

# PINE BLUFF COMMERCIAL

## Kingfest speaker: Control your life

By Larry Ault  
OF THE COMMERCIAL STAFF

Paul Vitale, a motivational speaker, encouraged a group of African-American students to stay away from tobacco products and take control of their lives as part of the 21<sup>st</sup> annual Kingfest Celebration on Saturday at the Pine Bluff Convention Center.

Vitale, founder of Vital Communications, is a native of Russellville, who received a mass communications and journalism degree from the University of Central Arkansas at Conway.

Vitale travels across the United States, speaking to groups and organizations about the importance of a positive attitude, a strong work ethic, and what he considers to be other "vital concepts."

Some of Vitale's clients have included ESPN Outdoors, the United States Postal Service, Southwest Airlines and Parke-Davis Pharmaceuticals.

Vitale, who now calls Little Rock his home, has also written books on famous quotations and "the many basics in the complex world."

"We all have our cross to bear," he told the students. "We all are challenged in life."

Talking about his own personal life, Vitale said he had a chance to

work at a marketing firm when he graduated from college. Later, he traveled across the nation on a national book tour and was director of marketing and sales for the Hot Springs Convention Center.

Emphasizing that "it's your life," he stressed the importance of making good choices and "how you can tie that into tobacco." Vitale pointed to four lessons: The Power of Choice, All You Have is your Name, Perception is Reality, and You Only Live Once.

"We're here in Pine Bluff, talking about tobacco. It's a choice," he said.

To illustrate his message, Vitale pointed to a slide of the late Reverend Martin Luther King Jr., saying he was "the King" who is remembered because "he would tell people his dreams, he passed on and his spirit lives today."

King motivated people, Vitale said, stressing that having a positive attitude is necessary to achieve that goal. "We have a chance to inspire people every day," he said. "Look at me. I am

a motivational speaker.

"We've got to lead by example. We've got to have a good attitude. We have a choice every day," he said, noting that smoking and second-hand smoke kills people.

Vitale said he became interested in becoming a motivational speaker after he attended a conference in the 8<sup>th</sup> grade that included a motivational speaker.

"It inspired me," he said. "I found myself thinking about it."

As a result, he said he has been able to spend his life giving motivational speeches and traveling to such destinations as Europe and Asia.

Kingfest is sponsored by Interested Citizens for Voter Registration. ■

