



YOU HAVE  
PERMISSION  
TO ENGAGE

YOU *HAVE* PERMISSION TO ENGAGE AND YOU ARE...

*CLEARED HOT!*...to review all the information provided below, that will explain how I can best be of service for your upcoming event or conference. Thank you for the opportunity to be of service, and I look forward to helping you create a *Breakthrough Event!* Included in this eMedia Kit is information on my presentations, all of which can be customized for your event, and several letters of reference from previous clients for review.

When I first connect with potential clients, I always ask “Why FlyGirl”? After a presentation, I conduct an after action review and ask if I met or exceeded expectations. So, to better help you make your selection on a speaker, the following bullets are actual comments from potential or previous clients.

### “Why FlyGirl”?

- “I really wanted to highlight the fact that you spent time before the meeting with individuals from our division as well as its leadership. You connected on a personal level even before your time on stage. You listened to our leaders and adapted your material so that it was most effective in support of our objectives. So many people were so impressed and I personally heard people talking about your message long after the event was over. I also understand some even connected with you after our meeting. To say you inspired us would be an understatement. Thanks!”
- “I saw you in person and couldn’t wait to bring your high energy, high impact presentation in to my organization!”
- “I had to wait until I became a decision maker in the organization and could impact the budget! It took me two years, but I finally booked you. You were as amazing and high energy as I remembered!”
- “Our employees are overworked and underpaid. After reviewing the presentations on your website, I knew our people would walk out the door with tangible tools they could utilize immediately.”

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*There's no shortage of accomplishments... you're awesome girl...you're awesome! - Oprah*



- “Your story is so amazing and unique. We are always looking for great speakers with a diverse background. After reviewing your demo video, the committee made a unanimous decision to bring you in.”
- “We were able to clearly preview your work and the potential it had in support of our meeting. You clearly understood what our objectives were and worked collaboratively with our media team to setup the event and get the most out of the material and delivery. The message was right on.”

Please see the enclosed materials for the key objectives and “Fly-Aways” of my most requested presentations. I tailor all presentations, but even deeper customization (drawing on my diverse background and an organization’s mission) is available for *your* event. To add value for your attendees, you are **entitled** to a deep discount on my book, *Zero to Breakthrough*, when you buy in bulk. This book is specifically designed to support your participants as they continue their Breakthrough Journey with reinforcement on the battlefield of life!

For more background information and to view videos of me in action, visit my website at [www.VerniceArmour.com](http://www.VerniceArmour.com). You can also sign up to receive my Breakthrough tips and insights as well as take advantage of my services when I’m in your area!

Thank you again for the opportunity to be of service and I look forward to the opportunity to work with your organization to create your biggest breakthroughs yet!

***CLEARED HOT!***

A handwritten signature in black ink, appearing to be "Vernice", written in a cursive style.

Vernice “**FlyGirl**” Armour

Your battle-tested speaker, taking **YOU** from Zero to Breakthrough!



YOU HAVE  
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Vernice “FlyGirl” Armour went from beat cop to combat pilot in 3 years. Within a year she found herself flying over the deserts of Iraq supporting the men and women on the ground. After serving two tours overseas, she had become America’s **First** African American Female Combat Pilot. After returning home, she realized that many people wanted to create breakthroughs in their own lives, they just didn’t know how.

From her experiences, she created a 7-step process called the *Zero to Breakthrough™ Success Plan*. She now travels extensively sharing this message through her keynotes, coaching and seminars.

Known to most simply as FlyGirl, she is your battle-tested speaker. She is an inspiration to hundreds of individuals and corporations alike, and her accomplishments have been featured twice on OPRAH as well as CNN, Tyra Banks, NPR and Tavis Smiley. Learn her extraordinary story, and what principles formed her *Zero to Breakthrough™ Success Plan*.

### **The Zero to Breakthrough™ success plan**

How you respond to change or obstacles is the key breakthrough results. Successful businesses and individuals learn to recognize, adapt and respond – not react – to these changes. Learn 7 steps that will shatter your ‘Zero Mentality,’ and replace it with a winning ‘Breakthrough Mentality.’ Unleash the potential for Breakthroughs at work and in your personal life with this proven system.

### **Cleared Hot!**

When I was flying in the middle of combat and needed to engage the enemy, we had to ask for permission to shoot our weapons. The magical phrase we needed to hear in order to protect the Marines and Soldiers on the ground was ‘Cleared Hot.’ As you’re reading this, I’d bet it’s safe to say you’re probably on a different type of battlefield. Maybe for you it’s combat as a senior *or* emerging leader in corporate America, as a teacher in today’s classroom, or as an administrative professional in a large organization. Whatever your situation, you probably have challenges that you would like to effectively destroy!

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*There's no shortage of accomplishments... you're awesome girl...you're awesome! - Oprah*



**Bottom Line Up Front (BLUF):** You HAVE permission to engage! Notice I didn't put the emphasis on permission, but on HAVE. You've ALWAYS had permission to engage whether it is employee engagement, customer engagement, career engagement or relationship engagement in your personal life. You make the decision how and when you engage.

It is such a simple statement, but one that is overlooked by many. You wouldn't believe how many times someone has told me they lost their dream, are too busy taking care of everyone else and don't know HOW to take care of themselves anymore, or even worse, they felt guilty taking care of themselves! Why do so many of our team members need permission from outside of themselves when the bottom line is they HAVE permission to engage. They've ALWAYS had permission to engage, they just needed to give it to themselves! I'm standing by to help your team or organization take the next step and execute...**CLEARED HOT!**

### **MOST REQUESTED PRESENTATIONS:**

(Vernice will *always* customize her keynote for your organization!)

#### **Cleared Hot!**

You HAVE permission to engage!

Employee engagement, customer engagement, team engagement, relationship engagement. No matter what area an organization is strategically trying to improve, individuals have to be engaged and in action for the plan to move forward and succeed! The key is giving the permission to engage from the inside out. Once that happens, your entire organization will be thinking with a Breakthrough Mentality and CLEARED HOT!

Give your attendees a fast paced message that will show how them how to:

- Harness the power of a 'Breakthrough Mentality' mindset
- Lead through mentorship
- Leverage functional and individual diversity as a strategic advantage
- Create breakthroughs for teams with five simple steps

#### **Who Needs A Runway?!?**

Take Off From Where You Are

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*There's no shortage of accomplishments... you're awesome girl...you're awesome! - Oprah*



The bottom line is that we have to move into action from where we are! Unfortunately, many people become paralyzed in the preparation phase. Decide what you want, put your stake in the ground and execute! FlyGirl calls this making a commitment to the commitment. Give your organization the boost they need to come together as a team, understand how their objectives support the overall strategy and accomplish the mission, achieving the desired Breakthrough Results!

Give your attendees an invigorating perspective that reveals how to:

- Infuse passion in your life professionally and personally!
- Recognize and utilize the skills and talents of everyone around you
- Lead a Zero to Breakthrough™ life with a 'Breakthrough Mentality' as the foundation
- Unleash your full potential no matter where you are personally starting from

## Zero To Breakthrough™

A Breakthrough Mentality Creates A Breakthrough Life!

Put passion back in your life and design the path to your dreams with a 'Breakthrough Mentality.' Be inspired by Vernice's personal story of setbacks, challenges, adventure, success and triumph. Vernice takes you on an amazing journey through her life experiences and, most importantly, the lessons learned. Unleash the personal leadership power needed to take your life to the next level!

Attendees will discover:

- How Passion, Purpose & Positive Steps create breakthrough results and shape your destiny
- The Tangibility of Possibility
- Delay is not Denial and to Retreat does not mean Defeat
- How to ignite your spark and make **YOUR** dreams a reality!

(Great for Employee Resource Groups, Women, Minorities and Students)

## Driving Diversity Deep into the DNA of Your Organization!

One Mission, One Goal, One Team!

Vernice reveals, as a former Diversity Officer for Headquarters Marine Corps and liaison to the Pentagon, what it took to help a 200,000 personnel organization get back on track! When you bring people together, you will have differences and similarities that result in tension and complexities...THIS IS NORMAL! How you MANAGE diversity is the key!

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*There's no shortage of accomplishments... you're awesome girl...you're awesome! - Oprah*



The leader will discover how to:

- Know your people and harness the power, skills and talents of the team
- Unleash the full potential of diversity to impact the bottom line
- Effectively tap into the power of the Employee Resource Groups (ERGs)
- Teach everyone to be an ambassador for diversity
- Create a culture that values and respects all team members: One Mission, One Goal, One Team

(Great for senior and middle management, Diversity Councils and Employee Resource Groups in a **breakout session** format)

### **ABOUT FLYGIRL**

**One Mission, One Goal, One Team™**

Known simply as “FlyGirl”, Vernice ignites her audiences with a dynamic spark that can’t be extinguished. Soar through the execution of any plan by harnessing the power of a “Breakthrough Mentality”! From the moment she leaps into the audience, she shows attendees how to go from “Zero to Breakthrough” and create a personal flight plan utilizing her candid strategies to help win on the battlefield of business life!

Leveraging her “Breakthrough Mentality” mindset, she propelled herself from beat cop to combat pilot in a record-breaking three years and became the United States Marine Corps’ first African American female pilot and, shortly after, was recognized as America’s First African American Female Combat pilot by the Department of Defense.

Upon completion of two tours in Iraq and leaving the military, Vernice launched VAI Consulting and Training, LLC. By applying the Zero to Breakthrough™ Success Plan to her own company, Vernice produced over six-figures in revenue within the first 12 months! Her passion is helping organizations and individuals create similar results.

As featured on Oprah Winfrey, CNN, Tavis Smiley, NPR and others, Vernice “*FlyGirl*” Armour’s fresh style and presentation methods have inspired hundreds of organizations and individuals.

Vernice ultimately impacts organizations and individuals with an understanding of the passion and leadership required to excel. Through her keynotes, executive and group coaching, seminars and executive retreats, Vernice conveys messages of Zero to Breakthrough™ through her unique insight and life strategy: “You HAVE permission to engage!”

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*There's no shortage of accomplishments... you're awesome girl...you're awesome! - Oprah*



Vernice now travels extensively in order to create a global movement based on the Breakthrough Mentality mindset. In order for us to change the current conditions we are going to need to think and execute differently. We are going to need leaders to step up and lead. Our society and global community needs people to take personal responsibility and accountability. We win or lose together. **One Mission, One Goal, One Team™.**

Among her accomplishments, Vernice has been awarded as a pioneering pilot, including her commanding role in technology and engineering. An honorary Doctorate of Laws was conferred on Vernice from Chancellor University in 2010. She was also the first African American woman on the Nashville Police Department's motorcycle squad, Camp Pendleton's 2001 Female Athlete of the Year, two-time titleholder in Camp Pendleton's annual Strongest Warrior Competition, and a running back for the San Diego Sunfire women's professional football team. Vernice's first book, *Zero to Breakthrough™* (Penguin) is available nationwide on April 28<sup>th</sup> 2011.

## TESTIMONIALS

*"If you are seeking someone with the skill sets, knowledge base and personality to help bring out the best in your workforce; if you need an expert who can explain the link between diversity and the bottom line; if you want a keynote speaker who will attract attendees and hold them in their seats as they hang on every word, then Vernice Armour is a must get."*

Paula Miller-Lester  
Publisher, MWIB Magazine

*"I was so inspired, I hit the ground running with several ideas that I have been planning for months now"*

M. Mack Jones, Bank of America

*"Vernice, you're the first speaker we've ever had to get a rating of 5 from all attendees!"*

Frances Reimers, ASAE & The Center  
for Association Leadership

*"There's no shortage of achievements. You're awesome girl... You're awesome!"*

Oprah

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*There's no shortage of accomplishments... you're awesome girl...you're awesome! - Oprah*



YOU HAVE  
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TO ENGAGE



POTOMAC CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

Vernice Armour  
VAI Consulting and Training, LLC  
44 Mine Rd, Suite 2, #421  
Stafford VA 22554

Dear Vernice,

You are a meeting planners dream and you kept our attendees on the edge of their seat and "in the cockpit" with you! In the midst of a tough economy and a tremendous time of transition for our industry, your message of Zero to Breakthrough was on the mark and just what our members requested; relevant steps for moving forward. Now I see why you don't call yourself a motivational speaker, but a Zero to Breakthrough Expert. Your presentation wasn't canned, but customized for our audience. Thank you for representing us so professionally and for approaching the task so conscientiously.

As I spoke with members after your keynote, the following is just a sample of the remarks that were made:

- "I'm ready to tackle the challenges I have facing me"
- "I'm not just motivated...I have some steps to succeed with. I even took notes!"
- "I finally heard someone who wasn't just fluff, but gave tangible steps, she had substance."
- "Vernice Armour made the conference for me, I can't wait for next year's conference!"

When I was planning this conference and asked for recommendations for a dynamic speaker, your name was quickly brought up...now I know why. I look forward to bringing you in again and, would (and will) recommend you to peers in my industry as well as clients. Your message was one of leadership, teamwork and communication...everything we need to know to take our industry and life to the next level. I can't measure the ROI, but I can honestly say you had a profound impact. I look forward to seeing you become an MPI Platinum Speaker. Thank you for an awesome meeting!

Sincerely,

A handwritten signature in black ink, appearing to read 'Shannon W. Derrick'.

Shannon W. Derrick, CMP  
President



U.S. Department of Homeland Security  
UNITED STATES SECRET SERVICE

Washington, D.C. 20223

APR 02 2008

Vernice Armour  
Vernice Armour International  
44 Mine Road, Suite 2, # 421  
Stafford, Virginia 22554


Dear Ms. Armour:

On behalf of the United States Secret Service I would like to extend my appreciation to you for your keynote presentation at the Secret Service 2008 observance of Women's History Month on Tuesday, March 18, 2008.

Your program on "EXCELerated Passion" was engaging, humorous and energetic and challenged us all to strive for success. We hope that you enjoyed your visit as much as the employees of the United States Secret Service enjoyed you.

Thank you again and congratulations for a job well done.

Sincerely,

  
Mark Sullivan  
Director

Ms Armour,  
I am sorry that I had another  
commitment that day. I heard  
you were outstanding.

Best wishes,  
Mark Sullivan



Dr. Agam N. Sinha  
Senior Vice President  
and General Manager  
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1 June 2009  
F010-L-252

Ms. Vernice Armour  
President  
VAI Consulting and Training, LLC  
44 Mine Road  
Suite 2, #421  
Stafford, VA 22554

Dear Ms. Armour:

Thank you for being the Keynote Speaker for the CAASD Support Staff Training Program Kickoff, "Breakthrough to Excellence."

We appreciate your enthusiasm and support of the training program. Your comments and insights were integral in making the training program kickoff beneficial to all participants. Members of the training committee received many complimentary comments about the Kickoff. In particular, a few of the comments received are:

- "Vernice was so inspiring and enthusiastic. She is awesome. She made us all want to follow our passion and break out of our box!"
- "Vernice was absolutely wonderful! I would highly recommend people to listen to her. You can feel the passion!"

Again, thank you for being a part of the CAASD Support Staff Training Program Kickoff and making it an enjoyable day for the participants.

Sincerely,

A handwritten signature in black ink that reads "Agam Sinha".

Dr. Agam N. Sinha  
Sr. Vice President & General Manager

ANS:cfv

**MITRE**



September 12, 2007

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Washington, District of

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As the Publisher of *MWIB (Minorities And Women In Business)* Magazine, I have had the pleasure of meeting and interviewing such stellar business personalities as Earvin "Magic" Johnson, Cathy Hughes, and Chris Carter.

The name of Captain Vernice Armour has been added to this list of exceptional entrepreneurs.

One need only hear Captain Armour speak to understand why she is so sought after by CNN, and shows such as *Tavis Smiley* and *Oprah* – not to mention organizations looking to bring her brand of expertise and excitement to their employees.

If you are seeking someone with the skill sets, knowledge base and personality to help bring out the best in your workforce; if you need an expert who can explain the link between diversity and the bottomline; if you want a keynote speaker who will attract attendees and hold them in their seats as they hang on her every word, then Captain Vernice Armour is a "must get."

This history-making, mission-focused woman represents the "total package."

A handwritten signature in cursive script that reads "Paula Miller-Spater".

Publisher  
MWIB Magazine



Women in Cable  
Telecommunications™

Creating leaders. Together.™

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Chantilly, VA 20151  
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f 703.817.1595  
www.wict.org

February 19, 2008, 2008

Vernice Armour  
44 Mine Road  
Suite 2, #421  
Stafford VA 22554

Dear Vernice:

I have been amiss in not writing to you sooner, but I do want to let you know how pleased we were to have you as a keynote speaker at the WICT Betsy Magness Leadership Institute's (BMLI) Alumnae event in Washington DC last November.

Your energy, enthusiasm and strong presentation skills made for a memorable event. The BMLI Alumnae, along with the two current BMLI classes, really connected to your stories of perseverance and determination, both qualities of a strong leader. In fact, as I recall, you sold out the supply of books you brought (*Band of Sisters*) during one break and we had to corral the group back into the room from talking directly with you during the break!

It was a pleasure working with you on this event. Your professionalism and desire to deliver an outstanding presentation made a tremendous difference in the overall quality of our event. I would highly recommend you as a speaker for other organizations, particularly those who want to provide a "real life" example of leadership in action.

The BMLI Alumnae and current Fellows also appreciated the special poster you provided for them – and know that this was above and beyond what is normal. Your interest in them as a group and as women leaders was very apparent. You have built a new fan base!

Thank you again, Vernice, for providing a unique and exciting presentation for our BMLI event. It is something that will be remembered by all.

Best regards,

A handwritten signature in blue ink, appearing to read "Laurie Root".

Laurie Root  
Director, Education & Program Development  
Women in Cable Telecommunications (WICT)

**Know Yourself. Communicate. Listen. Connect. Be a Catalyst. Be Fearless. Inspire.**



**FEW**

700 N. Fairfax St., Ste 510  
Alexandria, VA 22314-2090

*Working for  
the advancement  
of women  
in government*

FEDERALLY  
EMPLOYED  
WOMEN

PHONE: 202-898-0994  
FAX: 703-299-9233  
EMAIL: [few@few.org](mailto:few@few.org)

August 8, 2008

Ms. Vernice Armour  
44 Mine Rd  
Suite 2, #421  
Stafford, VA 22554

Dear Ms. Armour,

Thank you for speaking during our 40<sup>th</sup> Anniversary Celebration held during the 2008 National Training Program (NTP) for Federally Employed Women (FEW)! The NTP 2008 that was held July 14-18, 2008, in Anaheim, California, was an outstanding training opportunity for the attendees and a great success for FEW. Your encouragement and enthusiasm regarding leadership really has motivated the attendees and FEW to truly EXCEL. Although, your personal achievements and the powerful woman you are, are inspirational in its own right.

Your particular message on acknowledging obstacles, but not giving them power was a great affirmation we all need to hear frequently and incorporate as our daily mantra. Additionally, your account of the "flight tactics exam story" was a powerful reminder that we must all take responsibility for our actions and it is up to us to take initiative and drive our future without waiting for others to hand us our dreams.

FEW continues to provide the best value training source for Government agencies as we focus on the OPM competencies while providing EEO, Diversity, and Legislative emphasis training sessions. This is all combined and "topped off" with outstanding keynote speakers such as yourself, motivational speakers and FEW's National Board of Director's interacting with attendees.

I am available to provide additional information regarding FEW if you are interested. I am thankful for your participation and for helping to make our NTP 2008 a success.

Sincerely,

A handwritten signature in cursive script that reads "Sue Webster".

SUE WEBSTER  
National President

Enclosure



May 23, 2008

Vernice Armour  
VAI Consulting and Training  
44 Mine Rd, Suite 2, #421  
Stafford, VA 22554

Dear Vernice:

Your program "EXCElerated Leadership" was a big hit. Thank you so much for presenting for us! I hope you felt the warmth and enthusiasm from the attendees.

We appreciate the partnership between you and our organization. We truly hope that we were helpful in introducing a new set of future clients to you.

Vernice, on a personal and professional level it has been a pleasure working with you and Teresa. Your story and accomplishments are inspiring. We look forward to seeing you again and hope that you will let us know if there is ever anything we can do for you.

Warm Regards,

A handwritten signature in blue ink that reads "Lori".

Lori B. Derkay, CAE  
Senior Vice President  
ASAE & The Center  
Greater Washington Network

A handwritten signature in blue ink that reads "Frances".

Frances Reimers  
Manager  
Greater Washington Network  
ASAE & The Center



**DEPARTMENT OF VETERANS AFFAIRS  
ASSISTANT SECRETARY FOR HUMAN RESOURCES AND ADMINISTRATION  
WASHINGTON DC 20420**

FEB 11 2008

Ms. Vernice Armour  
44 Mine Road  
Suite 2, #421  
Stafford, VA 22554

Dear Ms. Armour:

I want to take this opportunity to thank you for your dynamic presentation at the Department of Veterans Affairs (VA) celebration of the life of Dr. Martin Luther King, Jr., on January 17, 2008. I have heard nothing but praise from VA employees who attended the event.

As the first African American female combat pilot in U.S. history, I am certain your journey has not been an easy one. I am also certain that your presentation will influence VA employees because it speaks to a commitment to succeed. Your focus, your passion, your purpose, and your positive attitude are the necessary tools to handle obstacles and help you overcome any barriers. Your message will inspire all to do his or her personal best.

Thank you for the copy of the book, *Band of Sisters: American Women at War in Iraq*. I am interested in the collection of stories and look forward to reading your own account of carrying out your missions with determination and great courage. Your personal triumphs speak volumes of your strength and character. Like you, VA also has a mission—to care for him who shall have borne the battle and for his widow and his orphan. Every day, VA employees are just as determined in fulfilling that charge in the health care, benefits, and memorial services that VA provides.

Ms. Armour, I wish to thank you for your military service to our Nation and I wish you continued success in your career.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Michael W. Hager".

Michael W. Hager



MASSACHUSETTS SCHOOL OF LAW  
at Andover

[www.mslaw.edu](http://www.mslaw.edu)

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February 5, 2008

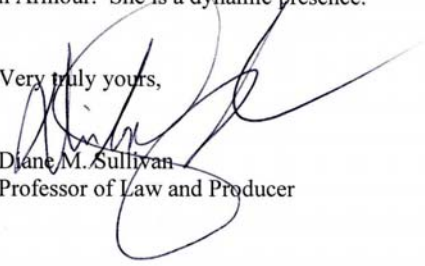
Re: Captain Vernice Armour

Kindly accept this letter as my reference and endorsement of Vernice Armour. She is an inspirational, motivational, articulate, and entertaining speaker.

I am a law professor and host/producer for a weekly public affairs program known as *The Educational Forum*. In my role as television host, I spent an hour on the air with Captain Armour. Her performance was captivating, inspirational, and exceptional. We have submitted this hour show for several national awards including an Emmy. Additionally, Captain Armour spoke at our faculty luncheon and spent the day addressing law students. Captain Armour's audience was truly inspired by her courage and tenacity. She is exciting to be around and really represents a woman that young women can aspire to be.

Our law students were empowered by Captain Armour. She is a dynamic presence.

Very truly yours,

  
Diane M. Sullivan  
Professor of Law and Producer



March 12, 2008

Vernice G. Armour  
44 Mine Rd, Ste 2, #421  
Stafford, VA 22554

Dear Vernice,

On behalf of the UBS Investment Bank and our employee network group, LEAD (League of Employees of African Descent), thank you for taking the time to participate in our 2008 Black History Month Celebration. Please know that the sharing of your knowledge, experience and achieving your goals, really struck a chord with the entire crowd. The audience was absorbed by your stories of grit, determination and your lessons learned; you clearly connected with every individual as I could see how engaged people were.

We are still receiving wonderful comments about your talk; they include: "very interesting, inspiring, informative and practical as it relates to work and life." You were able to find the perfect balance of telling your story, advising on the importance of "finding and pursuing what gives you joy", and offering practical tips on fitting these activities into our hectic lives. You are the best!

Again, thank you for demonstrating that we can make dreams happen and seize the joy that awaits us in this life adventure.

Best regards,

A handwritten signature in cursive script that reads "Ci Ci".

Ci Ci Holloway  
Managing Director  
Diversity & Inclusion, Americas

UBS Investment Bank is a business group of UBS AG.  
UBS Securities LLC is a subsidiary of UBS AG.