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West Des Moines Selected as Host Site for L2L: LIVE2LEAD

A leadership event intended to breathe new life into organizations through world-class speakers.

WEST DES MOINES, IA – #1 New York Times bestselling author, coach, and speaker John C. Maxwell has selected West Des Moines as a host site for the live simulcast, L2L: LIVE2LEAD on Oct. 6, 2017. The half-day event is here to breathe new life into your leadership, empowering you as you learn and lead others to follow. Live2Lead is designed to deliver the very best leadership content to inspire and motivate you and your team. Plus connect with other influencers in your community and expand your business network with relationships that produce tangible results. During early bird registration through Sept. 8, tickets are 2 for the price of 1 at \$99.

Featured guests include Maxwell, Dave Ramsey, Cheryl Bachelder and Warrick Dunn. Through the partnership of the Valley Community Center and Executive Leadership Coach Monte Wyatt, West Des Moines was selected to host the event for the fourth year in a row.

“This half day will be powerful for CEO’s, business owners, leadership teams and anyone who wants to improve in their leadership skills,” Wyatt said. “Our goal is to help the greater Des Moines business community become stronger leaders at home, in their daily vocations and in their local communities.”

John C. Maxwell is a #1 *New York Times* bestselling author, coach, and speaker who has sold more than 24 million books. Identified as the #1 leader in business by the American Management Association and the world’s most influential leadership expert by *Inc.* He is the founder of The John Maxwell Company, The John Maxwell Team, and EQUIP, a non-profit organization that has trained more than 5 million leaders in 180 countries. Each year he speaks to Fortune 500 companies, presidents of nations, and many of the world’s top business leaders.

Dave Ramsey, personal money-management expert, best-selling author. America’s trusted voice on money and business, Ramsey is a personal money-management expert and extremely popular national radio personality. His seven best-selling books—*Financial Peace*, *More Than Enough*, *The Total Money Makeover*, *EntreLeadership*, *The Complete Guide to Money*, *Smart Money Smart Kids* and *The Legacy Journey*—have sold more than 10 million copies combined.

Cheryl Bachelder, Former CEO, Popeyes® Louisiana Kitchen, Inc. A passionate restaurant industry executive who most recently served as the CEO of Popeyes® Louisiana Kitchen, Inc., Cheryl is known for her crisp strategic thinking, franchisee-focused approach, development of outstanding leaders and teams and superior financial performance. Cheryl also most recently ranked #1 by *Inc. Magazine* in a Top Ten List of the World’s Best CEOs.

Warrick Dunn, former NFL Running Back, Partner of the Atlanta Falcons. After a 12-year career in the NFL, Dunn retired and in 2009 was approved by the NFL owners to become a limited partner of the Atlanta Falcons. Through Homes for the Holidays, Dunn honors his mother, Betty Smothers. Betty was a Baton Rouge police officer who, as a single-mother of six, strived for the American dream of homeownership. While working, she was killed and was never able to realize that dream. The program has assisted over 152 single parents and 409 dependents nationwide with achieving first-time homeownership. In 2002, Dunn founded Warrick Dunn Charities to improve lives through innovative programming inspired by his journey.

To learn more about L2L visit <http://www.montewyatt.com/l2l-live-2-lead> or call 515-222-9193. For individual and group tickets visit www.Live2LeadDesMoines.com.