

SPEAKER-AUTHOR-EXHIBIT EXPERT-EVENT PRODUCER



SUSAN RATLIFF is an award-winning business owner, entrepreneur and author with thirty five years of experience in sales and marketing. Known in industry circles as *The Exhibit Expert*, Susan earned that title in the tradeshow trenches discovering the shortcuts and making the mistakes so her clients don't have to. From both sides of the exhibit aisle she learned what it takes to turn a booth into a powerful profit center. Susan knows what attendees want, how exhibitors think and what they both need to be successful. Her audiences leave her sessions with a renewed enthusiasm for tradeshow marketing, keys to a competitive advantage and the knowledge to work the show like a pro. Susan's additional programs in her trio of training are on networking and attracting free publicity while her keynote offers her personal business journey about overcoming obstacles. No matter which presentation, Susan consistently delivers a high energy, information packed program filled with relevant content, punctuated with humor and illustrated with personal stories and examples from the field, guaranteed to entertain the audience and inspire action.

Ratliff had no fancy college degree or corporate experience when she started her first business in 1988 with \$5000 in savings. For six years she ran a home based, personalized children's book distributorship becoming the 2nd largest in the country. It was there that she honed her exhibiting skills. In 1994, after a divorce, she sold the book business, borrowed money from family and credit cards to launch a portable trade show display company. Over the next 16 years her successful exhibit house amassed numerous awards for business excellence and innovation as she positioned herself as an expert in her field.

During those years of business growth this busy entrepreneur wrote five books and built a lucrative speaking, consulting and event production company, Susan Ratliff Presents Inc. In 2005 she created the Women Entrepreneurs' Small Business Boot Camp, an annual educational conference in Arizona that is on track to expand nationally. In 2010 Ratliff sold the display company but continues to provide, training, consulting and resources for tradeshow marketing to business owners and exhibitors across the country.

Susan is an entrepreneur in the true sense of the word. A street savvy business owner, whose companies were self-funded, built from scratch and award-winning. Susan is a strong leader in the community and takes great pleasure in sharing her years of experience, business mistakes, success strategies and leadership tips with others.

ORGANIZATIONS

NSA-National Speakers Association – President of Phoenix Chapter
NACS- National Association of Consumer Shows- member
IAEE- International Association of Exhibitions and Events- member
NAWBO – National Association of Women Business Owners – past Board of Directors
ASBA –Arizona Small Business Association- member, past board member

AWARDS

2012 Winner- President's Choice- NAWBO
2010 Winner- Business All Star- NAWBO
2009 Finalist –Lewis Shattuck National Small Business Advocate of the Year- NSBA
2008 Winner – Positively Powerful Woman– Triad West
2007 Winner – Exceptional Woman - Exceptional Leader- NAWBO National
2007 Finalist– Women of the Year - Enterprising Women Magazine
2006 Finalist - Mirassou - NAWBO Optimist Award
2005 Winner - Pioneer Award, NAWBO
2005 Finalist - Small Business Person of the Year- Great Phoenix Chamber of Commerce
2005 Finalist - Community Megastar Award
2004 Winner - Legacy Award- 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 - NAWBO
1993 Winner – Small Business of the Year – Scottsdale Chamber of Commerce
1992 Winner – Entrepreneurial Mother of the Year- Entrepreneurial Mothers Association

**To hire Susan to speak to your group or for tradeshow display products or consulting for you company, Call Susan Ratliff at 602-828-1177 or reach her at Susan@SusanRatliff.com
For more information go to: www.SusanRatliffPresents.com**