



S P E A K E R ' S K I T 2 0 2 2

www.lafarris.com

BIO

“The decisions you make today will ultimately affect your tomorrow, right or wrong, good or bad.”

-LaFarris Risby, CFLE



MEET LAFARRIS

LaFarris L. Risby, CFLE is an award-winning business strategist, author, international speaker, childcare and parenting expert, executive coach, community leader, and founder of the largest African American woman-owned business in Junction City, Kansas.

ENTREPRENEUR

LaFarris is the founder of Loving Arms Enterprises, a multimillion-dollar empire comprised of four businesses. These businesses include Loving Arms University, an online educational platform with resources and tools for educators and parents, MGB, a real estate company that will provide housing for domestic abuse survivors, and her personal brand, LaFarris Risby, a business strategy company where she guides women to take their entrepreneurial dreams from concept to reality.

LIFELONG LEARNER

LaFarris has earned numerous certifications in business and family related education including becoming a Certified Family Life Educator. In 2018, LaFarris was the first in her area to graduate from the Goldman Sachs 10,000 Small Business Program, a prestigious and exclusive small business development program offered to select business owners globally. She was also awarded a scholarship from Women Business Collaborative and General Motors to attend and graduate from the Tuck School of Business at Dartmouth College. She holds degrees from Central Texas College and Upper Iowa University.

INSPIRATIONAL SPEAKER

As a highly sought after speaker, LaFarris has spoken for a variety of keynotes, conferences, and seminars including the Global Supplier Diversity Curriculum and Pitch University sponsored by the Coca-Cola Company; Unleash Your Gift to Speak Boot Camp for Entrepreneurs; the Kansas Association for the Education of Young Children; Luckfit Home Brands Summit, Sisterpreneur and Childcare Provider Coalition of Kansas.

AUTHOR

LaFarris's book, "Dare to Dream," offers an inspirational and transparent account of her personal and professional life. The book recounts how she dared to dream to accomplish the things she has to date, including overcoming the challenges of being a teen-aged mother in an abusive relationship. Additionally, she has authored two instructional audiobooks, "Quality Childcare on a Shoe-String Budget," and "Eleven Essential Keys to Quality Care and Profitability." She has also published a variety of articles relative to her professional and personal expertise. LaFarris has been featured in several print, digital and broadcast media outlets, including ABC, CBS, NBC, Fox, The CW, Kansas City Globe, Suppliert News; Patch.com; Today's Purpose Woman Magazine; About Women in Business Radio Show, The Atlanta Business Journal digital magazine; KSNTTV in Kansas, and more. LaFarris also served as a contributing writer for the Junction City Daily Union sharing articles on Brown Bag Parenting.

COMMUNITY ADVOCATE

LaFarris is currently a board member of SPARK MHK, a place created to learn, connect, and discover resources needed to help launch and grow a business or venture successfully. She also serves on the Manhattan Chamber Board. LaFarris had the opportunity to be the first to teach and facilitate an Entrepreneur Business Basics course in the Flint Hills region, a course that supports minority entrepreneurs who seek to start, grow, and sustain their businesses. LaFarris also serves as a board member at large for the Black Entrepreneurs of the Flint Hills, a partnership with SPARK MHK and Kansas Gas Services. The relationship between Black Entrepreneur of the Flint Hills and Spark supports the mission to empower, equip and connect minority owners in the Flint Hills with resources to build stronger and more effective businesses to impact their community positively.

AWARD WINNER

LaFarris has received awards and accolades throughout her illustrious career and has been recognized worldwide for her outstanding leadership and commitment to serving others. Some of those include Enterprising Women Magazine "2020 Enterprising Women of the Year Awards". "Remarkable Women of Kansas" Nomination. Today's Purpose Woman Magazine "March/April 2020 Issue". IAOTP "Top Business Strategist of the Year for 2021". In 2013 she was awarded Business Advocate of the Year by the Kansas Department of Commerce Office of Minority and Women Business Development. In 2019 LaFarris won the Minority-Owned Business Service Industry Firm of the year at the 35th Annual Minority and Woman-Owned Business Awards Luncheon. The Manhattan Chamber of Commerce awarded her childcare facility the Women/Minority-Owned Business of the Year 2021. In 2022, she was awarded the Presidential Lifetime Achievement Award.

KEYNOTE, SEMINAR, PODCAST, AND WORKSHOP TOPICS

CUSTOM TOPICS ARE AVAILABLE

FROM DREAM TO PROFIT

- Five Steps to Monetizing Your Vision: Taking it from Concept to Profitability
- Top Secrets to Starting Your Business from Scratch

CREATING YOUR LEGACY

- Defining Your Legacy
- Developing a Strategic Plan to Ensure Your Legacy
- How Your Business Will Succeed Without You

RE-IGNITING YOUR DREAMS

- Reimagine, Refocus, and Renew
- Prioritizing What Matters Most

MANAGING YOUR FAMILY LIKE A BUSINESS

- Working Effectively with Family
- Branding Your Family-Owned Business for Success

FROM VICTIM TO VICTOR

- Recognizing Obstacles and How to Overcome Them
- Setting Boundaries

THE 4 F'S IN BUSINESS

- Family, Facilities, Faculty, and Finance:
How to start your child care business



TESTIMONIALS

"LaFarris Risby is a vibrant speaker and storyteller who effortlessly engages her audience. She expertly speaks on the dangers of being a solopreneur, dropping nuggets of wisdom on why having an effective team is critical for small business success."

Norma Stanley

President/CEO, E.E.E. Marketing Group, Inc.
Monica Motivates Solopreneur Workshop

"On behalf of the 'Ladies Who Lead of Fort Riley Middle School,' we want to sincerely thank you for coming to speak with us. Your wisdom, experience, and candid advice truly made an impact on this group of young ladies. We appreciate your time and the investment you have made in the young women of this community. We wish you all the success with your book and any of your future endeavors."

Resa Artley and Allie Henry

USD 475 School District

"LaFarris Risby is an amazing, disciplined business owner who I highly recommend as a coach. She has a unique way of inspiring clients in helping them identify and pursue where they need to be in life. She's just an amazing mentor and I became a business owner after her coaching- something I never dreamed I would be, until I met her."

Melba Tatum

Owner/Executive Director, Melba's Learning Academy

"LaFarris Risby is a phenomenal speaker, coach, and motivator who goes beyond the surface of mere acquaintance and genuinely connects with her audience, as well the heart and potential of her growing clientele. She's personable, purpose-driven, and intertwines faith based encouragement with practical guidelines for how to get from here to there."

Veronica Lee

Media & Publishing Consultant & Creator
ImMEDIate Solutions

BOOKING

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SOCIAL MEDIA

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