



SUSAN RATLIFF, is an award-winning entrepreneur with 30 years experience in sales and marketing. She is President of Exhibit Experts, a portable display company and a nationally recognized authority on booth selling skills and display design. Susan is a popular speaker who enjoys sharing her experiences and successes through her seminars and workshops. Her programs are street smart and business savvy, practical and professional, enthusiastic and inspiring. Whether the topic is exhibit marketing, networking, attracting the media or overcoming obstacles, The Exhibit Expert will deliver a high energy, information packed program, illustrated by real world examples and personal experiences guaranteed to excite the audience and inspire action from the small start-up business to the Fortune 500 Company. Topics include: Exhibit Like an Expert, Network Your Way to the Bank, How to Get Your Name in the News and her Keynote presentation: How to Succeed When You Don't Feel Successful.

Susan is the author of four books, including her latest: "Exhibit Like an Expert, Sell More, Look Great & Make Money at Tradeshows, Consumer Shows and Events," and she regularly contributes articles to industry publications.

Susan started a home-based business in 1989 and learned her trade show talents from the trenches, selling personalized children's books on weekends at swap meets and craft fairs. Her first book, "How to Be a Weekend Entrepreneur" was a chronicle of those experiences. As her knowledge of exhibiting evolved, she expanded her goals, sold the book business and started Exhibit Experts in 1994. Along with an excellent reputation as an industry leader, the expansive showroom features exceptional display products, extraordinary service and the resources necessary to help companies increase profits and capitalize on marketing opportunities at tradeshows consumer shows, job fairs and events.

In 2004, Susan created the Women Entrepreneurs' Small Business Boot Camp. Her inspiration for this event was fueled by her desire to provide a forum for creating synergy and support for micro-business owners and to celebrate the successes of women who run these companies with under 10 employees. Her goal was to showcase local experts who would teach no-nonsense, practical, tips and techniques that could be easily and immediately implemented to improve and grow a business. This annual event draws over 300 attendees in Arizona and will be expanding into other cities across the country.

Every Friday morning at 9am, Susan co-hosts a lively, one hour radio talk show called the Small Business Power Hour. As two of the Valley's most respected and accomplished entrepreneurs, she and her broadcast partner Eileen Proctor share their years of award-winning, street savvy strategies to help small business owners get to that next level of success.

MEMBERSHIPS & AFFILIATIONS

ASBA – Arizona Small Business Association – Board Member
NAWBO – National Association of Women Business Owners
Greater Phoenix Chamber of Commerce - SBLC
Scottsdale Area Chamber of Commerce

AWARDS

2007 Winner – Exceptional Woman - Exceptional Leader Award- NAWBO National
2007 Finalist– Women of the Year - Enterprising Women Magazine
2006 Finalist - Mirassou - NAWBO Optimist Award
2005 Winner - Pioneer Award, NAWBO
2005 Finalist - Great Phoenix Chamber of Commerce Small Business Person of the Year
2005 Finalist - Community Megastar Award
2004 Winner - Legacy Honoree- Women's Missionary Society of the African Methodist Church
2003 Winner - Sterling Award for Micro-Business - Scottsdale Chamber of Commerce
2000 Winner - Business Owner of the Year - National Association of Women Business Owners

For more information go to: www.susanratliff.com www.exhibitexperts.com,
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