



Presenter Bios



Lorraine Howell **Your Speech Coach**

Lorraine Howell launched her business in 1998 after 12 years as a TV news and talk show producer in the San Francisco Bay Area. She coaches top executives and professionals on how to be more effective in public speeches, presentations, and networking opportunities. She is the author of *Give Your Elevator Speech a Lift!* a step-by-step guide through her proven process for crafting a personal branding statement. Her approach helps you eliminate the verbal clutter when answering the question "What do you do?".

She is often invited to speak at conferences, workshops and company meetings about crafting an elevator speech and other communication related topics. From 2011-2015 she was an instructor of professional communications at the University of Washington's Foster School of Business in the Technology Management MBA, the Global Executive MBA and the Executive MBA programs. For three years, she coached the five finalists in the annual Forbes.com national Boost Your Business contest in New York City. During her broadcast career, she booked top newsmakers, public figures and celebrities on live TV programs and helped prep them for their interviews.

"While sorting through some family archives, I came across a report card from my kindergarten teacher. Her note about me read: 'She whispers!' At that moment it made total sense to me why I'm so good at helping people find their voice!" Outside of work, I'm a long-time (and therefore long-suffering) Seattle Mariners fan. I enjoy bicycle trips with my husband David to places like Vermont in the fall, the north coast of France and the San Juan Islands."

Lorraine graduated cum laude from the University of Washington, Phi Beta Kappa. She is a member of the Association for Women in Communications, National Speakers Association, Public Relations Society of America, and the



National Women's Political Caucus of Washington. Media Skills Training is certified with Washington's Office of Minority and Women's Business Enterprises. Lorraine received the national Headliner Award in 2009 from the Association for Women in Communications. In October 2012, she was inducted into the University of Washington Department of Communication's Alumni Hall of Fame.