



## **LUNCH WITH COACH KEN CARTER: “Average is Not Enough”**

**Background:** A successful business man, basketball coach, author and motivational speaker. The Coach Ken Carter story was made into a film of the name Coach Carter which starred popular actor Mr. Samuel Jackson as Coach Ken Carter. Coach Ken Carter is owner/operator of Prime Time Publishing and Prime Time Sports. He is also founder and chairman of the Coach Ken Carter Foundation.

**Date:** Thursday, June 22<sup>nd</sup>, 2006

**Time:** 12:00 pm – 2:00 pm

**Location:** Port Royal C & D, World Trade and Convention Centre

### **AGENDA**

Grace	Mr. Carlo Simmonds, BBI Board Member
Introduction of Sponsor	Mr. Hector Jacques
Introduction of Speaker	Mr. Allan Rowe
Keynote Luncheon Speaker	Mr. Coach Ken Carter
Thank You	Mr. Hector Jacques

### **SUMMARY**

**Mr. Coach Ken Carter** delivered an absolutely marvelous inspirational and motivational speech to an audience of approximately 367 persons including about 125 young people.

Mr. Carter told the crowd of his earlier preparations for success and stressed the need for self belief and obtaining and gaining access to pertinent information through education and lifelong learning. He also stressed the importance of setting goals and establishing a written plan outlining the steps required to reach these goals.

The message was targeted to both adults and especially the young people in the audience. He stated that success comes with strong character and that there should be no place in ones life for quitting and self-pity. Over and over he reiterated that in order to live a successful and satisfied life people should be positive and surround themselves with successful and positive people. They should also show respect and consideration for others and that these principles are not only beneficial to youth on a sports team but for everyone in all aspects of life. These principles should also extend to business persons. The coach said that he is a living example of someone living by these principles and stated that his success and expertise came from working with real people and real problems.



Coach Carter adopted a very informal approach which was quite interactive, walking around the crowd while delivering his inspirational message. His presentation was indeed as he described it: “My presentation is going to be like a cheerleader’s dress: Long enough to cover the basics, short enough to keep you interested”. Indeed “Average is not good enough”.

### **Additional Notes**

- Aside from the luncheon, Coach Carter attended the Boat Cruise and met one on one with various people in a bit of leisure.
- Coach Carter went to the North Preston Community Center where he shared with about 60 youths his thoughts on the importance of education, goal setting, respect, etc. He also took the time to shoot some hoops with the kids. He gave away wristbands and signed autographs and took photos with everyone there while squeezing in time to do interviews with local media. Mr. Lou Gannon and community members presented the Coach with a T-shirt from the center as a token of appreciation.
- The coach was given a private tour of the Black Cultural Center of Nova Scotia by Dr. Henry Bishop. The coach was amazed at the rich culture and history of the Black Nova Scotians. He also was interviewed by the local media at the center and was presented with gifts.
- The coach went to the Community Y, in the inner city of Halifax to touch some more lives. He entered the gymnasium where he was greeted by several media companies and close to 100 kids and teachers from the surrounding community. Again he spoke to the youth about the importance of respect, education, goals and focus and belief in oneself. After delivering his condensed speech the coach played one-on-one with every child who wanted a chance to face the coach. While dripping with sweat, he took time to take photos and sign autographs with every person present and then he went on to do interviews with local TV / Radio.
- Coach Ken Carter touched many lives and helped to create and encourage a vibe of positive change, self-motivation and positive identity for our entire community including adults, youth, students and business persons. He unselfishly gave of his time and exceeded our expectations. He indicated that he would like to come back to Halifax and will return once invited. He also looks forward to staying in contact with the BBI and the Black Community of Nova Scotia. Words cannot express our appreciation and respect for this individual and his impact will be felt for many years to come. His dynamic presence will be hard to top at future BBI summits.