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FOR IMMEDIATE RELEASE

Local Author and International Business Speaker Joins Speaking Elite



Bloomington, Minn., August 8, 2007 — Twin Cities resident, best-selling author, and international business speaker David McNally recently joined an elite group of individuals—only 186— recognized for a lifetime of speaking excellence and professionalism when the National Speakers Association (NSA) inducted him into the Council of Peers Award for Excellence (CPAE) Speaker Hall of Fame.

“David’s contributions to the speaking profession and his success as a speaker and author make him a worthy recipient of this special award. But his spirit and commitment to helping others have made this world a better place to live,” said Mark LeBlanc, 2007-08 President of the NSA.

McNally shares this year’s honor with four others, among them Jack Canfield, originator of the “Chicken Soup for the Soul” book series. Previous CPAE Speaker Hall of Fame inductees include Twin Cities businessmen and best-selling authors Harvey Mackay and Larry Wilson as well as the late Norman Vincent Peale and President Ronald Reagan.

“To be in these ranks is humbling. This award is a wonderful acknowledgment of my work over the past 30 years in the field of human potential,” said McNally.

McNally began his career as a business consultant in the field of leadership and management development. His work as a professional speaker evolved after the release of his first bestselling book, “**Even Eagles Need a Push**,” which resulted in many more invitations to speak.

“Good public speakers are entertaining educators. They are able to teach and deliver their message in an engaging way,” said McNally. “I found that I was able to combine my love of inspiring people to achieve their highest potential with my gift for entertaining.”

Author of another bestseller, “**The Eagle’s Secret**,” and co-author of “**Be Your Own Brand**,” McNally is also producer of the award-winning film, *The Power of Purpose*, and the recently released, *If I Were Brave*. His books and films have been translated into several languages and released in over 20 countries, and his work has been highly praised by NBA coach Pat Riley, CNN host Larry King, golf superstar Greg Norman, and executives from some of the world’s most successful companies.

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McNally immigrated with his family to Australia as a small child and grew up there. He began an international business career in his mid-20s and completed assignments in South Africa, Europe, and the South Pacific before settling in the U.S. in 1980. Although he regards himself as Australian, McNally has resided in the Twin Cities for 27 years; together, he and his late wife Jo raised five children, four of whom still live in the area. The youngest is attending art school in Australia.

“I’ve lived in Minnesota longer than I’ve lived anywhere else in my life. I don’t plan to leave here—I’m a Minnesotan,” said McNally.

For the past 23 years, McNally has served on the board of Perspectives, a multi-program human service agency that provides at-risk families with pathways to recovery and independence.

“David’s life is about contribution and giving back, about doing his own personal best and encouraging others to do their best too,” said Jeannie Seeley-Smith, Executive Director of Perspectives. “What he says and how he lives are exactly the same. He’s a dear friend to me, to the agency, and to so many people. He’s probably one of the most well-thought-of people I know.”

The NSA (www.nsaspeaker.org) is the leading organization for professional speakers. Members include experts in a variety of industries and disciplines who reach audiences as trainers, educators, humorists, motivators, consultants, authors and more.

“Membership in the NSA has taught me how generous people can be—how colleagues who in some ways could be viewed as your competitors come from a world of abundance and willingly share ideas and strategies that have worked for them. The organization has introduced me to some of the finest people I’ve ever met,” said McNally.

The NSA established the CPAE Speaker Hall of Fame in 1977 to honor professional speakers who have reached the top echelon of platform excellence. Candidates are evaluated by their peers and must excel in seven categories: material, style, experience, delivery, image, professionalism and communication. The award is not based on celebrity status, number of speeches, income, or volunteer involvement in NSA.

For Additional Information

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Upcoming David McNally Appearances

September 27 & 28, 2007

Maximum Potential 15th Annual Distributor Conference, Bloomington, MN

For Information: www.maximumpotential.com | Event Closed to the General Public

October 2, 2007

J. Cameron & Associates 4th Annual Power of People Conference, Chaska, MN

For Information: www.jcama.com | Event Open to the Public

November 14, 2007

American Society for Training and Development 2007 Regional Conference & Expo, St. Paul, MN

Learning and Performance: Leading Business, Changing Lives

For Information: www.astd-tcc.org | Event Open to the Public

David McNally Areas of Expertise

MARK OF AN EAGLE:

From Showing Up to Shining Out—Developing a Strong Personal Brand

- How does your brand impact your career?
- How does your brand affect the quality of your relationships?
- Why is having a strong personal brand important to being successful?
- What do people who have a strong brand look like?

THE EAGLE'S SECRET:

From Surviving to Thriving—Success Strategies for the New World of Work

- What is meant with regard to thriving vs. surviving?
- What does a survivor look like? A thriver?
- How do I move from being a survivor to a thiver?

EVEN EAGLES NEED A PUSH:

From Playing Safe to Playing to Win—The Five Qualities of Confident, Empowered People

- What does it mean to be truly confident?
- What is common to the lives of confident people?
- If I lack confidence, what can I do about it?

THE INFLUENTIAL LEADER:

From Charisma to Character—Becoming the Person Others are Inspired to Follow

- What is the definition of a leader?
- Are all great leaders charismatic?
- What are the characteristics of an effective leader?
- In today's world, what style of leadership is most effective?