



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

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## Joe Malarkey, CSP, CPAE

*Travels from:* Oklahoma

*Fee Range:* \$7,501 - \$10,000

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Joe Malarkey is unlike any other speaker you've seen. And you've seen lots of speakers. Industry experts. Motivational speakers. Newsmakers. Big names and talents. Anyone you can think of...and many more that might not have occurred to you. But none like Joe.

Audiences always want to know, "What qualifies this speaker to talk about my business?" And that is the key to Joe Malarkey's speaking career. Virtually no one knows more about the pitfalls, mistakes, honest errors, lapses in judgment and lethal mistakes of not just one industry, but many. And Joe doesn't speak of those failures from a hypothetical viewpoint. He has been there in the trenches, falling on the sword, taking the heat, paying the price and finally moving on to another endeavor. That kind of experience can't be purchased, it can only be endured.

Joe's experience runs the gamut of business. He has run small businesses that started as big businesses. He has been an industry spokesman when silence would have been the better choice. And through it all, Joe has one point of pride, one gleaming hook, from which to hang his coat of experience: "I've never been indicted!"

As an entrepreneur, he was among the first to recognize the emerging Pacific Rim economy when he opened his short-lived chain of tall men's clothing stores in Japan. His time spent in the advertising field resulted in many tremendous near successes such as his campaign for the Alternative Meat Association, "Spam, the other, other white meat!"

He served with great pride prior to his removal from the board of Crockett, our largest manufacturer of slide rules. While his "why mess with the calculator when slide rules are so easy to use" philosophy did not result in the industry turn-around hoped for, Joe is widely credited with obtaining a bankruptcy ruling that saved many employees their unemployment benefits.

These are but a few highpoints in a career full of easy-to-climb peaks and expansive valleys.

So when audiences are asked, who is the one they want to talk about failure from personal experience, only one word comes to mind: **Malarkey!**

### *Most Requested Programs...*

- The Upside of Down