

Shereck shares life messages

Grafton man finds niche as motivational speaker

BY SUE MATCHA

It was quite by accident several years ago that Shane Shereck discovered his gift for public speaking. The Grafton man recently embarked on a part-time career that applies his God-given talent to uplift and inspire others while doing something he loves.

Many years ago when Shereck was employed as a shipping and receiving manager at Pamida in Grafton, his former marketing teacher at North Valley Career and Technology Center requested that he speak to her class on retail and retail management. His first response to her request was no. With some encouragement from his former instructor, he made his first public speaking appearance.

"I went out to the school and had the best time I ever had. I just loved it and the students loved it," Shereck said. "I went out there a second time and it was even more rewarding. It was then I realized I had a God-given ability. It was a gift I had that I didn't even know until I did it."

After that initial speaking engagement, anytime Shereck was given the opportunity to speak, he volunteered, which flamed his passion for public speaking.

"I am more nervous when I am talking to two or three people," Shereck said. "Give me 500 to 1,000 people and I'm in my comfort zone."

Word of mouth has been the best advertising for Shereck. People who have heard him speak shared the experience with others. His motivational speaking career began with classrooms, civic groups and sometimes churches, but soon will be expanding to business seminars for companies who are seeking

to promote a better work climate for their employees. To further his speaking ability, he recently joined Toastmasters, an international organization for public speakers and people who are aspiring to be public speakers.

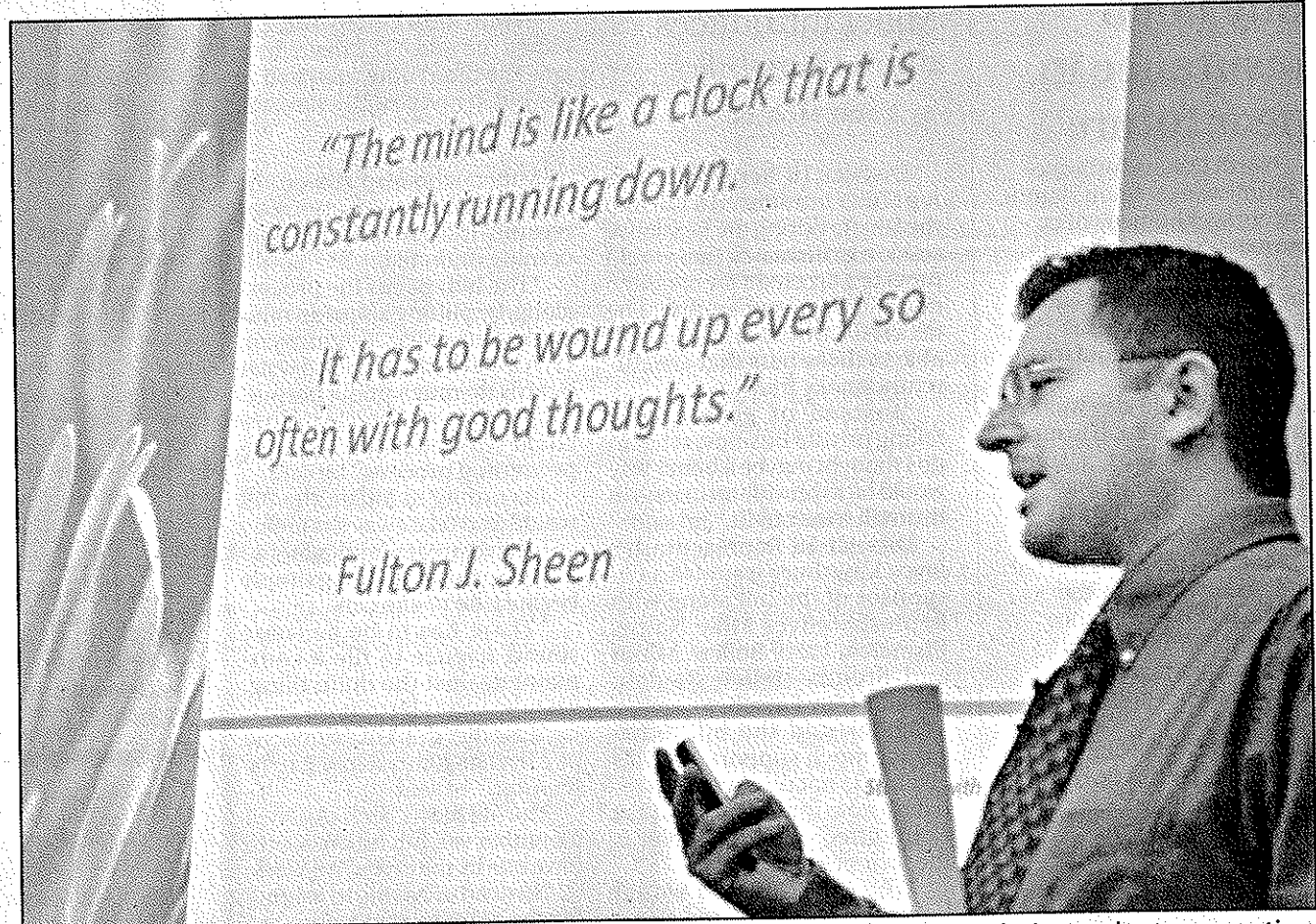
Shereck shares several different messages with his listening audience. His topics include "How to Have An Optimistic Outlook on Life," "Ten Things They Don't Teach You in School," "Before You Can Lead, You Have To Learn How To Be Led," "Communication By Modern Technology (Facebook, Twitter, etc.) and How It Is Affecting Young People," and "How To Be You."

"Sometimes - and even I have done it - we go through life thinking how can I be like someone else," Shereck said. "I have a quote on that I tell people - 'Always be yourself because if you are yourself, no one can tell you you're doing it wrong.'"

Shereck said he bases his motivational speaking on his own life experiences and on a time in his life when he was so busy managing his life he wasn't living it. He expresses to his listeners that they have two choices every morning when they get up - to be bitter or to be better - a choice he made following his father's death.

"There is nothing that promises us that we will be here tomorrow," Shereck said. "Life is a gift. It is short and the most important thing you can carry with you through life is your attitude."

The first thing Shereck tells his audience is that if they can take one thing home from his message that can change their life, their job, the way they look at school or the way they treat their parents, that is what he is shooting for. The most rewarding thing for him is when someone comes to him and says thank you, because tomorrow when they wake up they are going to be better. He



Shane Shereck of Grafton recently followed his heart and is now sharing his God-given talent as a motivational speaker, a part-time career that gives him a natural high as he uses his gift to serve others and change lives.

doesn't speak about money except to tell them that having a nice house, a good job, a new car, a boat and a camper doesn't mean people are happy.

"I've seen trials and tribulations people are going through and as I think about times in my life when I thought I had it tough and I had worries, I feel bad because I didn't have it so bad compared to what they are going through," Shereck said. "I try to motivate and revitalize them. People

tell me when I speak they can tell I truly care."

Shereck has been working with a graphic designer who is setting up a website marketing his inspiring messages that should be operational by early spring. Shereck said he is very satisfied with his full-time career as a safety and health technician at Marvin Windows and Doors and will pursue this as a sideline job for now.

"It's (motivational speaking) a gift. I didn't know I could do it until

I did it," Shereck said. "I love creating a spark, it's a natural high for me to see people smile and hear them laugh. It's a wonderful feeling to be able to use my gift to serve others and change lives."

Contact Shereck for keynote presentations or breakout sessions at 701-520-1290 or e-mail sshereck1@gra.midco.net. When the website becomes operational, it will be accessed by logging on to www.shaneshereck.com.