**OPENING CEREMONY SPEECH**

**FOR**

**EMMETT WILLIAMS**

Thanks Joe and good morning everyone, I, too, would like to give a big, warm welcome to IHRSA 2019.

I recently heard someone say, “We spend millions on fitness each year yet we seem to be getting more out of shape.” Now, more than ever, the services and opportunities we provide to our communities and members are critical to the overall health of our country and now, more than ever... again, we can understand the vital platform conventions like this one provide. We are here as committed, responsive, and enthusiastic professionals and I think... I **KNOW**... we can all come together this week as **one** cohesive industry and agree that we are here to achieve three common goals, ... that is to **learn**, to **focus on innovation** and surpassing our clients collective expectations**,** and to fundamentally **improve** our own performance........at our chosen “day jobs”... one rep at a time, just like we encourage our clients to do.

In breaking down that three pronged mandate, let’s take a closer look at each one... **Learning** can take many forms and while some of you may enjoy reading industry journals or listening to relevant podcasts throughout the year, others will gain insights by attending seminars this week, here in San Diego, taking copious amounts of notes on the “**Notorious YLP**”.... that’s “**Notorious Yellow Legal Pad**” for those of you that may not know.... (**Wait for the laugh**), others will network on the trade show floor which opens tomorrow, and some may even choose to network at the bars and lounges that will open in just a few hours. I am assured that however you **choose** to learn, what is key is that you **want** to learn... it’s a state of mind, and the very fact you are spending time this week at IHRSA, is a testament to your curiosity, enthusiasm, and commitment to your profession.

Next is **innovation**-  That’s a word that frequently evokes the world of technology. Last year, when Jim Worthington handed the Myzone team... and **me**.. the Associate Member of the Year award, we were acknowledged, in large part, for our teamwork, our fresh ideas and implementation...and for our dedication to discovering **the next thing.** Of course**,** we were most grateful, but let’s keep in mind that concept stretches beyond technology... It can include upgrading systems, diversifying marketing mixes, exploring and implementing leadership styles, and engineering relevant recruitment strategies... just to name a few possibilities... innovation blends both the creative and analytical sides of the brain, encouraging them to work together in concert. Thinking... and **ACTING** beyond expectations is the only viable way to grow in a changing world, a changing industry, and a changing marketplace.

Essentially, both willingness to learn and dedication to innovation are important components needed for **improvement.....** our industry message couldn’t be more **relevant...** it’s why we do what we do... searching for ways to effectively support our public to experience the goals and improvement they seek**.** It’sabout catching the winds of change, and not taking last quarter’s results for granted... and most importantly, it’s about acknowledging that there **IS** a wind...and choosing to either resist or go in the direction that will propel you forward as an individual, a professional, and a leader in your organization.

At Myzone we live and breathe these core concepts and that is why we sponsor important industry events like this one today. That is why we are now implementing a program that consists of offering Myzone U across three continents in the coming year. It is why we are hosting an executive breakfast tomorrow morning across the road at Hard Rock, a breakfast which is sold out with 600 registered guests. We intend to tackle Business Intelligence and how to apply it in our own spaces. You can say that we believe in our mission... not only do we “walk the walk and talk the talk, we also **run the run**... and every other fitness process you can think of... (**Wait for the laugh**). It’s also why, for the past twelve months, we’ve kept our heads down, done our research and due diligence, and in the process have discovered new and exciting ways of refining and improving our product offering, making it more adaptable, more responsive, and more able to solve more problems, **your** problems... and turn them into **OPPORTUNITY** …..let’s take a look….

(throw to video)