

BIC Media Solutions adds to its speakers bureau

'Media That Matters' campaign continues to grow

To coincide with the release of “Rock Bottom and Back — From Desperation to Inspiration,” BIC Media Solutions has launched its own energy, management, sales and motivational speakers bureau and events featuring celebrities as well as ordinary people. Among other energy and management topics they address, these speakers also provide inspiration and hope by illustrating recovery and success are possible through living in service to others.

Those featured in BIC Media Solutions’ speakers bureau include:

- Billy Arcement, motivational speaker.

For over 30 years, Arcement held senior corporate leadership positions. These experiences help him look at leadership through his unique “leadership lens.” Arcement views leadership as needing to focus on service to others. It’s not about you but the people you serve. He sees leadership as an earned title, not one imparting fear in others or demanding respect for the position.



Billy Arcement.

- Shawn Galloway, president of ProAct Safety and co-author of several bestselling books. As a consultant, adviser and keynote speaker, he has helped hundreds of organizations within every major industry internationally achieve and sustain excellence in performance and culture. He is also the host of the highly acclaimed weekly podcast series Safety Culture Excellence®.



Shawn Galloway.

- Brian Horner, a company care leader with Marketplace Chaplains USA. Marketplace Chaplains USA is an organization that provides workplace chaplains to corporate America. This employee-care program serves employees and their family members 24/7.



Brian Horner.

- Tonja Myles, a former crack cocaine and sex addict whose life went into a downward spiral that led her first to drugs and then to prostitution as a means to feed her habit. After an attempted suicide, Myles realized she had to change her life.



Tonja Myles.

Myles’ story takes us all the way from the crack house to the White House.

- Billy Rivers, a hardened biker and gang member who spent 13 years in prison for smuggling Mexicans across the U.S. border. While serving his time, Rivers found hope through the Christian Motorcyclists Association. Upon his release, he began a ministry to help the homeless.



Billy Rivers.

- Maurice “Termite” Watkins, a boxer who fought for the world championship in the welterweight division on one of the most famous cards in boxing history and lost. Watkins succumbed to a cocaine addiction and spent the next five years destroying his life. After his recovery, Watkins went to Iraq during the first Gulf War and trained an Iraqi boxing team, readying the team for the Olympics in only 57 days.



Maurice “Termite” Watkins.

BIC Media Solutions will promote and publicize all its speakers before each event they attend. More speakers are expected to be added to BIC Media Solutions’ speakers bureau during 2017, and a BIC Media Solutions speakers bureau conference is on the drawing board. Visit www.bicmediasolutions.com for updates on the speakers bureau.

‘Media That Matters’ on the move

BIC Media Solutions’ “Media That Matters” displays are also being rolled out at local businesses, associations and across the energy sector to spread goodwill and hope. Building on the momentum of the



Calculated Controls is one company that’s placed a BIC Media Solutions “Media That Matters” display in its office. From left are Whitney Strickland of Calculated Controls, Amber Turner of BIC Alliance and James “Chezo” Cesarini of Pro-Surve Technical Services.

“Rock Bottom and Back™” book and film, the ultimate goal of this new outreach effort is to provide an opportunity to read/watch books and films that inspire, motivate, heal and maybe even save lives. Many are signing on to host a display in their businesses’ waiting rooms, lobbies or break rooms, and retail locations including hotels, car washes and cafés — anywhere where multitudes of people can be reached.

““Media That Matters’ is the mantra used by BIC Media Solutions in providing faith/family-friendly books, film and TV content with a purpose,” said Earl Heard, founder and CEO of BIC Alliance. “The faith- and family-friendly books, films and media projects we develop and produce are



The “Media That Matters” display and tote bag feature a mix of BIC Media Solutions’ books and DVDs, as well as other titles.

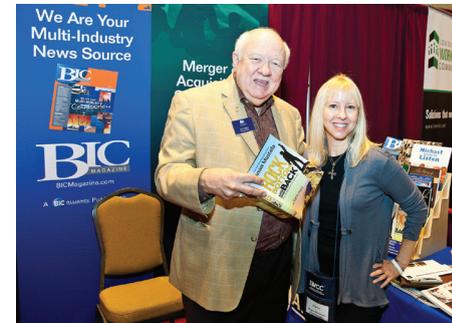
all intended to help others find greater hope and words of encouragement.”

The displays are being distributed throughout Louisiana and Texas, with the intent to place several hundred units by spring 2017. The displays feature a mix of BIC Media Solutions’ published books and DVDs, as well as other books and DVDs by others involved with BIC Alliance and/or BIC Media Solutions’.

Those interested in hosting a display will be able to select from a list of over a dozen books and films to customize their “Media That Matters” display to their clientele. A portion of all sales will be donated to help the thousands of Louisiana flood victims, many of whom have lost everything and need a helping hand to start over.

If you’re interested in becoming a speaker in BIC Media Solutions’ speakers bureau or you’re looking for someone to speak at your next event, call (800) 460-4242.

For more information about BIC Media Solutions’ speakers bureau, the “Media That Matters” display or other inquiries, contact Earl Heard at earlheard@bicalliance.com. ●



Earl Heard of BIC Alliance, left, discusses the “Media That Matters” display and “Rock Bottom and Back — From Desperation to Inspiration” with Sharon Holeman of Praise First Media LLC at the Louisiana Governor’s Safety and Health Conference & Expo in Baton Rouge, Louisiana.



Susan Mustafa, co-author of “Rock Bottom and Back — From Desperation to Inspiration,” second from left; Tonja Myles, featured in “Rock Bottom and Back™,” third from left; and Earl Heard of BIC Alliance, right, sign books for attendees during the Louisiana Book Festival.

In Memoriam

The BIC Alliance family is deeply saddened to share the news that Robert “Bobby” Davis passed away at the age of 73. Bobby helped launch BIC Alliance and BIC Media Solutions. He is a graduate of Istrouma High School and Southeastern University, where he earned his degree in accounting. He was the owner of Classic Tours and Promotions and worked for Gulf States Utilities, now Entergy, for many years. He served as BIC Alliance’s distribution manager for over 30 years. He will be truly missed at BIC Alliance. BIC Alliance would like to invite everyone to keep Bobby’s friends and family in their thoughts and prayers.



Robert “Bobby” Davis.