

## 18<sup>th</sup> Annual National SAM Conference Keynote Presenter Descriptions



**David Horsager** is the CEO of Trust Edge Leadership Institute and a global authority on building high-trust teams and organizations where people can perform at their best and get measurable results.

David is....

- the Trust Expert in Residence at High Point University
- inventor of the Enterprise Trust Index™
- director of global study: The Trust Outlook®
- AND Wall Street Journal bestselling author of The Trust Edge, The Daily Edge, and his latest release Trusted Leader!

He has taken the platform on 6 continents, advising everyone from FedEx, Toyota, MIT and global governments to the New York Yankees and the Department of Homeland Security.

**Ken Williams**, the visionary heart, humor, and hammer of equity, will keynote the 18<sup>th</sup> Annual National SAM Conference. Ken's remarkable book, *Ruthless Equity*, set a new bar for school leaders in 2022.

His new book, yet to be titled, will take SAM teams a step further. His keynote will center on the content of the new book, rooted in how to lean away from pity, which renders us helpless in our quest to ensure student's learning, and instead, lean into our collective power, which positions us to deliver on the promise. *Attendees will receive a copy of his new book at the conference.*





**Kara Swisher**, the Oprah/Cronkite/Bernstein of tech journalism, will keynote the 18<sup>th</sup> Annual National SAM Conference.

Kara's blockbuster Burn Book tells the story of tech and its leaders from the beginning of computers to today. Kara has covered tech with access to every major founder/leader since 1994 as a writer for the New Yorker, Wall Street Journal and The New York Times.

Her writing and podcasts have made her the most influential tech journalist in the country. She is a frequent contributor for each major network and cable news outlets. Kara has a story to tell and ideas to consider for how we think about and use tech.

**Willow Sweeney**, the remarkably, funny, talented, and inspiring co-owner of *Top 20 Training* will keynote the 18<sup>th</sup> Annual National SAM Conference. Willow provides training and materials to empower business and school leaders, teachers, parents, and students to help develop their potential. Her career has included high school teaching and coaching.



She has co-written four books, a K-12 curriculum, and has been a coveted national speaker since 2002. Her work focuses on helping others develop social and emotional skills to be more effective and develop healthier workplace teams and cultures. For over two decades Willow has received reviews like the following, "*Profoundly insightful and hilarious!*"

This year's SAMs keynote will be no different. If you've seen her before you know...the session is sure to move us, make us think, and laugh along the way. *Attendees will receive a copy of Willow's book, Rebalanced Thinking, Rebalanced Living.*