Amy Sweezey

Author • Speaker • Meteorologist

Weathering the Storm: A Survival Guide for Everyday Life

From summer showers and snowstorms to heat waves and powerful hurricanes, weather affects everyone, every day. And just like the changing weather, life is full of variations, from bright sunny days to dark clouds and thunderstorms that threaten to knock us off course. Even though we can't change the weather or the storms in our lives, we can actively prepare so we don't get pulled under the floodwaters.

In this thought-provoking program, Amy draws from nearly 30 years as a broadcast meteorologist to guide audiences in creating their own personal "forecast for life."

She'll explore key principles needed to develop a "severe weather" survival kit to weather life's inevitable storms and learn to:

- Embrace the power of persistence
- Explore the Palm Tree Model of Resilience
- Break the bond of negativity
- Discover sunshine in the midst of clouds
- Let go of what can't be controlled and focus on what can

The Time is Now: What Are You Waiting For?

We all have dreams. Some we pursue and some we push to someday when we think we'll have more time. That's exactly what Amy did when she put her dream of writing a book on hold.

Believing the lie she'd always heard, **"life begins after retirement,"** Amy shoved her dream to the back burner until her own retirement. Marriage, three children, and a full-time career kept her busy until finally, she'd had enough waiting. Amy decided to ignore the lie by pursuing her dream *now* instead of *later*, and the results far exceeded her expectations.

In this personal and practical program, Amy shares how her *someday* day turned into *TODAY* by taking baby steps and making a little progress every day.

Reinvention at Any Age: A Forecast for Life's Transitions

Amy's weather career began by accident, but when she left full-time TV news in 2020, it was not an accident.

Rather than quietly pushing toward retirement, Amy chose to reinvent herself on the cusp of turning 50. To the dismay of her colleagues and viewers, Amy walked away from a rewarding, high-profile job to pursue her **"What's Next!"**

In this insightful and candid program, Amy explains what she gained by leaving her job in her prime and how you, too, can reinvent yourself at any age.

Keynotes & Breakouts

Attendees will leave inspired with easily implementable tools to live their best life with passion and purpose.

Amy's **keynotes** are informative and interactive and offer evidence-based insight with proven models for success. (45-75 minutes)

Usually less formal than keynotes, **breakouts** allow participants to engage directly with Amy and each other. (30-60 minutes)

Other Programs

Weather and Climate:
Changing Patterns and Their Future Impacts

Every year, weather variability costs an estimated $630 billion in the U.S., and according to the *Journal of Business Research*, abnormal weather disrupts the operating and financial performance of 70% of businesses worldwide.

In this eye-opening presentation, Amy explains how understanding the difference between weather and climate is the first step in saving future business from external forces beyond our control.

Hurricane Ready:
Preparing for Hurricane Season

Equipping yourself, your home, and your business for impending tropical weather is essential if you live in a hurricane-prone area. In this informative presentation Amy shares:

- The current season's forecast
- Preparation tips
- Why forecast accuracy matters
- How hurricanes are named
- What computer models really mean - and don't
- The difference between a watch and a warning
- What goes in a hurricane kit

Testimonials

"Amy brought our event to a whole new level. Thank you for presenting such an inspiring message. We are still talking about it!"

- Brittani Preschel, Google Developer Group Organizer and CEO, D2 Advertising

"Amy gave a brilliant keynote using weather references to make us think about how we prepare for life's natural ebbs and flows."

- Faith Bryant, M.S., Work Experience Coordinator, Daytona State College

"Amy wasn't named Broadcaster of The Year by the National Weather Association for nothing. She is a tremendous communicator who has become a powerful and inspiring keynote speaker. Amy connects with and challenges her audience, delivering a life-changing message."

- Marc Middleton, Founder and CEO, Growing Bolder

"Her anecdotes were relevant to everyone, and they were filled with humor and insight. Attendees felt comfortable peppering her with questions afterward, and we received multiple compliments on her talk. I highly recommend Amy Sweezey as a versatile and engaging speaker!"

- Christine Bowen, Maitland Area Chamber of Commerce Board of Directors and Realtor, RE/MAX Town & Country

About Amy Sweezey

Amy Sweezey is an award-winning meteorologist, author, and public speaker. She spent nearly 30 years in full-time broadcast news before leaving in 2020 to pursue her **"What's Next"** after realizing that reinventing herself didn't have an expiration date. She now focuses on public speaking and providing media services for various companies worldwide.

As Founder and CEO of Social Weather, LLC, Amy's portfolio includes weather consulting for Carnival Cruise Line, the multi-media platforms of Growing Bolder, and forecasting for nationwide local affiliates of ABC, CBS, NBC, FOX, and Spectrum News.

Amy has authored two children's books about weather, one fiction, and one nonfiction, and created two weather workbooks for elementary school students based on Florida's state standards for science and weather. Amy was chosen from hundreds of applicants to share her story, *Reinvention at Any Age*, at TEDxEustis 2024. She lives in Central Florida with her husband and three children.

Books available on Amazon and Amy's website

To book Amy for your next event, email amy@amysweezey.com

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