



Mark Price Introduction

Ladies and gentlemen, it is my distinct honor to introduce our keynote speaker for today, a man whose life has been a tapestry of diverse accomplishments—Mark Price.

Mark is not just a retired businessman; he's an actor, evangelist, and a force to be reckoned with in the worlds of marketing, consulting, and public relations. His firm, Mark Price & Associates, left an indelible mark on the automobile industry, crafting innovative strategies for giants like Ford, Chevrolet, Toyota, and Chrysler Corporation. "Ford's Focus on Women" stands testament to his groundbreaking approach to corporate consumer relations.

Beyond boardrooms, Mark's heart beats for community service. In the early 1980s, he pioneered a program that united business and law enforcement to locate missing children—an initiative that successfully reunited a missing girl with her family. Mark's commitment to personal responsibility echoes in his radio commentaries, particularly the impactful "If Not You, Then Who? Assuming Personal Responsibility."

Before his business success, Mark embraced the spotlight as an actor and stand-up comedian, leaving his mark in theaters and clubs across the country. San Diegans fondly remember his radio commentaries, and in 1983, he embarked on a new journey with his one-man Biblical Portrayals, performing globally and transcending language barriers.

In addition to being a businessman and performer, Mark is also an accomplished author with two books, "If Not You - Then Who? Assuming Personal Responsibility" and "How Would You Feel? - A Celebration of Life."

His influence extends to the political arena, where he has served in various capacities, including as the President of the Alpine School Board and Co-Chair of Governor Schwarzenegger's Education Reform Commission.

In recognition of his service, the San Diego County Board of Supervisors in 2012 declared November 13th as Mark Price Day throughout the County of San Diego. Mark's dedication to elder abuse prevention, welfare reform, and community development is further evidenced by the numerous boards and committees he has chaired and founded.

Today, we are privileged to have Mark Price share his insights, wisdom, and experiences with us. Please join me in welcoming the multi-talented and inspirational Mark Price!