

*(Please read this as is! It is important to create the right tone for Jeff's presentation.  
Thank You!)*

## **Speaker Introduction—Jeff Tobe**

Most speakers ask you to turn your phone off. Our speaker asks that you leave your phone ON and any time you feel like tweeting how great he is—YOU GO FOR IT! His twitter name is **@JeffTobe**

Jeff began an illustrious advertising career in the Toronto, Canada area in 1980. Two years later he moved to Dallas to begin his own successful promotional agency. In his last 3 years in that business, he was honored with 5 International Golden Pyramid Awards for creativity in promotions.

In 1992, Jeff moved to Pittsburgh PA with his wife Judy and their two daughters to pursue a full-time speaking career. Jeff speaks and trains with diverse betting odds companies and organizations around the world.

Jeff is the author of the wildly popular book, Coloring Outside The Lines and the co-author of three other books. His newest book, ANTICIPATE; Knowing What Customers Need Before They Do is one of the hottest business books on the market. Jeff will be signing books at the back of the room, immediately following his presentation, if you are interested

Before I bring Jeff up, could you please watch this short video...(wait until music stops then finish with...)

Would you please help me in welcoming a man whom, when I asked him if he was ready and willing...he replied, 'WHERE THERE'S A WILL...I WANT TO BE IN IT....Please give a warm welcome to Jeff Tobe.