduction and be available to the introducer for any questions.
- Be prepared!

### During my presentation, I will:

- Focus on your guests.
- Deliver an encouraging message with passion and energy!
- Always be respectful of your leadership team and your group.
- Celebrate your guests' stories.

### After the event, I will:

- Stay and connect with people.
- Follow-up with a phone call with the event organizer.
- Be very grateful for the opportunity to work with you!



By the way, if something happens during the event that no one saw coming (one of those “You’ve got to be kidding me” moments!), I will go with the flow and do whatever is necessary to still make this an amazing experience for your attendees!

*Gaye Lindfors*

Engaging Speaker / Encouraging Writer



## Speaker's Fee

I am committed to being a good steward over your resources and responsibilities and those of my business. The fee varies based on the event location, length, and program.

We will discuss this in more detail so expectations are clear. And of course, a speaking contract will be provided so there is no room for misunderstanding. Payments should be made to Significant Solutions.

## Travel & Accommodations

Travel expenses will be paid by the organization hosting the event. If air travel is required, my office will book the flight (coach ticket). When an overnight stay is required, a quiet, comfortable, non-smoking room is appreciated.

## Event Logistics

We will discuss the event location and room set-up for your specific event, and more specific details will be included in the speaking contract. As general guidelines...

- I prefer an over-the-ear microphone or a handheld, cordless microphone.
- I will be there early to make sure you have everything you need, and I will be there after the event to connect with as many of your guests as possible!

If you have a photographer who will be capturing the special people and moments of your event, would you be willing to share a few of those photos with me? Thank you!

## Audio/Video Recording

Please let me know if the event will be recorded (audio and/or video). I ask that you provide me with a copy of the final recording. Unless written restrictions are provided, it is understood that I may also use the recording of my session(s) for promotion or product development.

## Book Signing

If appropriate for your event, an opportunity for a book signing is appreciated. Please let me know if there is any policy or procedure that I need to be aware of so we can honor your protocol. It would be very helpful if someone from the event team can assist at the table.

## Feedback

Your input is valuable and appreciated! At the conclusion of the event, could you please take a moment to prepare a short comment on the success of the event that I may use as a testimonial? Thank you!

These details should be helpful as you plan your event.

If you have any questions, please let me know! [Thank you!](#)