

Paul Vitale, NFL All-Pro form speakers bureau

by **Talk Business & Politics staff** (staff2@talkbusiness.net) June 18, 2018

Paul Vitale of Little Rock is teaming with former National Football League All Pro and Super Bowl champion Matt Birk of St. Paul, Minnesota, in a newly-established national speaking and communications company. Vitale will serve as president, and Birk as chairman, of Matt Birk and Company, LLC with offices in Little Rock, St. Paul, Minnesota; Naples, Florida; and Biloxi, Mississippi.

The company will offer motivational keynote presentations, consulting and facilitation, media training, and professional presentation coaching.

Vitale is the founder of Vital Communications, Inc. which he established in 1996 with fewer than 10 Arkansas clients. He grew it into a national professional speaking firm averaging 75 presentations per year with more than 1,000 clients in its 22-year history. Vitale has authored four books and developed a nine-unit, Arkansas Department of Career Education-funded workplace skills education curriculum currently being used in 125 Arkansas high schools.

Vitale said the new venture provides more opportunities for his Arkansas clients and a way to reach more national and international customers with his motivational speaking. Birk retired as a player from the NFL in 2013, but has worked as Director of Football



Development and will continue in the capacity of special advisor to the NFL.

“We are passionate about the power of a positive attitude, a strong work ethic, leadership, effective two-way communications, and other concepts vital to personal and professional growth. We speak on these issues, develop curriculums, and train others on how to succeed,” Vitale said.

Some of their clients include the NFL, United States Postal Service, Dole-Hong Kong Ltd., United States Chamber of Commerce, Walmart, Tyson Foods, ESPN, Patterson Companies, St. Louis Cardinals, Minnesota Vikings, Baltimore Ravens, Disneyland, Arkansas Department of Parks and Tourism, Mary Kay Cosmetics, Coca-Cola, True-Value, 3M, Delta Dental, Southwest Airlines, Dillard Department Stores, Oaklawn Gaming and Racing, U.S. Cellular, and U.S. Pizza Restaurants.