

President's Corner

Announcing the 2025 Annual Conference Keynote Speaker

I'm excited and honored to announce our keynote speaker for the 2025 EWTG Annual Professional Development Conference...drumroll please...

Julie Burch!



Julie has been a long-time supporter of EWTG, presenting at numerous breakout sessions during our Annual Conference, and is my personal favorite. I am always impressed with her energy, humor, and ability to connect. Julie is uplifting, optimistic, funny, and relatable. Just what EWTG members and soon-to-be members need.

Julie's keynote presentation, titled "Impact is Your Superpower. (No spandex suit required.)," is all about leading a life of impact, and fits right in with our 2025 theme, *Unite, Empower, Elevate!* Her presentation is sure to have you laughing... and possibly crying. Read the synopsis below for a sneak peek.

Have you ever felt unseen or even insignificant? Ever felt like you really wanted to make a difference, but didn't know how? Maybe you have always known you were destined for more? If you can relate to this, then you are not alone. In this powerful and sometimes emotional keynote, Julie's message of being brave, making the hard but right choices, and finding your inner strength can change not just your life but the life of those around you.

In this powerful message, you will be taken on a journey of self-discovery. Using the EWTG theme, Julie will share key pillars of an impactful life through her own life experiences, woven with hilarious stories. She will leave you with real-world, tangible takeaways that will empower you to unite and go forward in force. When we elevate each other, we all rise. Making an impact means leading by example and elevating others. So many people have been sent the message that they have so much potential. Julie believes the correct message is that you have POWER. In this moving and inspirational keynote, Julie proves why.

You will leave with:

- 1 A clear understanding of the four key pillars to leading a life of impact: being brave, recognizing your own value, living and leading authentically, and being willing to take the risk, including specific ideas for how to implement them in your own life.
- 2 Knowledge of the difference between being brave and having confidence.

- 3 A self-discovery exercise to see yourself as your own superhero before you become a superhero to others.
- 4 Tips on ways to unite, empower, and elevate yourself and those around you.
- 5 Inspiration to go out there and pet your dolphin. (That means take the risk, and it is in Julie's signature story and message.)

Julie has spoken professionally for 27 years and in all 50 states, 3 countries, and 3 U.S. Territories. She has designed programs for leaders in a wide range of industries, including government agencies at the city, state, and federal levels. She has spoken at countless conferences, including EWTG, and was inducted into the Society for Human Resource Management Speaker Hall of Fame in 2017. Julie has a natural ability to connect with her audience. She combines her southern charm and sense of humor with her real-world approach and engages her audience right from the start.

Julie will deliver an experience, not just a speech, that will have you talking about her and the conference for years to come. She is the comedienne with content, and delivers stand-up level comedy that keeps you laughing, all while sharing real-world, tangible skills and techniques you can implement immediately. Julie discovered that the more you laugh, the more you learn. "Solid Business Strategies. Brilliant Comedic Humor." It's not just her tag line, it's her promise in every presentation.

Submitted by Coleen McCarthy
EWTG President, 2025-2026