



Speakers Bureau of Canada

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## Cheryl Bernard

Olympic Speaker, Resilience, Preparation & Excellence Expert

*"Learn from the Past, Prepare for the Future, Perform in the Present" - Cheryl Beranard*



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**Language Spoken**

English

**Travel's From**

Edmonton, Alberta

## Speaker Biography:

Olympic Silver Medalist, Cheryl Bernard is a dynamic and powerful keynote speaker. She draws from her business, non profit and sporting success to inspire audiences to achieve their maximum potential. She is an expert speaker and is in high demand as a presenter across Canada. Born in Grande Prairie, Bernard moved to Calgary as a young child and was raised at the curling rink, calling the former Northwest Curling Club in Crescent Heights her “babysitter.”

In her 20’s, she was founder, owner and president of a successful Calgary-based insurance agency for over a decade before focusing her attention on building an elite curling team. Cheryl learned early on that by creating a dynamic workplace culture that empowers the team helps flourish business results. She and her staff propelled the agency to 6 Million in sales in 11 years. At that time, Cheryl Bernard decided it was time to re-focus on curling, writing and fundraising. So she sold her agency to Western Union Insurance due to her wanting to focus on her passions and dreams.

Cheryl Bernard is has a long list of curling accomplishments and awards. She was 43 when she won the silver medal as skip at the 2010 Vancouver Games. She is a four-time Alberta women’s champion, Canadian Runner-up, TSN Skins finalist and has maintained a top 5 status on the World Curling Tour for many years. Cheryl Bernard is now the president and chief executive officer of Canada’s Sports Hall of Fame where she looks forward to bringing the work ethic and leadership skills she learned in sport to her new position at Winsport’s Canada Olympic Park.

Cheryl’s life changed when her father was given 6 months to live after being diagnosed with a brain tumor. Bernard was lucky to be able to devote most of her time to caring for her father and trying to find a cure. Sadly he passed away 2 years later. However, her father’s illness was the catalyst for her to create the annual “Curl for a Cure” in support of the Canadian Breast Cancer Foundation. Curl for a Cure helped raise over 1.3 million dollars in support of the CBCF.

Bernard has been an ambassador for the Alberta Children’s Hospital, the Toronto Sick Kids Hospital, Children’s Miracle Network, Dairy Queen, Miracle Treat Day, Goodwill Industries of Alberta, and World Vision Canada. She has also been the official spokesperson for the 2010 “Terry Fox Run”.

Cheryl Bernard also co-authored *Between the Sheets -Creating Curling Champions*, which describes the mental side of the game of curling. Bernard just recently published the second edition of the book entitled *The Silver Lining*. Cheryl delivers practical solutions and insights from her careers throughout her presentation. As an Olympic Silver Medalist, she will tell her story of determination and dealing with high pressure situations.

Bernard’s experience in business and sport has also seen her work as a corporate keynote speaker, sports ambassador and as a TSN broadcast analyst. As a result of her career accomplishments, charity work and her experiences, Cheryl brings a unique perspective to every event so that she can inspire and change individuals and organizations through her presentations.

## Topic Presentations

### Cheryl Bernard's Keynote or Workshop Presentation Topics

Cheryl Bernard is passionate in everything that she does. From working with Canadian charities, to empowering those who are lucky enough for Cheryl to have touched their lives, Cheryl Bernard always leaves a lasting impression. Cheryl's achievements within sport and business, reflect the articulate, determined and selfless person she is on and off the Ice. Cheryl goes the extra mile for you by researching the desired learning outcomes of your event, your audience, and her presentation to draft a customized presentation for each event.

Cheryl combines and fine tunes her presentations with the following topics in mind:

**Resilience is a Choice**

**How Your Choices in Life Write Your Story**

**Pursue Your Dreams and Goals For the Journey & the Life Lessons**

**Preparation & Excellence**

**Lessons Learned from Sport**

**The Importance of Teamwork and Relationships**

**Pursuing Your Dreams at Any Age**

**Importance of Perspective**

**The Importance of Sport for Youth**

**Giving Back - The Responsibilities of Winning the Silver Medal**

## Videos



**Cheryl Bernard || Canadian Curling Silver Medalist || Speakers Bureau of Canada**

Watch Video



**Cheryl Bernard || Canadian Olympic Curler || Speakers Bureau of Canada**

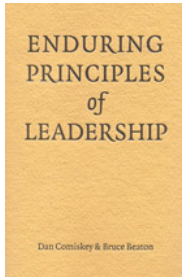
Watch Video



**Cheryl Bernard || Global || Speakers Bureau of Canada**

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## Books



### **Between the sheets**

After taking home a silver medal at the 2010 Winter Olympics in Vancouver, BC, Cheryl L. Bernard presents her latest sports psychology book titled *Between the Sheets: The Silver Lining*. The newest edition of this inspirational sports psychology book combines poignant stories about Team Bernard's emotional Olympic experience in their home country with valuable information about the mental, technical, and motivational aspects of this compelling team sport.

## Testimonials

“Our group really enjoyed Cheryl’s talk about her team’s Olympic experience and the preparation and discipline required to achieve her goal. Her talk was very engaging and inspiring. We were able to draw from her message and carry that theme through our company meetings and motivate our team to reach their own goals. Cheryl is a great presenter and we are lucky to have such a great ambassador for country and the sport of curling”.

### ***THE FILTER SHOP AT B.G.E***

“Our Economic Partnership Breakfasts, which started in 1992, provides a forum for Alberta’s International Region to address economic development issues. Your presentation on the “Importance of Sport and the Lessons We Can Learn from It” was enjoyed by all and helped fuel our ideas on an active, healthy community lifestyle. Thank you for helping to make our “Support the Sport” Economic Partnership Breakfast” a great success!”

### ***LEDUC-NISKU ECONOMIC DEVELOPMENT AUTHORITY***

“Our community recently had the pleasure of having Cheryl Bernard speak to an audience of business and community leaders. Cheryl spoke not only of her Olympic experience and the impact of curling and sport on her life, but also related her experiences directly to our community. Her message was entertaining, insightful and moving. A standing ovation topped off a great presentation!”

### ***COMMUNITY DEVELOPMENT AND SERVICE PLANNING, CITY OF LEDUC***

“Cheryl wowed our clients with her sincerity, sense of humor and charm. She went above and beyond our expectations by interacting and posing for pictures with our guests both before and well after the event ended. We would definitely call on her again, not only because we loved her, but because our clients would demand it!”

### ***MAWER INVESTMENT MANAGEMENT***

Cheryl entertained the audience with personal stories of her Olympic experience and the teamwork involved and provided many valuable lessons which can be applied to everyday life. She was engaging and professional. Cheryl’s presentation was well received and the evening concluded with a standing ovation and an impromptu rendition of the national anthem.

### ***ONTARIO PORK PRODUCERS ASSOCIATION***

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