

Art's life was his laboratory.

Art's ideas and anecdotes spring from a lifetime of experience.

As a U.S. Army Captain in wartime he learned out of necessity in dangerous situations "to curb criticism of weaknesses of people and be grateful for their strengths."

Ten years in sales of building materials taught him a variety of secrets about success in business and how, when and why people are motivated to act.

As owner and operator of three Dairy Queen franchises he honed his skills as a goal-oriented executive.

As Administrator of the Forest Park Foundation in Peoria, Illinois, he spent twelve years helping to expand parks and recreation facilities in his community.

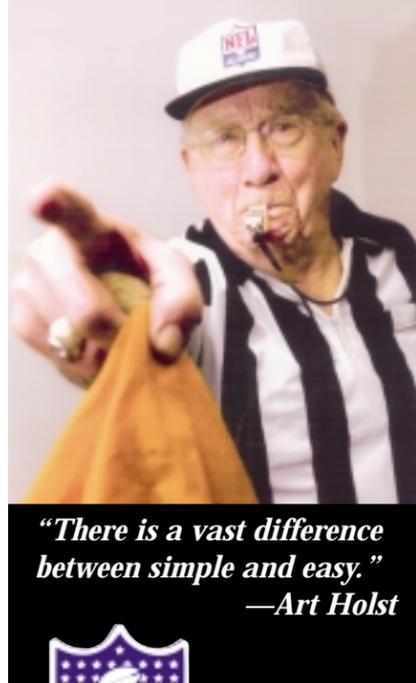
As an organizer and board member of the Peoria Heights Bank, he polished his organizational skills.

And as a member of the Economic Security Committee of the U.S. Chamber of Commerce, he further demonstrated his commitment to public service.

But perhaps most important of all to Art's growth as a speaker were his years as a "Sunday Zebra." He officiated at four NFL Championship games and proudly wears rings from Super Bowls VI and XII. His work as an NFL line judge taught him the importance of staying power, teamwork, clear-headed decisions, and never ever settling for second best. And about having a good time doing it.

"Making on the spot, crisp, game-changing decisions is routine for an NFL Official," says Art. "But managers do much the same every day, and there's no replay!"

Art wrote about his NFL experiences in his book, *Sunday Zebras*. He is also a co-author of *Insights into Excellence* and *Speaking Secrets of the Masters*. He is a charter inductee of the Speaker Hall of Fame (CPAE) and a member of the Speaker Roundtable, consisting of twenty of the world's outstanding speakers.



"There is a vast difference between simple and easy."

—Art Holst



Some of America's best-known companies and organizations have invited Art to speak...

Art's audiences range in size from 15 to 15,000. And the wide range of their interests testifies to his versatility and his ability to inspire and touch people at virtually any level. Among his clients are:

Associations

- American Farm Bureau Federation
- Associated General Contractors
- General Agents & Managers Conference (GMAC)
- National Assn. of Independent Insurance Agents
- National Assn. of Wholesale Grocers
- National Funeral Directors Assn.
- National Lumber Dealers Assn.

Automotive

- Cadillac Motor Division
- Chrysler Corporation
- Ford
- General Motors
- NAPA
- Oldsmobile
- Pontiac
- Rockwell International

Banking and Finance

- American Express
- Bank Administration Institute
- Bank of America
- Illinois Bankers Assn.
- New York Bankers Assn.
- Shearson Lehman Brothers
- Minnesota Bankers Assn.
- Iowa Bankers Assn.

Communications

- AT&T
- Illinois Bell
- Northern Telecom
- NYNEX
- Sprint
- USWEST

Computers & Electronics

- Coulter Electronics
- IBM
- Novell
- Xerox

Food & Retailing

- Bakery Equipment Manufacturers Assn.
- Food Marketing Institute
- Midwest Poultry Assn.
- New England Dairy & Deli Assn.
- Rich Foods
- Sara Lee

Insurance

- Allstate
- John Hancock
- Met Life
- Physicians Mutual
- Prudential

Manufacturing

- Caterpillar Tractor Co.
- Dow Chemical
- General Electric
- Monsanto
- Proctor-Silex
- 3M
- Whirlpool

Petroleum

- Amoco
- Exxon-Mobil
- Phillips Petroleum
- Sunoco

Pharmaceuticals

- Baxter International
- Marion Merrell Dow
- SmithKline Beecham

Real Estate

- Coldwell Banker
- Illinois Realtors Assn.
- Indiana Realtors Assn.

Transportation

- Allied Van Lines
- American Airlines
- Association of American Railroads
- Delta Airlines
- North American Van Lines
- Union Pacific

And they've liked what they heard...

"Undoubtedly the finest speaker we've ever had."
—Best Western Motels

"Your presentation at UL's Annual Meeting was nothing less than sensational. Many people in the audience remarked about how well you wove in references to UL and the pride we feel for the famous UL mark."

—Underwriters Laboratories, Inc.

"Your message of teamwork and excellence tied right into our ideas—and your delivery added to the festive feeling we wanted to generate."

—AT&T, Basking Ridge, NJ

"He was the best meeting speaker I have ever heard; he was better than you had convinced me he would be."

—Versatec-Xerox

"Truly a spectacle of enthusiasm . . . your genuine concern to inspire us to be the very best we can be was obvious. Your sparkle and pizzazz will be remembered for a long time to come."

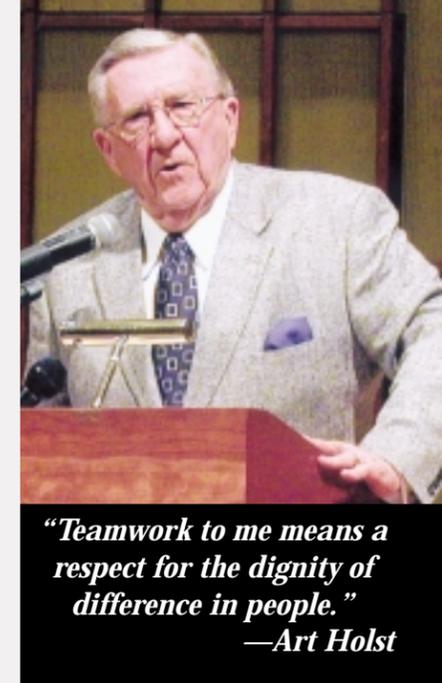
—American Airlines, Dallas/Ft. Worth, TX

"Your magic brought it all together. You wove our message into your presentation so well with your marvelous humor."

—Cadillac Dealers of the South, Atlanta, GA

"While everyone was totally captivated by your football stories, they took away a serious message that they can use on a daily basis at work and at home. . . . All of us are much enriched by your participation in our meeting."

—The Bakery Industry Suppliers Assn.



"Teamwork to me means a respect for the dignity of difference in people."

—Art Holst

Art strives in every speech to help people stretch themselves.

Art Holst's speaking curriculum is designed to help individuals at all levels improve their performance in ways that lead directly to greater efficiency and an enhanced bottom line. Most of that curriculum is encompassed in the following programs:

The Challenge of Excellence (1-hour address)

- Dealing with change.
- Solving critical problems.
- Hiring people with people skills, teaching other skills.
- Working and achieving as a team.
- Keys to creative decision-making.
- Using failure as stepping stone toward success.
- Initiating creative action.

Scoring Touchdowns in Selling (1-hour address)

- Establishing goals and objectives.
- Responding to changes in the marketplace.
- Recognizing opportunity and responding to it.
- Pulling together as a team.
- Dealing with difficult customers.

Preparing for Success (2-to-3-hour seminar)

- Using language effectively.
 - The rewards of honesty—and learning to take blame.
 - Becoming a better listener.
 - The eight steps of motivation.
 - Physical conditioning.
 - Knowledge of your subject.
 - Expecting more from oneself—and from others.
 - Performing well and on time.
 - Evaluating oneself and others.
 - Recognizing accomplishment—your own and others.
 - Rewards.
 - Creative thinking and the will to improve.
 - The difference between simple and easy.
 - Painting word pictures.
 - The importance of how you look, how you act and how you sound.
 - Coming across on the telephone.
 - Converting words into action.
- Option:** Everything you need to know about memory in thirty minutes.

How to make a clear, informative, persuasive presentation (full-day seminar)

- Overcoming stage fright.
- Proper use of a microphone.
- Gestures, good and bad.
- Eye contact.
- Voice inflection.
- Use of humor.
- Simple language.
- Making your material interesting.
- Notes vs. reading
- A great opening and a great close.

Funny thing about football...(1-hour address)

A humorous talk with anecdotes from the world of the National Football League, based upon Art's fifteen years as a NFL line judge. Stories about some of the most famous coaches and players in the history of the game, from Vince Lombardi and John Madden to Mean Joe Greene and Walter Payton. A personal essay about life, about getting it right, about discipline, about respect, and most of all...about fun.

"The only difference between a rut and a grave is its length, its depth and how long you are in it."
—Art Holst



"As for me, I confess to you today that I was not in the top 10% of my class. As a matter of fact, I was not in the top half of my class. But I am extremely proud that I was in the half of the class that made the top half possible."

—Art Holst, Commencement Address, Knox College