



PRESS KIT

TEAM MARBLEHEAD

Shaheen Mohammadipour

Alex Slazar

Sharon Simon

Stacy Smith



BACKGROUND INFORMATION

***JUST BECAUSE YOU DON'T NAME THE DIRECTION,
DOESN'T MEAN THAT YOU AREN'T GOING IN ONE...***

***“A certain amount of opposition is a great help to man.
Kites rise against, not with the wind.”***

John Neal

ABOUT SYI

The Say Yes Institute is the one place where a person's goals and aspirations can come true through a gradual process of planning, determination and implementation. SYI works with professionals ranging from the private sector all the way to students in college. Through a methodical approach, most come away feeling more secure about what the future may hold as well knowing which path to take in endeavors.

Carrie Stack, founder of the Say Yes Institute, works with everyday people in everyday jobs and strives to have her clients leave with the feeling that life is not happening to them, rather, they are in control of their own future. Through the DCI Model © (Define, Clarify & Implement), clients are taken through a gradual process of naming the problem at hand, specifying goals that would encourage a positive outcome and finally, putting those plans to action.

The whole point to a life coach is to ensure that clients feel that they have control over their lives. A lot of people out there feel as though life is happening to them and not allowing them to enjoy the thrills of life. With SYI, people can identify why they feel that way and with positive steps forward, people can certainly live the life they always have wanted to live.

“Life does not happen to us, it happens from us.”

Mike Wickett



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Carrie Stack, M.Ed.

Carrie is a certified life coach and the founder of the Say Yes Institute, as well as the non-profit, Live Life Write, Inc. Using interactive activities, humor and endless optimism, Carrie draws upon her years of diverse experience to enhance all of her training/coaching work. She has been working with people (teens/adults) in a variety of roles over the past 15 years and has experience as a teacher, counselor, social worker, trainer and program director. She has created and led a range of diverse groups for all ages, and has done extensive training, both locally and statewide, on a range of topics. She is the author of, *Conversations with the Future*, about the lives of 70 young people in Lynn, featured in the Boston Globe, local press and in a month long series on Fox25. She also wrote, *You Are Not A Puzzle Piece*, focused on living the life you want, not the life the world may have reserved for you! She is currently working on her upcoming book, *Breath of Freedom*, inspired by the stories of women/teens she worked with at a domestic violence agency. *Breath of Freedom* uses poems, reflections and affirmations to explore the impact that family violence has on every member of the family. A poem from the book, *You're Home*, was published by the Boston Literary Magazine in the summer of 2006.



Qualifications:

M.Ed. in Social Justice

Certified Life Coach

Founder of Say Yes Institute

Experience as a teacher, trainer, social worker, management consultant and program director

Founder of non-profit, Live Life Write Inc.

Founding member of NLP Coaching Associates

Member of American Society of Training and Development (ASTD)

Member of International Coaching Federation (ICF)

Member of New England Women Business Owners (NEWBO)

Member of North Shore Chamber of Commerce



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Susan Staples, M.Ed.

Drawing upon years of diverse experience as a manager, trainer and counselor, Sue has an extensive background designing and facilitating workshops which support personal and professional success. Sue has a strong background in group training and facilitation, including; effective supervision; team development; women and empowerment; healthy relationships and healing from trauma. She has demonstrated success supporting managers to creatively build positive and effective relationships with staff through the utilization of effective supervision/management techniques.



Qualifications

M.Ed. in Counseling Psychology

Co-Founder of Say Yes Institute

Certified Self-Esteem Trainer

Certified Trainer in Nationally Acclaimed Nurturing Program

Experience as therapist and trainer

Extensive program development and management skills

Senior management experience with staff/program supervision and development

Extensive experience working with both individuals and groups



FACT SHEET

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~The SYI is dedicated to encouraging and supporting people to take ownership and control of the direction of their lives, both personally and professionally.

~Through workshops, training, and coaching, SYI provides innovative opportunities to look at your life, and your choices, through a variety of angles.

~Each training, workshop and coaching session incorporates the Define, Clarify, Implement Model© as a lens for growth and movement.

~Participants are supported to apply the DCI Model© to enhance their lives, personally and/or professionally.

~SYI offers coaching for both professional and personal development.

~SYI has provided training, coaching, or consulting services to more than 20 businesses and organizations.



**ENTERPRISE CENTER
121 LORING AVE
SALEM, MA 01970**

Contact: Carrie Stack (telephone #)

April 03, 2007

FOR IMMEDIATE RELEASE

SALEM, MA- The Say Yes Institute in coordination with the Salem State College Communications Department, is proud to announce the, "Perfect Life Workshop," on April 18 at 3:30pm. This exciting event takes place in the main conference room of the Enterprise Center located on the Central Campus of Salem State College.

Say Yes Institute founder, Carrie Stack, is offering students a view into the future and the essential ways any potential professional can ensure happiness in both the personal and professional realms of life.

"This is a great way for students to position themselves in a position of power heading into the most crucial times of their lives," said founder of SYI, Carrie Stack. "In this day and age of less jobs and more highly qualified applicants, students need to know how to handle the ins and outs of the real world."

Tickets for the event are \$15 for students without valid student ID and \$10 for students with valid student ID. Pizza and refreshments will be available. Registration begins at 3:30pm and workshop will run until 6:00pm.

The SYI is dedicated to encouraging and supporting people to take ownership and control of the direction of their lives, both personally and professionally. For more information on the Say Yes Institute, please visit www.sayyesinstitute.com.

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