



March 24, 2026 8:15am – 8:55 am



Motivation for Breakthrough Results

Join us for an electrifying opening session with Matthew Smiley — a veteran leader who turns motivation into measurable performance. Drawing on his years as an NFL Special Teams Coordinator and a former USAF officer deployed multiple times after 9/11, Matthew will bring real-world lessons in leadership, communication, and team motivation to our stage. Expect high-energy stories, practical tools for motivating yourself and others, and clear steps for having the difficult conversations that unlock potential. Walk away ready to re-ignite your team's focus and

drive results.

Who should attend: leaders, managers, coaches, and anyone responsible for team performance who wants actionable strategies to boost motivation and accountability.

About the Presenter: Matthew Smiley is a husband, father of four, former U.S. Air Force officer and seasoned football coach. He served four deployments in support of Operation Enduring Freedom. After active duty, Matthew built a coaching career in college and the NFL, most recently serving as Special Teams Coordinator for the Buffalo Bills — during a stretch when the team won five straight division titles and reached two AFC Championship games. Matthew's approach blends military leadership, elite-sports preparation, and practical communication techniques to help individuals and teams perform at their best.