

LORna<sup>®</sup>  
OWENS  
INC.

Media Kit



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MEDIA KIT 2012

## INTRODUCING ONE POWERFUL KEYNOTE SPEAKER

“Brilliant. Powerful. Fun. Sassy. Passionate.  
Energetic. Simply the best.”

Lorna Owens is a powerful International Speaker, Executive/ Life Coach and Author who has traveled to over 12 countries teaching the Art and Science of Success to Individuals , Groups and Organizations.

As the Founder of Footprints Foundation Owens works to reduce maternal and infant mortality in the world poorest countries. Owens is a highly profile criminal defense attorney, former Midwife, Registered Nurse also Legal Commentator Nancy Grace CNN HLN and Tru TV In Session, Adjunct Professor, Gender and Global Health Expert.

She has appeared on NBC, ABC, CBS, TBN, and TV in Jamaica, Cayman Island and Bermuda. The Miami Herald called her a Pioneer and the Mother of Reinvention; Advance for Nurses says she wows her Audiences. “A powerhouse “says DeAnne Graham Welcome Magazine.

A designer of a line of Jewelry for Women called Spirit of a Woman. She is also the author of Daily Sustenance and Everyday Grace Everyday Miracle living the life you were born to live. Her third book a legal thriller THE LADY LAWYER will be out soon.

A magical story teller no one will connect better with your audience. They will laugh, they will cry but more than all they will leave your event inspired.

Lorna is not about hype. She is simply the best.

We Honor All Bureau Contracts.

For Speaking Engagements or Media Inquiries please contact:  
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Accreditation:

1. Professional Speaker
2. Executive Coach
3. Founder Footprints Foundation
4. Legal Commentator Nancy Grace HLN and In Session Tru
5. Host And the Women Gather Blogtalk Radio
6. Attorney
7. Registered Nurse
8. Midwife
9. Former Prosecutor Dade County Florida
10. CEO And Founder "and the women gather"

Topics the Audience just cannot get enough of:

1. Success is an inside job
2. You are not your mistake
- 3 Stress Enemy Number One
- 4 The Wounded Healer
5. Diversify your workplace or go bankrupt
- 6 A place called work: A kinder gentler workplace
- 7.MisEducation of the Professional Woman
- 8 You got it wrong about global health.

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## ABOUT ME

Lorna Owens

Founder / President

Jamaica-born Lorna Owens is a graduate of the University of Florida School of Law, Gainesville, Florida and has operated her own law practice since 1993, practicing in the area of criminal law and entertainment law. She has represented major clients in negotiating management contracts, distribution deals, recording contracts, performance contracts and advised them on advertising and marketing.

Lorna is a member of the Florida Bar Entertainment Section and Black Lawyer Entertainment and Sports. Prior to making a name for herself in the entertainment industry, her experience as an Assistant State Attorney for Dade County brought her in contact with some of the most influential people in the State. She was the Coordinator of the 1997 International Global Economic Summit for Women in Miami. Lorna has served on a number of committees championing Women's Rights and is Former President of the Women's Political Caucus for Dade County.

Lorna is now an International Speaker and Life Strategist. She has spoken in over six countries and throughout the United States. She has been interviewed on NBC, TBN, and Cayman TV. The Miami Herald called her a pioneer, Advance for Nurses called her a vivacious speaker that wow's her audi-

ences. Her mission is a simple one to transform the planet one workshop at a time. After all Lorna has transformed herself from Registered Nurse, Midwife, Attorney to a highly sought after International Speaker and Author. She truly believes success can be taught and this is the message she brings to major corporations, organizations, universities and churches all around the world. Her workshops are fast paced, cutting edge and substantive. You will never find a more well received Key-note Speaker.

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## LORNA OWENS: MASSIVE CHANGE, MASSIVE SUCCESS

Lorna Owens knows a thing or two about what she calls “massive change.” A high powered criminal attorney pulling down six figures in Miami, she got the call three years ago to change her life’s direction. Little did she know it would mean selling up her beloved Jaguar for riding the bus everyday.

Today, the author of “Daily Sustenance” says she has no regrets and would do it all over again. “I was an Assistant District Attorney under Janet Reno. I had a great law practice. I was doing very well by anyone’s standards: little girl from Jamaica makes it big in America.” Then, something happened, at her father’s funeral that convinced her she had to make a change.

“It was... a soul thing,” Owens reflects. “My father was being honored and blessed by so many people whose lives he touched. I suddenly realized, ‘what are you doing for others, Lorna Owens? Stop taking up space.’” Returning home, Owens resigned her position at the State Attorney’s Office and started a brand new company, Positive Vibe, in Miami Beach. She quickly found herself racking up the accomplishments and accolades: professional speaker, executive coach, entertainment lawyer, radio commentator, and CEO of women’s empowerment program called “...and the women gather”.

Driven by sheer enthusiasm and a clear focus, she poured over a half million of her savings into the successful launch of an independent record label, Positive Vibe Records, and produced films under her own production company, Zion Films. “I wanted to play with the big boys, so I needed to use my big girl money!”

After a time, passion—and her depleted savings—weren’t enough for the high-stakes world of the entertainment industry. Broke but not discouraged, Owens says inspiration struck while watching a sunset from her condo balcony. “I so clearly remember asking God for a sign, and then the fading rays of sunlight passed

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directly over my Jaguar in the parking lot!” According to Owens, selling her car the very next day was not a defeat but rather liberation. With funds in the bank— and a new budget that accounted for bus money—she got still, and an even higher calling came through.

”I look around and see all these brilliant, accomplished professional women, just burning out and running on empty. I say, ‘Don’t believe the myth.’ It is possible to be a superwoman and do it all. To quote, Marianne Williamson, we truly are powerful beyond measure. But for me doing it all means following your passion. Once you do that, everything else falls into place,” Owens declares.

Owens’s latest mission: leading women to success through a balanced lifestyle and that involves mastering the only constant there is in life—change. “I decided to become a student of change. So I immersed myself in studying neurolinguistic programming, behavior modification and metaphysics. For one year, I read everything I could get my hands on. I remember being in The United Kingdom and buying a book on the anatomy and physiology of the brain. I wanted to know everything about the brain, how we process information, how we learn. I kept thinking maybe if I can understand how the brain works I can, maybe, just maybe I can help people change their lives.”

“I do not want to motivate people because motivation does not last. I want to change lives. Success can be taught,” she preaches. “It is a process.” No surprise her first CD is called Decision to Change . It sets out six concise steps to changing your life. Her second CD is called The Undiscovered Self . This is an all music CD designed to get the listener to an alpha state. Alpha state is a state of total relaxation.

Now a highly sought after international speaker garnering thousands each engagement, Owens says she’s here to transform the planet, one speech, one seminar, and in the case of her first book, one Bible verse at a time.“

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Daily Sustenance came about because I used to carry around my favorite Bible verses on note cards and I'd misplaced them over and over again. Or I'd have them marked in my Bible, but I never had my Bible with me when I needed it, which seemed to be all the time," Owens laughs. "So I thought, 'Wouldn't it be nice if I could have a little pocket-sized book with all our favorite verses? So that is what Daily Sustenance is. A little hardcover 4.5 x 6" book filled with powerful scriptures to sustain us daily."

"God has a plan for all of us and mine is to be a catalyst for change. It suddenly became clear to me the big trial, the high-stakes negotiations, the luxurious condo or the fancy car is a masquerade if you are not living your genuine self."

Genuine selves is more like it for Owens. Her list of accomplishments reads like the alphabet: BA, CM, JD, and RN. She began her professional career in the field she chose in a defining moment at age twelve. "I remember standing in the hallway of my house in Jamaica and, with my hands on my hips as I declared to my mother, 'I want to be a lawyer,'" recalls Lorna. My mother didn't bat an eye and calmly warned me: 'Lawyers don't go to heaven.' "Chuckling at the memory, Owens says, "Soooo... I found a profession where people go to heaven. What could be better than a nurse?"

Heaven-bound, she worked tirelessly as a nurse and licensed midwife for years in her home country before landing a hospital job in the United States. Soon, her childhood dream to practice law came surging forth, so she applied to just one law school. "I was too naïve to know any better. I didn't know applying to law school was supposed to be this big, dramatic, drawn-out thing. I applied. I was accepted. I was happy." She smiles at the memory of her floored colleagues and fellow nurses when she informed them she was going to the University Of Florida School Of Law !



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Committed to a rigorous schedule of classes during the week in Gainesville , Owens then changed gears and commuted to a Jacksonville hospital for weekends of brutal 16-hour shifts. “It doesn’t matter how many times I had to reivent myself. When I want to do something, I just do it, because I don’t want regrets.” Her message for congregations and audiences today is very similar— and direct: “When you decide what you want to do, you have to do whatever it takes to get it done. God will be there to support you.”

To see Owens conduct a workshop or deliver a keynote address is to realize this woman has come full circle. She has been interviewed on NBC, TBN, and Cayman TV. The Miami Herald called her “a pioneer,” Advance for Nurses proclaimed her “a vivacious speaker who wows her audiences.”

I truly believe I saved myself,” Owens said quietly almost in a whisper. “I decided to change.”

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**NORTHWEST MIAMI-DADE  
PICKING UP THE PIECES  
A 27-YEAR-OLD MOTHER OF FOUR WITH A STRING  
OF RUN-INS WITH THE LAW TRIES TO REASSEMBLE  
HER LIFE**

**BY EMILY SCHMALL**  
eschmall@MiamiHerald.com

Estella Washington peered through the doorway of a small Brownsville church, looking anxious. She'd have to cancel the caterer. She didn't know whether the church's pastor would invite her to use the space again.

Washington said 112 people had signed up to hear motivational speaker Michael Freeman give a seminar on a recent Sunday. Yet less than a dozen people sat inside Disciples of Zion church.

Of those, many were under 10; four were her own children.

The 27-year-old Miami Lakes resident organized the seminar because she wants young people to avoid her mistakes – which add up to armed robbery, assault and fraud convictions, and 14 months in prison.

“All youth must hear this and parents can't afford to miss this,” she wrote on a flier for the Sunday event.

“It's gonna be a life-changing event. . .no one will leave feeling the same way they came in, on a positive note.”

The seminars, arranged through her company Keys to S.U.C.C.E.S.S., are also a way for Washington to reassemble her own life. But if the Sunday seminar is an indication, it continues to be a rough road.

No matter, supporters say.

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“I always tell Princess, if you help one, you’ve done your quota,” said Deanna Freeman, the speaker’s wife.

Washington, who grew up in Carol City and graduated from Miami Douglas MacArthur alternative high school, ran into trouble with the law at 18, and was convicted of petty theft, according to court records.

Four years later, she was sent to prison for armed robbery.

“I didn’t even have a firearm. My boyfriend did, and he was in my car,” she said. Washington served six months, but landed back in jail in 2003 for violating her probation. This time, her liability had grown: She had four children whom her 20-year-old brother was left wrangling from one friend’s home to the next.

Markell Washington, 7, had an idea where his mother was.

‘Hell. There’s a sign on the [jail’s] door that says ‘jail is hell.’ And if you’re being bad you’re going to get whooped with a police stick,” he said.

Washington felt as much was true until she met Lorna Owens, a former defense attorney. Owens had recently started a program at the women’s prison in downtown Miami, Women Behind Bars, a series of poetry and etiquette workshops.

“We didn’t kick it off at first,” Owens said, “but eventually she became like my pet project.”

Owens agreed to represent Washington, and Washington’s mother, who was also incarcerated, pro bono. Washington’s sentence was shortened from 35 years to seven months, and she was released in December 2004.

As a reward, Owens invited Washington, the most skilled poet in her workshop, to read at her ultrasophisticated “And the Women Gather” literary luncheon at the Biltmore in Coral Gables in March 2005. The event, which features women authors, raises money for Women Behind Bars.

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Owens paid for Washington's poems to be printed on the back of an index-sized glossy with Washington's portrait on the front, for sale among the other authors' published books.

Still, a normal life continued to elude Washington. She and her children were staying in emergency housing, but the four-month time limit was fast approaching. She then applied for Section 8 housing, but was rejected because of her criminal record. She wanted to go to college, but felons are ineligible for financial aid.

"I was going to kill myself. What's the purpose going to jail, saying you're rehabilitating me and then not giving me a chance at life?"

Washington didn't wait for a break. In March of 2005, she walked into a Macy's and opened up a store account under a false name with good credit, and bought a flat-screen Plasma TV she intended to flip for money.

"On the street, flat-screen TVs go for \$3,000. We had been at the shelter for four months and I couldn't find anywhere to go," Washington said.

She was convicted of fraud but managed to escape another prison sentence. Her probation expires in March 2008.

Through letter writing and persistence, Washington got her family into a federally subsidized home in Miami Lakes, got her kids into the Jose Martí School in Southwest Miami-Dade and enrolled in Florida

Career College – on a scholarship – to study medical coding and billing.

She also started a company, Keys to S.U.C.C.E.S.S., with the idea that she could make a profit by sharing what she'd learned from Owens in prison: professional planning, economic independence and etiquette.

Due to her latest conviction, Owens' protégé was not invited to the literary luncheon this year. Owens was disappointed at first, but eventually just felt sorry for Washington. "Clearly, it's not a lack of skill, and Estella is working extremely hard," Owens said, "but [crime] is like an addiction. You have to fight like hell to get your life back."

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THE MIAMI HERALD  
PEOPLE  
SPEAKER HELPS WOMEN FIND A BALANCE  
BY ANA VECIANA-SUAREZ  
aveciana@herald.com

It was grief that inspired Lorna Owens, grief that made her ask: Is this all there is?

Her father's sudden death from a stroke gave the Miami Beach resident a chance to examine where she had been and where she was going. Her conclusion: She wasn't where she wanted to be.

"People from all over came for my father's funeral and they talked about all these wonderful things he had done for them," she recalls. 'I thought, 'they're never going to say this about me.' Until now it's always been about me, about me getting a degree, about me getting more education and a better job."

So she returned home from Jamaica and changed her life. Gave up a lucrative law practice. Cut back on her work hours. And pursued her passion by opening a marketing and management company.

That was more than seven years ago, and Lorna Owens is still changing her life at 52. Her entertainment business, Positive Vibe Music and Positive Vibe Entertainment, has shifted to the background but a new and perhaps more compelling interest

has taken its place. Now a motivational speaker and a life coach, she is busy organizing the annual "And the Women Gather" for March 19.

The first such gathering, in 2001, attracted 50 people. Last year's brought together more than 160. The Saturday program, titled "Five Bestselling Authors at a Five-Star Hotel," is billed as a literary jazz brunch featuring literary luminaries she hopes will do more than provide inspiration.

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## 'THIS ISN'T ABOUT WORKING'

"I want the women who come to laugh a lot," she says. "This isn't about working or making contacts. It's about having fun."

If past programs are any indication, the overwhelming majority of women who sign up for the event are professionals on the fast track. But Owens does not provide name tags nor does she necessarily encourage the exchange of business cards. If networking occurs – and it inevitably does – it's not her intent.

"These women," Owens says with assurance, "don't want to be preached at, and they don't come here to talk about politics. They come to this to feel good."

And, perhaps without knowing it, to give back. Proceeds from the event are divided between two charities: Women Behind Bars, a 90-day empowerment program for incarcerated women that Owens founded last year, and the Guild of Women Achievers, an international group that provides health care and health education to women laboring in India's sweatshops.

Giving back, in fact, is what Owens has been trying to do since the life-changing event of her father's death.

Over lunch at the Biltmore Hotel in Coral Gables, where the jazz brunch will be held, she speaks excitedly about Women Behind Bars. Two Tuesdays a

month she rallies these jailed women to dream, to hope, to make changes in their own lives. It's a voluntary program but one she believes will give this needy population the necessary emotional tools to succeed outside of jail.

Another project she hopes to bring to fruition within the next year is Metamorphosis, a full-service salon and day spa around Overtown and Liberty City.

The trained staff will be composed of women from the neighborhood – and formerly incarcerated women as well.

A spa, where?! people ask her.

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## ‘SHE GETS IT DONE’

But don’t sell Owens short. Those who know her best say Owens thrives on the impossible.

“She’ll call me up and say, ‘I’m going to do this,’ and I tell her, ‘You’re kidding. Are you crazy?’” says Maria Estevez. “And guess what? She gets it done.”

Estevez, a lawyer, has known Owens for 14 years, since the two of them worked together under Janet Reno at the state attorney’s office. She describes her friend as an adventurer, a woman not afraid of taking risks and making changes. But it is Owens’ energy and spirituality, a belief that she must do right by her fellow man, that keeps her going when others would have quit, Estevez adds.

“Lorna is like a wind-up doll that never gives up,” she says.

But that determination is tempered with a very big soft spot. Estevez tells of the time when her stepdaughter was pregnant and needed medical care the family could not afford. Owens, who had given up her nursing career to study law, took it upon herself to provide that care. “No one asked her to,” Estevez says. “She just did.”

Rosie Gordon-Wallace, curator of the Diaspora Vibe Gallery on North Miami Avenue in the Design District, has known Owens since they were college students and has long admired Owens’ ability to reinvent herself. “She is a brilliant, brave, embracing, strong black woman,” Gordon-Wallace says. “I wish I had the funds to write her a check for all the things she wants to do.”

## GROWING UP IN JAMAICA

Owens grew up in Mandeville, Jamaica, the eldest of four. Her father — actually, the stepfather who raised her — was a building contractor who was always doing for others. Their house was the largest in the small, rural town, and he eventually donated land and built the community a church that still stands. Though her parents had little more than a high school education, schooling was always emphasized.

Owens attended the University of the West Indies for nursing and then, hoping for a promotion, went off to England to study midwifery.

Why nursing? “Well, I wanted to be a lawyer but my mother told me that lawyers didn’t go to heaven. I wanted to go to heaven.”

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After a year of nursing in Jamaica, she landed a job in a Corpus Christi, Texas, hospital, then moved to Miami, where she took a job at Mercy Hospital, sight unseen. "It was closer to Jamaica," she explains now with a laugh.

But two years into a job she loved, the learning bug bit again. She started a graduate nursing degree, then switched to international relations at Florida International University. The practice of law still beckoned, so off she went to law school at the University of Florida.

Following graduation, she stayed five years at the state attorney's office before opening her own practice. But though she handled some high-profile cases as a defense attorney, including a 1992 shootout at a North Dade restaurant, Owens still felt restless. That was about the time her father died, and she plunged into a new life.

Eventually change exacted a price. After investing — and losing — her life's savings in the launch of her entertainment business, Owens had to make do without. She sold her Jaguar and began riding the bus. While this might have turned into a bitter moment for someone else, Owens actually found it liberating.

Groups began asking her to speak about her experience, and she started organizing seminars and workshops about achieving success through a balanced lifestyle. She also took on clients — mostly women — who were referred to her by psychologists, women who wanted to know how to master the constant change in their lives.

And, of course, there was always her charity work.

While all this does not provide the high-powered profile and the six-figure salary of her past, she remains very happy.

"I'm a totally different person," she says with a contented smile. "But yes, there's a big disconnect between what my bank account says and the true measure of my joy."

That doesn't bother her much, however. Sure, she misses going to the fine restaurants in cities all over the world — one of her hobbies way back when — but she believes she is nurtured in other ways.

"If my father were around, I think he would say, 'Well done.'"

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#### LORNA OWENS PARTIAL CLIENT LIST

Florida Women Lawyers  
Global Women Inventor (England)  
Unity Church (New Zealand)  
Women Business Center (St. Croix)  
Speaking of Women Health Public Television  
Caribbean Business Forum Jamaica  
Harlem Health Fair New York  
Loew Hotel  
Wordwit  
Advocate  
Pediatric Nurse Practitioner  
Nurse Midwife  
Critical Care Nurses  
African American Women in Business

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## EVENT QUESTIONNAIRE

Please submit the following information regarding your event.

1. Your Name: \_\_\_\_\_

2. Your Email Address: \_\_\_\_\_

3. Company Name: \_\_\_\_\_

4. Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

5. Day: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

6. Time:

Beginning: \_\_\_\_\_ am / pm Ending: \_\_\_\_\_ am / pm

7. Number of Attendees: \_\_\_\_\_

8. Who will attend?: \_\_\_\_\_

\_\_\_\_\_

9. What is the demographic makeup of the audience?

\_\_\_\_\_

Age: \_\_\_\_\_ Sex \_\_\_\_\_

10. Average Income: \_\_\_\_\_

11. Education:

\_\_\_\_\_

\_\_\_\_\_

12. Cultural Mix:

\_\_\_\_\_

\_\_\_\_\_

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13. Other Relative Information:

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14. Should the message be targeted to one group in preference of an other?

YES \_\_\_\_\_ NO \_\_\_\_\_

15. If yes, which one?

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16. What is the day to day work life of the audience like?

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17. What frustrations do they experience in their work?

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18. What new trends or changes are happening in their industry now?

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19. What are the sensitive issues? Are their controversial issues that should be avoided?

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20. What is the biggest challenge your company is facing today?

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21. What is the purpose or mission of your company?

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22. What is the meeting theme or slogan used by your company?

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23. What industry jargon do you want interjected during the presentation?

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24. What three points of information do you want the speaker to address for this particular meeting?

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25. What other information might be helpful for the speaker to know?

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26. Please suggest two or three speech titles or ideas that might be compelling to your audience.

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27. How do you want your people to feel when they leave the speaker's presentation?

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## REQUEST FORM

### Request Lorna Owens For Your Next Event

Would you like Lorna Owens to speak at your next Corporate Event? If so, please completely fill out the form below, e-mail or fax to us and Lorna Owens and/or a representative will contact you within 5 business days.

1. Name: \_\_\_\_\_

2. Company / Association: \_\_\_\_\_

3. Title: \_\_\_\_\_

4. What is your role with planning the event?

\_\_\_\_\_  
\_\_\_\_\_

5. Address:

\_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

6. Email: \_\_\_\_\_

7. Phone:

\_\_(\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

\_\_(\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

\_\_(\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

8. Preferred speaking date:

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

9. Group to be spoken to:

\_\_\_\_\_

\_\_\_\_\_

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10. What is your budget for speakers at this event?

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11. Purpose of meeting:

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12. Comments:

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MEDIA KIT 2012

## Room and Audio/Visual Room Set Up

We understand your event is very important to you, so please review our setup request and please feel free to discuss our request with us. We sometimes travel with our own sound technicians, if this is the case we will let you know. Lorna comes to you from the music industry so she knows how important light, sound and room atmosphere are to an event. She will work with you to make your event memorable.

### Equipment:



Wireless lavalier (tie clip) microphone, Audiocassette and/or CD player. Please place AV control and AV technician in the back of the room. Lorna will provide a “play list” for your technician to follow. All Power Point screens should be placed to the side of the stage and never center stage.

### Staging:



If possible, set the room up theater or classroom style with a center aisle. Position the first row about five to six feet from the stage. The stage should be positioned in the middle of the front wall of the room with steps off to the side. Stage size and height should be appropriate for the size of the room. Stage should be draped to give a neat finish. Two arm chairs with a small draped table between them for water. Water should be kept at room temperature. In front of the armchairs a center table, giving the stage a talk show feel.

### Miscellaneous Item:

A lectern with clock or timer.



### Room Environment:

Please keep the stage well lit at all times with the room light up so that the audience can be kept alert. The actual room temperature should be somewhere between 68-70 degrees Fahrenheit.

### Recording of Presentation:

The material to be presented is protected by copyright. Audio and/or video recording is permitted. A separate recording agreement must be signed prior to the event.

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