



## Motivational Madness E-Newsletter

### Character Does Count

Paul was recently provided the distinct pleasure of speaking to nearly 1700 middle school students in southern Florida as part of a three day tour sponsored by CHARACTER COUNTS!, a program of the United Way of Martin County. Thanks to the support of this outstanding program and the collaborative efforts of partnering agencies, students were again reminded, "Character does count."



Annalisa & Paul at the 10th Street Rec. Center

During his tour, Paul visited four Martin County middle schools and the East Stuart branch of the Boys & Girls Club. In addition, the coalition sponsored a presentation of Paul's program A Hero Within for the entire community at the historic Lyric Theatre in downtown Stuart.

The Lyric was the perfect venue for Paul to share his message of individual heroism with an audience of teens, parents and community members interested in how they can make a difference in not only their future but the future of those they touch. Children ages four to seniors listened intently to his suggestions on the way to liberate and express their capacity for inner heroism. Witnessing the packed house, Paul realized what an honor it was to be able to work hand in hand with a program that also provides needed resources to develop ethical leadership qualities and the best business practices.



"Paul shared an important message with our community," said Terri May, director of the character education United Way program. "I wanted them to be inspired to the point that they really carry his message with them when they're faced with tough choices."

Anne McCormick, an area director with the Boys & Girls Club, thought the students gained a great deal from Vitale's speech. "He's a ball of energy," she said. "He captured the attention of the kids. I think they could really relate to him."

The Martin County School District allowed teachers and administrative staff persons who attended any of Paul's six presentations to receive in-service credit toward recertification. There have been numerous requests for future presentations for the inmates at the Sheriff's Department Boot Camp, youth involved in the Youth Drug Court and students at local high schools. The Shared Services Network Steering Committee will be working with the planning committee to make these opportunities available to local youth in the future.

"Speaking with young people is one of the best parts of my job," Paul said. "They give me hope. They motivate me; they're our future."

**Vital Information**

**CHARACTER COUNTS!**

The Josephson Institute of Ethics organized the CHARACTER COUNTS! Coalition in 1993. Members of the Coalition, a national, diverse partnership of schools, communities, education and human-service organizations, are committed to using the Six Pillars of Character in their individual and joint programs.

These values transcend divisions of race, creed, politics, gender and wealth. The hope is that by using a consistent language with kids, the lessons of good character will be reinforced and better understood.

**Six Pillars of Character**

- Trustworthiness
- Respect
- Responsibility
- Fairness
- Caring
- Citizenship

## Challenge is Met With Opportunity

The year 2005 has seen a great deal of challenge. Many of the neighborhoods that make up our nation have been faced with obstacles never seen before. However, these challenges and changes have lead to unprecedented opportunities. For that, I'm grateful to live in a country with such resilience and optimism.

With that in mind, I would like to thank the many supporters and friends who have allowed me and Vital Communications to do our work. Throughout the course of this year, I've had the privilege of speaking in front of a variety of organizations, corporations and institutions of higher education. In the area of health and wellness, Baptist Health, TOPS Clubs, ACMA and Arkansas Children's Hospital employed our services, just to name a few. From the boardroom to the classroom, Tyson Foods, the United States Postal Service, the American Society of Safety Engineers and multiple school districts & universities allowed me to take the podium. The opportunity to work with groups such as MADD, Desire Street Ministries, ESPN and the Washington Redskins was inspiring and humbling all in one.



World Middleweight Champion Jermain Taylor

Yes, our nation was challenged this year by horrific storms, hurricanes and droughts. Crime, violence and war still found a way to control many of the headlines



Siloam Springs Superintendent of Education Ken Ramey

and politicians continued talking about the upper class versus the lower. But in the end, I learned something extremely important. An idea that was illustrated by individuals like Jermain Taylor, World Middleweight Champion; Bobby Martin, a high school football player who has no legs; and a dear friend of mine who's battling colon cancer. The idea is simple, yet powerful. "What we do, flows from who we are."

Thank you for allowing me and my organization to do what we do. Because without your

*Paul Vitale*

www.paulvitale.com  
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## Vital Information

### Something to Think About

"Obstacles are those frightful things you see when you take your eyes off your goal."

*-Henry Ford*

"What we do, flows from who we are."

*-Paul Vitale*

"The victory may have been his, but it is not for the victory alone that he is honored. Rather it is for the quality of his effort and the manner of his striving."

*-Andre Laguerre*

"Nothing survives but the way we live our lives."

*-Jackson Browne*

"God sends each person into this world with a special message to deliver, with a special song to sing for others, with a special act of love to bestow. No one else can speak your message, or sing your song, or offer your act of love."

*-John Powell*

"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them."

*-John Fitzgerald Kennedy*