

Mark Schulman
Marketing Industry Association
BB2020
Chat Transcript

(NOTE: Transcript is in reverse order. It reads from the end of the keynote to the beginning.)

Jen Newman WAY TO PIVOT BB2020 COMMITTEE

Carolyn Ferguson Thanks so much to Wally and BB2020 conference committee!

Amber Winn That was fun!

Jen Newman BB2020 ROCKS

Danielle Mikaio Let's go BB2020!

Brooke Weinstein Really fun!

Sandy Chapin Rock out!! Inspiring!! BB2020 rebel yell!

Whitney Watson Haha, Tracy!!

Jen Newman BRILLIANT

Don Obermeier Loved it!

Stephanie Wood Great opening!!!

Abby Perrine That was awesome! I'm so pumped for today's sessions!

Jennifer Cooper CAN. NOT. IMAGINE. what this would have been like in person!

Tracy Beian-kirk Wildy enthusiastic - love the passion; how do we transfer this to introverted architects? Maybe send them to Rock and Roll Hall of Fame!

Jessica Gillette 🙌🙌🙌

Barton Pugh AWESOME!

Julie Roop Melissa ~ could you imagine the energy right now if this were LIVE?!?

Marion Thatch Never think of AXB=C the Same - inspiring

[Karen Courtney](#) Off to a great start to BB! Rock on!

[Angelina Peace](#) Now that's the way to kick off an amazing BB experience! Thank you, Mark!

[Rhonda Bolding](#) I want to watch it again... Will this be accessible with the recordings?

[Aimee Mckinlay](#) That was so fun! And inspiring--great kick off.

[Tina Myers](#) We got this!

[Thomas Smith](#) Outstanding and motivating! #BBBEATS

[D Parker](#) Based on this start (amazing job conference committee) it's going to be an INCREDIBLE few days!!!

[Jen Newman](#) WAY TO GO BB COMMITTEE!!!!

[Ali Panditrao](#) *mic drop* AWESOME KEYNOTE!

[Dena Wyatt](#) Rock on! great keynote

[Tina Myers](#) #BBBEATS

[Julie Shaffer](#) AWESOME! Great message! Exactly what we needed to hear!

[Danielle Mikaio](#) You are so awesome and inspiring, Mark! Great opening keynote!!

[Melissa Lutz](#) I couldn't love this more (except if it were live!)

[Helga Christoforatos](#) Fantastic!!! #BBBEATS

[Julie Roop](#) Really inspirational, exactly what I needed! Thanks BB team for a great keynote!

[Cara Giovannoni](#) so great! thank you!

[Whitney Watson](#) Kudos BB Team!!! Love this!

[Molly Maguire](#) Great keynote message!!

[Barbara Shuck](#) Awesome!!!!

[Erin Berg](#) Rockstaaaaaaah!!

[Alison Carney](#) Thank you!! Great keynote!

Lisa Frisbie Amazing opening! Thank you!

Rebecca Lavezzary Love it! Great start to the conference!

Allison Halvorson Very inspired. Loved it!

Brandi Barr so good

Carolyn Ferguson Amazing!

Matthew Krall Great inspiring message!

Jen Newman SO SO SO GOOD

Audrey Rhoads Thank you!

Christy Rhone Wow he was really awesome. He exceeded my expectations!

Fannie Marcotte-bennett Awesome Keynote!

Fatimah Ayyeh he's so inspiring!! loved his talk!

Geneva Smith That. Was. Awesome.

Pat Perkins Authentic message by a passionate speaker - thank you!

Tina Myers Love right back.

Bethany Smith @Courtney yes!

Tracy Sagehorn BB BEATS - we got some gear with that in the store?

Danielle Hilmo Thanks Mark - very inspiring!

Linda Smolkin Party in the now, love that!

Jennifer Cooper We are so blessed to listen to your insight! THANK YOU !!

Liz Wasson coleman Barbara - yes, we need that in a swag bag! #smpsbeats

Jen Newman BB BEATS!!!! YES

Michael Geary AC/DC loving the musical references

Courtney Robinson I'm holding out for an anecdote about Velvet Revolver... :)

Tina Myers You're all rockstars!

Heather Mclaughlin #BBBEATS

Barbara Shuck Concert tshirt please...\

Stacy Stout BB Rockstars!!

Helga Christoforatos WOOHOOOOO!!!!

Lauren Waldron YES!

Erin Berg Courtney!!! Heart heart heart! Great to see you too!

Stacy Stout YES!!!!!!!!!!

Michael Geary BB Beats!

Tina Myers That's right!!

Julie Roop Haha Doug, Sugarwish is the bomb!

Jen Newman Smelling the now!

D Parker My taste right now is all about Sugarwish! Thank you BB team.

Tina Myers Smelling the now . . .

Courtney Kearney Erin...my favorite Canadian. Great to "see" you!

Jen Newman BRING YOUR OWN BRILLIANCE @Marci

Marci Thompson Life is a series of nows! So good!

Tracy Sagehorn I was thinking that to Andrew!

Andrew Weinberg So, if Matt Connor was a drummer....

Rhonda Bolding Well, now I want to be PINK!

Jen Newman YES @Clive

Daryl Bray people don't buy what you do, they buy who you are!

Clive Bransby Tears for Fears - Everybody wants to rule the world, comes to mind listening to him

Thomas Smith Clients buy who you are!

Kyle Bashay This is good stuff. Bring the "juice" everyday!

Jen Newman Good parallel to being client centric

Erin Berg 100%

Rhonda Bolding Authenticity is KEY to life and things :-)

Jen Newman FOREIGNER = YES that brings back some memories. FEELS LIKE THE FIRST TIME!!!

Julie Roop Jen, yes!!!

Tina Myers Foreigner . . . now there are some memories.

Jen Newman Attach a sense of purpose to everything you do!!!

Kevin Hebblethwaite FOREIGNER!!!!

Julie Roop The more connected you are to your "why," the higher level of your performance! Great reminder to love what you do!

Jen Newman Passion may be how we play it - Purpose is why we play it! YES YES YES

Natalie Gozzard Yep, what's your "why"?

Joshua Roberts Create the WHY. That's the trick. Passion drives it.

Tina Myers Passion!

Jen Newman Passion is the activator!

Linda Smolkin Passion!!

Barbara Shuck Passion!!!

Staci Vega energy

Danielle Hilmo Excitement

Kevin Hebblethwaite Simple Minds...now there's a gig.

Tina Myers Now I understand and know the tattoo!

Cindy Gran super idea Tiffany....me too!

Liz Wasson coleman Tiffany, that is a great idea! Maybe it will help?

Brandi Barr exactly Tiffany!

Kelly Michajlenko @Kimberly is paying attention! Attitude shift @Kevin!

Matthew Krall nice Kimberly!

Fatimah Ayyeh lol Kimberly

Tiffany Gorrell I will now listen to Billy Idol when I do 330s!!

Megan Miller 🤔 @Kimberly

Liz Wasson coleman Yes @Kimberly ;)

Cindy Gran LOL Kimberly

Tina Myers Kimberly, that's the attitude!

Fatimah Ayyeh SF330's ugh

Stacy Robben Kevin - just laughed hard!

Kimberly Wybenga You mean you GET to do SF330s :)

Lauren Waldron Snaps to Kevin

Liz Wasson coleman Haha @Kevin

Tiffany Gorrell Saw Billy Idol in concert 1990ish. Maybe I saw Mark too?

Jen Newman BAHAAAAHA @Kevin

Kevin Hebblethwaite Kind of like doing SF330s. Hopefully this is the last one ever.

Linda Smolkin I had a Billy Idol poster on my wall in high school. Loved him!

Fannie Marcotte-bennett My age is soooo showing!

Tina Myers Linda, you are so young.

Liz Wasson coleman "Billy Idol and I were doing Speed..." hahahaha...

Linda Smolkin Sorry I wasn't born yet, lol.

Thomas Smith Yeah!

Ann Seibert yay!

Jennifer Nix-mcgerald Wooooooo! what an adrenaline shot, amazing kick off of BB!

Tina Myers Remember

Thomas Smith Some dancin happening here!

Lillian Martin <3 Keanu

Jen Newman HECK YEA!!!

Blair Kearns YEAH!

Sandy Chapin YEAH!

Kathryn Ness YEAH!

Fatimah Ayyeh vividly haha

Rhonda Bolding YEAH!

Semra Ergun YES!!!!

Tina Myers Hmmmm

Bethany Smith YEAH

Christine King Yeah!!

Danielle Hilmo YEAH!!!

Lisa Frisbie yeah!

Liz Wasson coleman YAY for the 90s!

Geneva Smith Mark + Billy Idol = PERFECT

Dana Birkes Yeah

Jessica Collins YEAH!

Jennifer Nix-mcgerald Yeah!

Julie Roop Yeah!

Lauren Waldron YASSS

Stephanie Murdoch yeah!

Semra Ergun YEAH!!!!

Melissa Caruso Yeah!!

Jennifer Cooper WOOHOOO- YYAAAY!!

Helga Christoforatos YEAH!

Stacy Stout YEAH!!

Marie O'quinn Yeah!

Fatimah Ayyeh yaaaa!!!

Marion Thatch yeah

Jen Newman SO OFF BEAT BUT I HAVE A #GRATITUDEATTITUDE so it doesn't matter

Javier Suarez yeah!

Tina Myers Yeah!!!!!!

Linda Smolkin Oh yeah, Billy Idol! With a Rebel Yell..

Ann Schiola YEAH!

Amy Bowes YEAH!!!

Lauren Waldron #MyRunningPlaylist

Suzanne Parkey Missing the drum set that I has a kid right now

Jessica Bobinac I need anther cup of coffee.. So much energy going around!

Semra Ergun doing it Jen!!! haha

Marion Thatch dancin with myself...so perfect

Rhonda Bolding Me: Wondering why the sugarwish fairy didn't stop by my house... :-D

Tina Myers On it Jen.

Jen Newman AIR DRUMS EVERYONE

Tina Myers Linda, Kevin, thinking of you guys.

Jessica Gillette I think even my toddler would be jealous of Mark's energy!!

Melissa Lutz Bethany, are you jumping around with your air guitar right now?

Danielle Mikaio More! More! More!

Lauren Waldron I LOVE this song!

Stacy Stout Bill idol...love love love!!

Donna Jakubowicz Thanks for the inspiration, Mark!!

Tina Myers His smile is contagious

Courtney Van ostran I prefer a MJ heehee!

Tracy Sagehorn I am so thankful to HQ for my SugarWish - they packed those little bags! *YUM

Amy Bowes Um... meeee... control issues... *nervous laugh

Thomas Smith with a little spelling adjustment, the root of gratitude is ATTITUDE!

Abby Perrine Grateful BB2020 was able the PIVOT and make this conference happen for all of us!! Y'all are rockstars!

Kimberly Wybenga Mark is amazing!

Courtney Van ostran I have a great job in this crazy economy with truly compassionate employers!

D Parker Donna wins!

Megan Miller Love it Donna!

Brittani Leopold I agree Donna!

Jessica Bobinac @Donna!! Haha!

Chuck Raymond Thank you, sir!!

Jen Newman HAAAAHA DONNA

Julie Roop LOL, Donna!

Bethany Smith Amen, Donna!

Tina Myers Donna, that too!

Semra Ergun haha nice Donna

Donna Jakubowicz i'm grateful for wine

Sandy Chapin Grateful for the opportunity to be with you all, even virtually!

Javier Suarez Rock on, Chuck!

Semra Ergun haha at Rhonda me too!!!

Chuck Raymond Grateful for a great new job in this economy

Lauren Waldron Grateful for my health & fellow marketers!

Tina Myers Grateful to all of you!

Michael Geary Yes, Rhonda!

Rhonda Bolding I'm grateful for wifi

Jen Newman GRATEFUL FOR MY BB2020 PEEPS

Tina Myers #gratitudeattitude

Jen Newman GRATITUDE ATTITUDE

Jen Newman YES @JulieRoop

Julie Roop Gratitude Rally . . .now THAT'S what we need!

Marci Thompson A gratitude junky... love that.

Debby Williams Debby Williams with Jose I. Guerra, Inc. in Austin - getting ready for the noon program

Donna Corlew @Barbara YES!

Julie Roop mark@markschulman.com

Donna Corlew @Craig Galati -- Tim Sanders shout out!! BB15 -- Go Beyond!

- Arnold Sand mark@markschulman.com

Barbara Shuck Tim Sanders!! Donna Corlew; Craig Galati!!

Melissa Caruso Can we get him email in the chat box?

Tina Myers Inspiring

Cindy Ionita I would be more than happy with a drum pad...

Fatimah Ayyeh awww that's too sweet!!

Jen Newman Have to to Get to - rest of 2020!!! We all need this shift with the year we have all had!

Pat Perkins shift to an element of choice not a "have to" - love it!

Fatimah Ayyeh haha, will do

Kate Elliott "I don't have to be here, I get to be here." Love that attitude shift!

Tina Myers Fatimah, we need that recoding! ;-)

Fatimah Ayyeh my dog howled with me!

Tina Myers Yeah, the dog factor . . .

Donna Jakobowicz ruled out that activity ah hahahahaha

Kelli Patton LOL

Melissa Caruso Ha ha ha ... I just scared my cat!

Gavin Parr Ageed dogs just left the room faster than I have seen them move in months.

Fannie Marcotte-bennett Ha! @julio

Nicole Mcgrath-patti 😊👉

Christy Rhone the howl was the secret ingredient

Julio Santos If I howl my dog would attack me

Tina Myers Ha!

Linda Smolkin Yes, smiling and laughing!

Suzanne Parkey I think I just scared the neighbor cats!

Joshua Roberts That was easy. I feel better! I scared the hell out of my dogs!

Abby Perrine Wooo!

Tina Myers Did you howl?

Tina Myers Julio, that counts. :-)

Kathleen Bast howwww!!!

Ann Schiola smiling and laughing out loud!

Julio Santos :) - this count?

Danielle Mikaio SMILING!!!

D Parker SMILE! Do it!!!

Julie Roop Thanks, Melissa! We all go through it!

Bethany Smith yep!

Tina Myers Perfect.

Helga Christoforatos Me too! Stealing it!

Kathryn Ness Shift-eat'n grin!

Bethany Smith "Shift eating grin!"

Melissa Lutz Yes, Julie! We are all here for you - hang in there!!

D Parker shift eating grin.... stealing that.

Martha Albue Awesome Content!

Angelina Peace I have goosebumps! YESSSSS for kicking cancer to the curb!!!

Donna Jakubowicz yes, Fannie!

Tina Myers Smiling . . . it makes a difference!

Fannie Marcotte-bennett fake it til you make it!!!

Fatimah Ayyeh Kick cancer's a**!!!

Clive Bransby That's the attitude we all need!

Lisa Koressel Go Mark for kicking cancer!!

Don Obermeier Amen to the importance of relationships!

Clarice Lyons-davidson Woo Hoo! Cancer survivor Rocks!!

Crystal Lyon Yay for kicking cancer's butt!

Donna Jakubowicz its all personal

Uniqueka Walcott love this perspective

Julie Roop Thanks, Antonio!

Antonio Payne Julie Roop, hang in there!

Amanda Gluck Those glasses are fire!

Tina Myers No math here, please.

Barbara Shuck Formulas!!!

Thomas Smith I own it Kevin!

D Parker Not algebra....

Jen Newman Attitude drives behavior = YES $AxB=C$

Julie Roop Hitting home for me! Work challenges the last couple weeks that deflated my attitude! Happy to hear this encouragement!

Barbara Shuck @kevin... touche

Kathryn Ness HAHA, Kevin.

Kevin Hebblethwaite I didn't say I know. Sheeesh.

Chuck Raymond Dig that Kevin

Rhonda Bolding Kevin is old.

Janet Lively Mr. Bill??

Brooke Weinstein hahahha Kevin!

Jen Newman Do share @Kevin

Natalie Gozzard Kevin--ikr?

D Parker Kevin - right!?

Donna Jakubowicz speak for yourself Kevin Hebblethwaite!

Kevin Hebblethwaite If you know what his left arm tattoo is, you're old.

Janet Lively Its not what we look at, its what we see~! GREAT STUFF~!

Rhonda Bolding It's not what happens to us or around us but how we respond to it!

Melissa Lutz You own your own attitude 100% of the time! It gives you power and you can change it!

Crystal Lyon I agree completely. Your personal attitude can impact how others around you react as well. Keep positive.

Julie Roop Time to get out of our comfort zones, bring on world class everything!

Jen Newman "World class begins where comfort zone ends" YES YES YES

Joshua Roberts Love it.

Chris Rickman "World class begins where comfort zone ends" Love it!

Ann Schiola I've seen the show! It's awesome!

Lauren Waldron "Turning fear into excitement!"

Donna Jakubowicz YES!

Kelly Michajlenko Yes! @Nicole

Marie O'quinn Perfect Nicole!

Fatimah Ayyeh Love it Nicole!!

[Nicole Mcgrath-patti](#) Made me think of this re framing type quote about stress vs. passion: "Working hard for something we don't care about is called stress; working hard for something we love is called passion." - Simon Sinek

[Thomas Smith](#) Perception is reality!

[Tina Myers](#) Take responsibility

[D Parker](#) raunchy rollercoasters.... HA

[Fatimah Ayyeh](#) Love rollercoasters and exhilarating rides!

[Tina Myers](#) Laughter and sadness also.

[Marion Thatch](#) Chemical for fear and Anxiety are identical - its how you embrace it

[Andrew Weinberg](#) Carol would be proud. This guy is big and bold!

[Melissa Lutz](#) Yes! Welcome First Timers!! You are in for a treat this week!!

[Jen Newman](#) Welcome First Timers. BB knows how to put on a conference in any environment!

[Antonio Payne](#) Welcome Zoey!!!

[Janet Lively](#) Welcome all new BB attendees~!! Thanks for being present and joining us~!

[Linda puceta - modjeski and Inc.](#) Rhonda - YES!!

[Helga Christoforatos](#) Welcome Zoey!

[Fatimah Ayyeh](#) LOL Rhonda!!

[Tina Myers](#) Rhonda, yes . . .

[Zoey Zemanek](#) What an inspiring story. This is my first BB and I am already so impressed.

[Jen Newman](#) The Grace by which we recover - SO SO GOOD!!!

[Rhonda Bolding](#) Anyone else out of breath :-D

[Daryl Bray](#) Nobody puts baby in the corner, Jen!

[Courtney Van ostran](#) Jen! Hilarious

Tina Myers That's funny, Jen.

Clive Bransby Missing live everything. But this certainly helps and is entertaining too

Jen Newman @MelissaLutz @Doug can catch you - Dirty Dancing Style

Jennifer Cooper WOW!!

Rhonda Bolding Dana! I agree! Concerts and comedy shows!

Jessica Gillette Yes Dana - agreed!

Donna Jakubowicz Dana, yes

Dana Lancour Also - This makes me miss concerts even more!

Donna Jakubowicz PINK!

Dana Lancour It's true. Pink's concert is one of the best I have ever seen!

Lauren Waldron I only have the guitar!

Marylou Flanders Her concerts are the best!!!

Melissa Lutz @Jen Newman, I'm IN!

Tina Myers Would love to see Pink

Fannie Marcotte-bennett I saw that high wire act in Quebec City. It was awesome!

Jennifer Nix-mcgerald Good to "see" everyone!

Stacy Stout that concert was AWESOME! I LOVE PINK!

Donna Corlew PINK!

Linda Smolkin I do! :-)

Donna Corlew Hey @Rebecca! How's CO today?

Jen Newman @Melissa Lutz - next year you on a harness flying through the air - right @Doug?

Tina Myers Lauren, I think Linda has that.

Bethany Smith METOO Lauren!

Jennifer Cooper AMAZING!!

Lauren Waldron I want an #BB2020 drum set!

Tami Hayes @Kelly, yes!

Donna Corlew Same @Kelly!

Donna Corlew @Dana join the DJ at the break!

Kelly Michajlenko Active listening is more difficult when I'm reading all these comments. haha

Kimberly Wybenga P!nk is my all time favorite!

Rebecca Lavezzary Yes, virtual dance party, Dana!

Julie Roop Virtual Dance Party - brilliant idea, Dana!

Cricket Robertson PINK is my hero!!!

Tami Hayes I need a dance party!

Kimberly Wybenga Yes Melissa!

Liz Wasson coleman Ha @Nicole!

Dana Birkes We should have a virtual dance party....

Bethany Smith Yes, Melissa!

Brooke Weinstein Yes, Melissa!

Tina Myers Yes, Melissa.

Melissa Lutz We need a repeat performance next year so we can party WITH him!

Jen Newman BB LOVES TO PARTY

Stacy Stout Oh my god - he is OUR people! Party on!

Heather Krick YEAH

Tina Myers This group? Party?

my Bowes my dogs are exited, too...lol

Nicole Mcgrath-patti My four year old is loving this!

Marci Thompson I love to party!

Abby Perrine My puppy is very concerned! Haha

Tina Myers Brooke, my daughter is teaching and students must be wondering why the clapping in the background. ;-)

Stacy Stout Go Brooke Go!!

Dana Birkes I'm yelling YEAH in my home office--my husband and dog are very confused

Brooke Weinstein My homeschooling teenagers think I've lost my mind

Jen Newman Still off beat

Daryl Bray What was that, Jen?

Jen Newman YES ACTIVELY LISTENING

Karen Kubos YEAH

Clarice Lyons-davidson Yeah!

Troy Parkinson Yeah!

Gina Brinegar Yeah!

Dana Williams Yeah

Kathryn Ness Yeah!!

Matthew Krall yeah!

Lori Castro yeah!

Danielle Hilmo !!! Yeah

Kate Elliott YEAH

D Parker YEAH!!!

Julie Roop yeah!

Zoey Zemanek YEAH

Natalie Gozzard YEAH!

Suzanne Parkey Yeah!

Amy Bowes YEAH!

Ann Schiola Yeah!!!!

Tina Myers Yeah!!!!

Donna Jakubowicz yeah!

Jen Newman Responding versus Reacting - SO GOOD

D Parker Welcome Nyla!!!

Nyla Langford Me too, Bobbi Jo!

Monica Francis @AnnaLuciano, That is so spot on!

Jen Newman You would rock that shirt Tina!

Lauren Waldron I'm having drummer's high!

Megan Miller 🤔 Doug

Anna Luciano the glasses ARE so David Rose, Doug!

Jen Newman YEA!!!!!!

Tina Myers I'm loving his shirt.

Jen Newman I am not allowed to be at this energy level before 9 for Doug Parkers sanity hahaha

Kimberly Wybenga Haha Doug!

Laci Budd YEAH!

Bridget Kraus YEAH!

Amy Bowes YEAH

Julie Roop Yeah!!!

D Parker I think David Rose might love his glasses!

Ann Schiola Yeah!

Marci Thompson Yea!!!

Rebecca Lavezzary Hi, Kathryn!!!

Tina Myers Always performing. No small moments ---

Daryl Bray Calm down, Dana Birkes! haha

Rhonda Bolding Totally Jelly Dana! I need Coffee!

Marci Thompson No small moments!!!

Dana Birkes I've had two cups of coffee so I'm about at his energy level now

Francis Lippert LOL Jen, me too

Rhonda Bolding Me too, Jenn!

Ali Panditrao Omg I love this. Haha. Hello hello everyone from New Jersey!

Rhonda Bolding Hey Donna!

Jen Newman I need to stick to my day job hahahaha

D Parker Welcome Bobbi Jo!!!

Andrew Weinberg Hey Bobbi jo! We love first timers!

Donna Jakubowicz Rhonda!

Rhonda Bolding I'm off beat already!

Bobbi jo Lang So Excited to be a First Time Participant!

Ann Seibert YAY!!

Tina Myers Stand up peeps!

Kathleen Bast Yes, from the Rock-N-Roll Capital of the World!

Jen Newman LET'S ROCK

Dana Williams YEAH!!

Clarice Lyons-davidson Let's Rock!!!!

Courtney Van ostran 🙌 Tami!

Linda puceta - modjeski and Inc. Enjoying the presentation eating my Sugarwish goodies :)

Christine King Yeah!!!!

Dana Lancour YEAH!

Rhonda Bolding Let's do this!

Kathryn Ness Yeah!

Kim Thompkins Yeah let's do this let's rock

Fannie Marcotte-bennett Yaaaaassss

Marci Thompson Let's do this!!!!!!!

Julie Roop Heck Yes!!!

Kimberly Wybenga YEAH!!

Pia Cardinali YESSSS

Crystal Lyon yes!

Fatimah Ayyeh We're born to ROCK and ROLL!!

Zoey Zemanek YEAH!

Kathleen Dulovics Yeah!

Diana Leonard Rock on!!!

Stacy Stout YES!!

Michael Geary Yeah!

Amy Bowes YEAHHHH ;)

Tina Myers Yeah!

[Anna Black](#) Kevin, SF330, lol 🤔

[Tina Myers](#) Megan, thank you always for your support.

[Kevin Hebblethwaite](#) @tina - very jealous.

[Megan Miller](#) @Doug - good to see yours too! Nicely done!

[Jennifer Cooper](#) LOVE THE ENERGY!!!

[Steven Osborn](#) Great job Doug! Thanks for your leadership, especially in these challenging times.

[Suzanne Parkey](#) I always needed a personal rockstar!

[Tina Myers](#) Kevin, don't be jealous.

[Megan Miller](#) @Kevin ha ha ha!

[Kevin Hebblethwaite](#) Yeah, but can he fill out a SF330?

[Tami Hayes](#) Courtney, I-O!!

[Melissa Lutz](#) Can't wait to see what happens this year! We have an awesome board with amazing leaders! Doug - rock and roll!

[Tina Myers](#) Yes!

[Fannie Marcotte-bennett](#) Yeeeeeaaah! Rock on!

[Zoey Zemanek](#) Woo!

[Kimberly Wybenga](#) So many awesome people on here :)

Mark Schulman
Virtual Keynote Chat Transcript
Education Technology Organization
Imagine 2020

From Amanda Horton to Everyone: 09:33 AM

Round of applause:)

From Michelle Brandon to Everyone: 09:33 AM

Wow, impressed with his background!

[MARK SAYS: "SO IF YOU'RE READY TO ROCK, SAY YEAH!"]

From Shawn Humphrey James to Everyone: 09:34 AM

YEAH!!!!!!!

From James Raven to Everyone: 09:34 AM

yeahhh!!!!

From SEAN RAINER to Everyone: 09:34 AM

YEAH!!

From Caitlin McCarthy to Everyone: 09:34 AM

Yeah~

From Brad Fullmer to Everyone: 09:34 AM

Yes !!!!!

From Ji Hye Park to Everyone: 09:34 AM

Yeah!

From Debra Hopkins to Everyone: 09:34 AM

YEAH!

From Jennifer Davis to Everyone: 09:34 AM

YEAH

From Heidi Oliver to Everyone: 09:34 AM

Yeah!!

From Michelle Bowen to Everyone: 09:34 AM

YAY!!

From Han Park to Everyone: 09:34 AM

YYYYEEEEEEAAAAAHHH:HHH!!!!

From Nicole Walden to Everyone: 09:34 AM

YEAH! Let's Rock!

From Arnie Reyes to Everyone: 09:34 AM

Cheeeee HUUUUUU!

From Duane Call to Everyone: 09:34 AM

For those about to rock...we salute you.

From Brent Taylor to Everyone: 09:35 AM

Duane Angus Call

From Duane Call to Everyone: 09:35 AM

Yep.

From Han Park to Everyone: 09:35 AM

Septuplets!

From Kizzie Mears to Everyone: 09:35 AM

I just broke something when I kicked my chair. Can I expense that, Brent?

From Amanda DeSimone to Everyone: 09:35 AM

WOO HOO!!! Lets go!!!

From Duane Call to Everyone: 09:35 AM

Jeremy—you've met your competition.

From Kristen Scherer to Everyone: 09:36 AM

@Jeremy- Im with Duane...DANCE OFF!!

From Jeremy Cowdrey to Everyone: 09:36 AM

I'm in.

From Adam Staples to Everyone: 09:37 AM

Great, now I'm going to have performance anxiety 24/7

From Han Park to Everyone: 09:37 AM

Pink Drummer!

From Shannon Stout to Everyone: 09:38 AM

Love his math reference!

From SEAN RAINER to Everyone: 09:38 AM

YEAH!

From Han Park to Everyone: 09:38 AM

Yeah!

From Brad Fullmer to Everyone: 09:38 AM

Yeah !!!

From Pipier Bewlay to Everyone: 09:38 AM

yes

From Michelle Keller to Everyone: 09:38 AM

yeah

From Shannon Stout to Everyone: 09:38 AM

YEAH!

From Tino Mireles to Everyone: 09:38 AM

yeah

From Han Park to Everyone: 09:38 AM

Duane!

From Michelle Brandon to Everyone: 09:44 AM

Grace from disruption....love it.

From Kendsie Channing to Everyone: 09:52 AM

The power of stories for those telling and listening.

From Michael Soderberg to Everyone: 09:54 AM

I like this formula :)

From Han Park to Everyone: 09:57 AM

Attitude shift to perform difficult tasks with a smile!

From David Layton to Everyone: 09:57 AM

Pinocchio smile!

From Cathy Garcia to Everyone: 09:58 AM

I love Malcolm Gladwell!

From Jeremy Shock to Everyone: 09:58 AM

I know from my experience with Live Teaching, even when the days get hard and the conversations are challenging, if you speak/teach with a smile, it helps SO much!!

From Michael Soderberg to Everyone: 09:59 AM

:D

From David Turner to Everyone: 09:59 AM



From Mary Lynn JENSEN to Everyone: 09:59 AM

@Jeremy Shock and when you smile, they can hear it in your voice!

From Laura Gardiner to Everyone: 09:59 AM

I agree, Jeremy.

From Jeremy Shock to Everyone: 10:00 AM

so true @Mary Lynn!!! Cheers, @Laura!

From Gretchen Brown to Everyone: 10:00 AM

So true! Southwest Airlines phone agents have a mirror at their desks. they are supposed to check for a smile before answering the phone.

From Andrea Burkholder to Everyone: 10:00 AM

And the positivity radiates through the computer screen to them too! :)

From Amanda DeSimone to Everyone: 10:00 AM

Yes, smiling is key. :)

From Michael Soderberg to Everyone: 10:01 AM

"i don't have to be here, i GET to be here" is a great sentiment

From Jeremy Shock to Everyone: 10:01 AM

Love that, Michael

From Nathaniel Rounds to Everyone: 10:02 AM

@Michael did you learn that from Peleton instructor Robin Arzon?! Are you in #robinswolfpack?

From Michael Soderberg to Everyone: 10:02 AM

nope, The Drummer just said it :D

From Nathaniel Rounds to Everyone: 10:02 AM

haha

From Laura Gardiner to Everyone: 10:02 AM

Peleton Jess Simms uses it.

From David Turner to Everyone: 10:03 AM

How committed are you?

From Han Park to Everyone: 10:03 AM

Committed Personal Rockstar Drummer!

From Alegra Goulbourne to Everyone: 10:03 AM

Attitude & behavior driving consequences & outcomes. It's a CHOICE. So Powerful!

From David Turner to Everyone: 10:03 AM

Turn up the volume Mark

From Jennifer Davis to Everyone: 10:04 AM

I am a big fan of Rumi and the quote " Why so you stay in prison when the door is so wide open" - CHOICE we have to get out of our own way. :)

From Shawn Humphrey James to Everyone: 10:04 AM

mark@markschulman.com

From Traci Ziebarth to Everyone: 10:09 AM

I love that quote Jenny!

From Lucas Reynolds to Everyone: 10:11 AM

This is phenomenal!

From David Turner to Everyone: 10:12 AM

WHOOOOO!!!!

From Arnie Reyes to Everyone: 10:12 AM

Dying my hair right now! super inspired!

From Shawn Humphrey James to Everyone: 10:12 AM

YEAH!!!!!!!!!!

From Grant McAllister to Everyone: 10:12 AM

YEEEEAAAAHHHH

From Jeremy Shock to Everyone: 10:12 AM

Yeah!!

From Michelle Bowen to Everyone: 10:12 AM

Yay!

From Nikie Torio to Everyone: 10:12 AM

yeeaaaahhhhh

From Michelle Ross to Everyone: 10:12 AM

yeah!

From Cathy Yurchick to Everyone: 10:12 AM

yeahhhhh

From Carisa Martin to Everyone: 10:12 AM

yeah!!!

From Bonni Rogers to Everyone: 10:12 AM

OH YEEEAHHHHH!!!

From Michelle Brandon to Everyone: 10:12 AM

Agreed @ Jennifer

From David Turner to Everyone: 10:12 AM

The 90's!!!! BC----Before Corona!

From James Hutchings to Everyone: 10:12 AM

1993 - at least I was born. :)

From Eric Van Dorin to Everyone: 10:12 AM

There

From Jeremy Shock to Everyone: 10:12 AM

pop quiz ;)

From Jennifer Davis to Everyone: 10:12 AM

theres a bomb on the bus!

From Amanda DeSimone to Everyone: 10:13 AM

@ Arnie LOL

From Duane Call to Everyone: 10:13 AM

: 0

From Bonni Rogers to Everyone: 10:13 AM

I remember the 80s... O.o

From David Turner to Everyone: 10:13 AM

LOL doing Speed...LOL

From Michael Soderberg to Everyone: 10:14 AM

:D

From Han Park to Everyone: 10:14 AM

https://www.youtube.com/watch?v=rd-0LtV5Axo&ab_channel=J.SLIVE

From Jason Morales to Everyone: 10:14 AM

Please tell me this is being recorded, my son HAS to see Mark's presentation!!!

From Amanda DeSimone to Everyone: 10:15 AM

Yes, is this being recorded. Would love to hear message again!!

From Andrew Tod to Everyone: 10:15 AM

Yea! Great message!!

From Cathy Oshel to Everyone: 10:16 AM

2

From Jeremy Shock to Everyone: 10:16 AM

Love the pedal work on that single bass!

From Han Park to Everyone: 10:16 AM

Mark Schulman!

From Kendsie Channing to Everyone: 10:16 AM

Rock on! #2

From David Turner to Everyone: 10:16 AM



From Jeremy Cowdrey to Everyone: 10:16 AM

Calm Down Brady!

From Duane Call to Everyone: 10:16 AM

Mark is the new drummer for the company band.

From Mary Lynn JENSEN to Everyone: 10:16 AM

verve!

From Amanda Horton to Everyone: 10:16 AM

enthusiasm

From Missey Chavez to Everyone: 10:16 AM

Love how he shows #2! RockON

From Debra Hopkins to Everyone: 10:17 AM

Passion is how we do it - purpose is why we do it! :)

From Bonni Rogers to Everyone: 10:20 AM

Passion was what Billy's famous fist pump was all about :) ...famous lip sneer was for the doubters

From Lucas Reynolds to Everyone: 10:21 AM

Yes!!!!

From Jeremy Shock to Everyone: 10:21 AM

Nice!!

From Duane Call to Everyone: 10:21 AM

Chiara—we've hired him as your life coach.

[MARK GIVES THE AUDIENCE THEIR "BAND" NAME: THE IMAGINE BEATS - 10:22 AM]

From Lucas Reynolds to Everyone: 10:22 AM

Marketing team, that will be on our new stickers, right?

From Isaac Tobler to Everyone: 10:22 AM

because Imagine Dragons was already taken ;)

From David Turner to Everyone: 10:22 AM

I need an Imagine Beats T Shirt

From Traci Ziebarth to Everyone: 10:22 AM

Me too @David!!

From Crystal Boris to Everyone: 10:22 AM

@isaac that was awesome! True story LOL

From Sydney Jordan to Everyone: 10:22 AM

Agree @David

From David Turner to Everyone: 10:22 AM

with I AM EDUCATION SUCCESS on the back

From Eric Van Dorin to Everyone: 10:23 AM

@JeremySchock I noticed a double pedal hidden in there, still great bass work!

From Jeremy Shock to Everyone: 10:23 AM

uh oh, good eye @eric
but yes, agreed

From Eric Van Dorin to Everyone: 10:24 AM

@JeremyShock Only drummers pay attention to all of those little details...notice he plays Sabian NOT Zildjian...drummer HIGH is a real thing, nothing better than a live show and being the drums!!

From Jeremy Shock to Everyone: 10:24 AM

Yes!! @eric - I'm a Zildjian guy

From SEAN RAINER to Everyone: 10:25 AM

PAISTE guy here

From Jeremy Shock to Everyone: 10:25 AM

you know what....I have a Sabian splash and China though :)

From Lucas Reynolds to Everyone: 10:26 AM

Wow! Was that Attitude x Behavior = Consequence?

Did I get that right?

Nvm.

He's giving it to us

From Michael Soderberg to Everyone: 10:27 AM

good timing for that question :D

From Jeremy Shock to Everyone: 10:27 AM

Is this the lullaby for his daughter? Awesome.

From Han Park to Everyone: 10:28 AM

Amazing Rockstar Lullaby!

From David Turner to Everyone: 10:28 AM

awwww

From Michelle Brandon to Everyone: 10:28 AM

Aww...baby!

From David Turner to Everyone: 10:28 AM

#GirlDad

From Patty Hillery to Everyone: 10:28 AM

BRAVO!!!

From Lucas Reynolds to Everyone: 10:29 AM

Speechless.

From Cathy Yurchick to Everyone: 10:29 AM

Unique and great!

From SEAN RAINER to Everyone: 10:29 AM

Dancing with myself!

From Michael Soderberg to Everyone: 10:29 AM

thanks mark, so good!

From Kristen Scherer to Everyone: 10:29 AM

HANDSTANDS!!!

MARK SCHULMAN
Medical Group Association
THRIVE 2020
Partial Chat Transcript

01:31:51 THRIVE 2020: WOOOOOOHOOOO!!

01:34:34 THRIVE 2020: AWESOME!!!!!!

01:38:10 Deb Witt: Gratitude and attitude - yes!!!!!!

01:43:08 Charla Sewell: Whooo!!!!

01:43:32 Mindy Zaubi: ROCK ON!!!!

01:43:35 Deb Witt: woohoo! Love me some Billy Idol!

01:43:54 Ashley: :)

01:44:07 Rebekah Francis: Yeh!!!

01:44:10 Deb Witt: Yeah!!!!!!

01:44:57 Mindy Zaubi: hahahahaha!

01:48:02 THRIVE 2020: HAAAAHA #2 all the way!!

01:48:04 Tracy Childress: 2 :0

01:48:05 Deb Witt: You Mark!

01:48:15 Mindy Zaubi: #2!

01:48:29 Charla Sewell: Energy

01:48:33 THRIVE 2020: *Attendees- Be sure to change your chat preference to "all panelists and attendees" so we can all see what you're saying :)

01:49:00 Deb Witt: 👍

01:49:14 Grace Kendrick: #2

01:49:23 #statemgmathrive: 🙌

01:49:55 Terri: Wow, I need to hear this today!!

01:50:08 Deb Witt: I needed to hear this today.

01:50:15 Mindy Zaubi: Me too.

01:50:29 Therese Pasquier: Taking copious notes!

01:50:46 Debbie Patten: I agree...this tough year should not be what knocks us down!

01:50:56 kmartin: Loving it!

01:51:10 Mindy Zaubi: Ha... thought my screen froze.

01:52:37 Tulika Vohra: His energy is unbelievable. It explains why he is so successful. #rockstar attitude is going to be my mantra.

01:53:13 Char Hall: agreed

01:53:19 DHills: I love this energy

01:53:40 Karen Bowman: Love his energy.

01:54:14 Rhonda Heryford: Mark is so very awesome! What a treat to have him as the keynote!!!!

01:54:25 Tracy Carpenter: Great positive energy to kick off THRIVE2020!

01:54:36 spitts: Awesome!!!

01:54:41 Kathy: Awesome opportunity to have such a great keynote! Loved this!

01:54:57 Tulika Vohra: For sure!

01:54:59 Charla Sewell: Love it!!!

01:54:59 Deb Witt: I need my team to hear this!

01:55:09 Char Hall: amazing Keynote

01:55:13 Grace Kendrick: This was a great speech!

01:55:30 Sunny Lucich: Agreed - wish I could motivate staff like Mark is motivating us today!

01:56:00 Tulika Vohra: attitude- difference between Eyeore and Tigger.

01:56:01 Ashley: I agree sunny!!

01:58:17 Deb Witt: Big Love back at ya!

01:58:17 Lisa Beard: Would love to see him live, but he is great virtual too!

01:58:18 Tosha R Battle, MHA, CMPE: Thank you!!!!!! I'm motivated!!!!

01:58:20 Mindy Zaubi: Thank you Mark, Great Keynote!

01:58:21 Jenna Blatt: He is amazing!!! Great keynote!!

01:58:27 Cindy: Thank you Mark!

01:58:28 THRIVE 2020: Thank you Mark you are INCREDIBLE!!!

01:58:29 Tracy Childress: Thank you!

01:58:34 DeborahH: That was great!

01:58:34 Karen Bowman: Thank you.

01:58:45 Deb Witt: Thank you!

01:58:49 Tulika Vohra: Thank you!! great start!

01:58:52 Kim Tyree: Thank you.

01:58:54 gbdavis: Awesome Speaker

01:58:56 Michelle Augustine: Thanks! Great motivator!

01:58:57 Char Hall: Thanks that was a incredibly motivateing

01:59:03 Char Hall: motivating

01:59:05 Charla Sewell: LOVE IT!!!

01:59:08 Lenora Jones: Love his message and energy!

01:59:08 judy smith: thank you

01:59:08 Jessica: Thank you!

01:59:09 DHills: I love this opening!

01:59:10 Kathy: LOVED IT!

01:59:29 Michiko Martin: Amazing keynote! Thank you, Mark, for sharing your energy and inspiration with us all!

01:59:35 Shannon Clark: Thank you! Great way to start a conference.

01:59:40 Jackie Boswell: Didn't expect this. Enjoyed it!!! Thank you!

01:59:47 kbrewer: VERY MOTIVATING!!! THANK YOU!!

01:59:57 NaAllison: Woo Hoo!! Thank-you, Mark!1

02:00:31 Deb Witt: Let's Rock our teams!

02:00:51 Terri: That was awesome!

02:01:21 Therese Pasquier: So inspiring!

02:01:47 DHills: standing ovation

02:01:52 Therese Pasquier: Mark was a gift today!