

## 2020 ABA SPEAKERS



**Collin Henderson** is the founder and CEO of Master Your Mindset, LLC, a leader in the field of mental conditioning. Collin was a two-sport Division I athlete, Academic All-American, record setting medical sales professional and trainer. Collin has authored five books and two journals helping individuals and teams reach their peak performance. Collin's innovative trainings on mindset, culture, and sales psychology have been utilized by some of the world's best organizations and institutions including: Nike, Zillow, Los Angeles Dodgers, Lululemon, Microsoft, Salesforce, Alaska Airlines, FedEx, Stryker, and Novartis. Collin is also a regular mental conditioning contributor to Russell Wilson's groundbreaking company Limitless Minds, who provide elite mental conditioning training to the nation's top corporations. Collin's clients and business partners can attest that managing your mind is the new currency of success.

Employee Experience (EX) expert, executive coach and serial entrepreneur **Ryan Brown** (IgniteTSI) is always looking for ways to improve the lives of others. Ryan has created a high performance culture system focused around the EPIC process (Environment, Process, Improvement, Communication). In order to be the best of the best today, companies need to move beyond just a great customer experience and realize the most important customer they have are the employees who represent them daily. This has led to the formula  $EX + CX = BX$  where BX is brand experience and represents the overall value of your organization. This isn't about foosball tables and bean bag chairs, but tactical and practical ideas to improve your corporate culture, which will unlock discretionary effort, drive more productivity to your organization and save you money through increased employee retention. Ryan has worked with Fortune 500 companies like Marriott, FedEx and Nexstar Broadcasting, as well as small and medium sized local businesses around the world. Improved culture leads to improved revenue no matter the size of your business.



**Ali Vialdores** has been with **Gabriel Media** since September of 2006. As the most Senior Market Manager in the company, he's trained over hundreds of sales people and coached thousands of local business owners across the nation. His experience in managing and motivating sales staffs of all sizes and tenures has allowed him to bring the best out of a team. Ali has close to 20 years of Media broadcast experience, having worked his way through sales and sales management.



**Brian Hurley** sat in nearly every TV sales seat over the past 15 years. Starting as an AE at KIRO Television in Seattle, he moved to Local Sales Manager and then General Sales Manager at KNDU and KNDO in Yakima, Tri Cities. Later, he returned to Seattle with KING Television as the Director of Major Accounts.

In 2019 Brian left TV to co-found Adavanza. Brian has been able to bring his broadcast experience to advertisers looking to harness digital as a consistent way to build brands while delivering quantifiable results.

**Daniel Kirkpatrick** is a Co-Managing Member at Fletcher, Heald & Hildreth in Arlington, Virginia. He represents clients on a broad range of regulatory and transactional matters, with a focus on radio and television stations and content producers. Dan has significant expertise in counseling television stations regarding cable and satellite carriage issues, including the negotiation of retransmission consent and other carriage agreements, the enforcement of mandatory carriage, network non-duplication, and syndicated exclusivity rights, and prosecution of market modification proceedings. He counsels broadcast stations on compliance with FCC regulations affecting their day-to-day operations, including political broadcasting rules, content regulation, and advertising. He has assisted numerous radio and television stations with routine and non-routine licensing matters and license renewal proceedings, and has guided broadcast clients through the regulatory and transactional aspects of station purchases, sales, and financings. He is also experienced in negotiating program acquisition and distribution agreements for broadcast and non-broadcast clients, including network affiliation agreements and distribution agreements on traditional MVPD platforms, as well as OTT services. Dan is a graduate of the University of Virginia School of Law (2003) and the College of William and Mary (1998), and is a frequent contributor at [www.commlawblog.com](http://www.commlawblog.com).

