



Scott McKain

Professional Qualifications

Chairman, McKain Performance Group

MPG is an associated group of intellectual property companies committed to providing exciting educational presentations and program delivered through a variety of media that stimulate professional and personal growth and enhance customer experiences.

McKain Performance Group, Inc.
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<http://ScottMcKain.com>
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Co-founder & Principal, The Value Added Institute

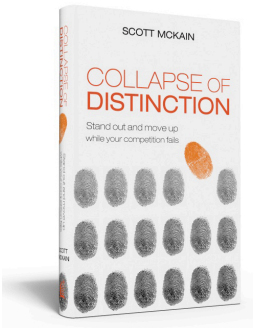
The Value Added Institute is a "think tank" that explores the impact of customer experiences on creating enhanced client loyalty and revenues for visionary organizations. Scott's consulting and presentation work in tandem with Cofounder Bruce Johnston (currently CEO of a major mutual fund company) -- combined with unique technological delivery and follow-up methods -- has developed a significant client base for VAI, primarily in the financial services industry.

Lecturer at Leading Colleges and Universities

Scott McKain has lectured on the campuses of several universities, including UCLA, Purdue University, Pepperdine University, Michigan State University and many more.

Former Broadcast Journalist and Television Commentator

Scott has been seen on multiple occasions as a commentator/panelist on FOX News Channel, as well as providing his insight for numerous television and radio news broadcasts. For eight years, two million people watched Scott each week on eighty television stations in U.S., Canada and Australia. He has also been a news anchor for a CBS-TV affiliate in one of the nation's twenty-five largest markets.





Former University Development Executive; Director of Public Affairs and Annual Fund,
Franklin College

Contributions to fund doubled in just one year.

Author of Several Highly Successful Books, Audio and Video Programs

Scott's new book, "Collapse of Distinction", takes a revolutionary approach in clearly showing how organizations and individual professionals create differentiation in the market -- and has already been called by one reviewer as "one of the most important business books" in recent history.

Scott McKain's "What Customers REALLY Want" reached the top five of many national business bestseller charts, received rave reviews from across the nation and is available now in a trade paperback version.

His "ALL Business is Show Business(TM)" reached the #1 spot on Amazon.com's list of business bestsellers and has been released in numerous languages internationally. His first book, "Just Say Yes! A Step Up to Success," was made into a nationally televised personal development program featuring baseball Hall of Fame member, Jim Palmer.

He is a contributing author to the popular "Only the Best!" book series on the topics of customer service, leadership and success. He writes a monthly column for "Indy Men's Magazine" - a popular publication for Indianapolis-area businessmen.

B.A. in Political Science; Franklin College of Indiana

Graduated in 1979; named one of "Top Ten Seniors;" Student Body President;
fellowship in Political Science Studies at the exclusive "Washington Semester
Program" at American University, Washington, D.C.

Awards and Accomplishments

Member, Professional Speakers Hall of Fame

Council of Peers Award of Excellence (CPAE) by the National Speakers Association
Considered the "Oscar(TM)" of the speaking industry, this award has been
presented to about one hundred speakers, including Ronald Reagan, Colin
Powell, Zig Ziglar, Harvey Mackey and Dr. Kenneth Blanchard.

"Hoosier Hero"

Scott McKain was recently named as one of just ten "Hoosier Heroes" from over
7000 nominations. Presented by the Indiana "Dollars for Scholars" program, the

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award recognizes the best in business and commitment to philanthropy from those hailing from Indiana.

Certified Speaking Professional (CSP) by the National Speakers Association

This is the highest earned designation in professional speaking and recognizes a commitment to ongoing education, proven speaking experience and ethical behavior.

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Who's Who Among America's Emerging Leaders

Who's Who in the Midwest

U.S. Jaycees "Outstanding Young Men in America"

Selected by Arnold Schwarzenegger to be the emcee and speaker for the "Great American Workout" held on the White House lawn

In the celebrity-filled audience for Scott's presentation were President Bush, Gen. Colin Powell, Pat Riley, Willard Scott, Dana Carvey, Lee Trevino, Dr. Ruth

Westheimer...as well as a national audience on NBC's "Today" show, CNN and CSPAN.

Scott has continued to appear on the platform numerous times with Governor Schwarzenegger.

Subject of nationally televised program, "Just Say Yes! A Step Up to Success," hosted by Baseball Hall of Fame member, Jim Palmer

Former Candidate; Secretary of State, State of Indiana

Actor in internationally acclaimed movie, "Stroszek"

Scott's performance was named by the Boston Globe as the "most memorable moment in all of film" for the year. Scott was also recently praised by film critic Roger Ebert in his series of articles entitled "Great Movies" that named the film as one of the all-time cinematic classics.



Other Service:

Scott has served on the:

Board of Directors of the National Safety Council

Alumni Council for Franklin College

Chairperson of "Hoosier Horizons" -- the official Bicentennial project of the State
of Indiana

The Governor's Advisory Council for Vocational Education

Board of Directors of the National Speakers Association

Board of Governors of the Professional Speakers Hall of Fame

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