

SPARK CALLAHAN

Give Your Business *THE SPARK*



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Keynote Speaker • Business Strategist

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Stephanie “Spark” Callahan is a professional speaker, author, and entrepreneur who knows what it takes to build confidence when life doesn’t hand you an easy script. After fifteen years in the entertainment industry, she made the unlikely leap into electrical contracting — buying a struggling service company in Branson, Missouri, and leading it through a recession to become a thriving business.

What sets her apart is that she didn’t just manage the company from behind a desk. She rolled up her sleeves and became a highly skilled electrician along the way, with a knack for troubleshooting complex problems — in wiring, in business, and even in people. Her analytical brain and fearless curiosity helped her quickly master the trade, and as a woman in a male-dominated field, she turned her “fish out of water” moments into some of her most memorable lessons about grit and adaptability.

Today, Spark brings that same energy to the stage. She is known for delivering high-impact keynotes and breakout sessions that help audiences reframe fear, tackle challenges head-on, and step boldly outside their comfort zones. Her humor, creativity, and interactive style keep audiences engaged, while her down-to-earth stories make her lessons unforgettable.

Whether she’s speaking to corporate leaders, trade technicians, educators, or students, her message is universal: confidence is built, not bestowed. By sharing practical strategies drawn from both business and life experience, she equips audiences to see setbacks differently, embrace change, and move forward with tenacity.

Speech Titles:

The Message on the Marquee: *Creating the Emotional Spark That Turns Contacts into Customers.*

A seminar focused on incorporating the ‘emotional spark’ into every advertising venue by examining the emotions that motivate consumers to buy.

Magic in Management: *Generating the Spark to Motivate your Team to Efficiency and Profit.*

This seminar focuses on how to provide great leadership by understanding the emotions that will motivate employees to excellence.

The Greatest Show on Earth: *Conquering Customer Service through Emotional Connection.*

This seminar inspires owners, managers, and employees to cultivate positive experiences with customers by making emotional connections. Learn how to generate the trust, loyalty, and reputation that will bring your unfair share of business!

www.SPARKCALLAHAN.com

Client Testimonials

"Spark Callahan provided excellent marketing and business communication strategies for the members of our chamber of commerce. Her talk was entertaining and informative for our community's business leaders, and I know that many of them applied the marketing and communications lessons they learned from Stephanie in their own businesses. It was great to watch our business community try new techniques and methods to drive sales and traffic through their doors. Spark is an effective communicator with a strategic message that will improve a business's marketing and communications efforts."

-Rob Dixon, Executive Director Hollister Area Chamber of Commerce

"Where do I start? Stephanie is probably one of the most creative people that I know. She is incredibly talented at writing, and in the field of marketing. Stephanie's public speaking skills are absolutely top notch. She is an expert at delivering a clear and concise message while making it interactive and entertaining. I have been in multiple marketing meetings with Stephanie, and I am always amazed at how good she is. I highly recommend her services!"

-Mikel Miller, Seminar attendee

"Spark Callahan is a natural. She is brimming with marketing expertise and she generates ideas with seemingly very little effort. On countless occasions, she has been very generous with marketing ideas for our wellness practice, many of which are practical and economical. We highly recommend her talents."

-Angela Tompkins, Tompkins Wellness Center

"It's good to hear from an 'outside' source-it re-inforces what we know and gives us a different perspective"

-Lorrie Taylor, Arbonne conference attendee

"Stephanie "Spark" Callahan is an asset for any speaking function. Originality and enthusiasm are the keys to her speaking style. She will "light up" any stage or podium with her ease and personality. I have seen her speak to small, intimate groups or larger, more formal sessions. You will not be disappointed when she brings her marketing spark to you."

-Laurie Hayes, Aftermath Restoration

"I highly recommend Spark Callahan as an advertising consultant and/or advertising agency. As president of Studio Q, I worked with her and witnessed one of the best marketing jobs ever for the Lightspeed client in a very competitive market. With Stephanie, it isn't theory, she gets the job done. "

-Harley Lampman, Studio Q

Just a few of Spark Callahan's previous clients:

- J-Mark Surveying
- Desert Rain Massage, Phoenix, AZ
- Tompkins Wellness Center
- Sonshine Dance Academy
- Andrew Lawson (Family Counselor) Mesa, AZ
- Hollister Chamber of Commerce
- Springfield Claims Adjustors Conference
- Pat Lambert Photography
- Rober Segal (Magician) Boca Raton, FL
- Cathy Freeman (Certified R.E.T.) Real Positive Changes
- Megan Plate, Edward Jones Consultant
- Lions Club, Springfield Regional Conference
- Arbonne International Regional Convention
- Downtown Branson City Improvement

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