

Terry Crews serves as the President of CrewsTW LLC, a consulting, training and coaching business. He began his international work delivering a keynote address on “Energy Efficiency and Competition,” at the CEPSE World Energy conference in New Zealand in 1994. He later (1995) led a team evaluating the potential investment in an electric utility company in Australia, resulting in a \$1.5 billion investment by Texas Utilities, then the 43<sup>rd</sup> largest company in America. After graduating from the University of Tennessee with a BS in Business in 1974, he earned his MBA from the University of Tennessee in 1979, focusing on both Finance and Marketing. Terry’s career moved him into sales and marketing in 1981 with AT&T, where he became the #1 salesperson of over 4,000 in 1984. In 1989, 1990 and 1991, he was the number 1 salesperson with Bull Worldwide Information Systems, as National Account Manager for Bellsouth, and then for Deloitte and Touche. In 2007 Terry started NewBath, a bath remodeling company in Alabama, where as President and Owner his organization sold and installed over 425 bath systems in 2020, with over \$4,200,000 in revenue, the year of the Pandemic. Terry sold NewBath December 31, 2020, to West Shore Home, the largest bath remodeling company in the United States.

Terry became a Dale Carnegie Training Certified Instructor in 1981, where he worked bi-vocationally for 32 years, teaching the famed Dale Carnegie Course for 32 years, plus he taught the Leadership Training for Managers course, and numerous workshops and seminars in sales, communications and interpersonal relationships. Terry was personally mentored by Norvell J. (Brick) Brickell, who tandem instructed with Dale Carnegie in the mid and late 1940’s, and built the largest Dale Carnegie organization in the world. Terry was an active member of the National Speakers association from 1984 – 1992, and delivered numerous talks and workshops, including at Regional Meetings of the National Speakers Association, for Walt Disney World, AT&T Regional and National Meetings, and IBM Corp. Plus Terry delivered a Keynote Address on Strategic Sales relationship building at a Motivational Speakers Rally in Nashville, Tennessee in 1987.

Terry and his wife Ann became Certified Peacemaking Mediators and Coaches in 2003 and taught Biblical Peacemaking at numerous churches in the United States, and on mission trips to the Philippines (2004) and in China (2010 and 2011). In the Philippines, Terry taught sales and leadership workshops to over 1500 persons in 9 organizations in 8 days, including 90 managers of the Port Authority of the Philippines, over 500 salespersons with Fil Estates (real estate), 500 plus sales agents with Sun Life of the Philippines, the Entrepreneurs Society of the Philippines, the Certified Professional Accountants of the Philippines and more. At the end of each professional workshop, Terry offered his personal testimony and a call to action for listeners to sign up for small group, in home small group biblical studies. Over 1500 persons signed up for these biblical studies. While in Manilla, Terry also taught Biblical Peacemaking Principles through Workshops for several hundred lay and church leaders in 9 different venues.

As President of NewBath in Alabama, Terry, a Certified Home Builder, and a Certified Master Plumber, daily uses Dale Carnegie human relations principles, leadership principles, and peacemaking and relational wisdom principles both in managing his business with employees and vendors, and often daily with customers, as he both helps people get the bath of their dreams, while also ministering to their emotional and spiritual needs. Ever aware of God’s presence, Terry listens as people pour their hearts out about relational issues, family conflicts, church conflicts, business challenges, and traumatic events that have caused incredible pain and suffering. Terry then calls on these principles to guide him and others to freedom from suffering through the application of principles from Dale Carnegie Human Relations, Leadership, Peacemaking and Relational Wisdom.

Terry has taught the Relational Wisdom course many times in church leadership settings with multiple churches, class and workshop settings, where he continues to use his broad relational and cross-cultural experience to serve a cross cultural and global community, receiving accolades for his teaching. Terry also serves his local church as RW mediator and RW coach, helping to resolve conflict and restore relationships with others and with God.

A “Learning Person” Terry has recently read Dialectical Behavior Therapy, Skills for Adolescents, By Rathus and Miller, forward by the acclaimed Marsha Linehan, retired Professor of Psychology at the University of Washington, Seattle, and developer of Dialectical Behavior Therapy (DBT). Terry also just finished reading Marsha Linehan’s memoir, and was very moved, believing he too could help many others through training the DBT Skills, especially for Adolescents and their families.

One of Terry’s unique hobbies for almost 40 years is interviewing people. Since being taught this skill by Brick Brickell in 1981, Terry has interviewed more than 4,000 people, including Zig Ziglar, motivational speaker, Og Mandino, author of “The Greatest Salesman in the World,” 4 Olympic Gold Medalists, including Rafer Johnson, who carried the Olympic torch the last leg in the 1984 Olympics, Minnesota Fats, the Billiards great, multiple Miss America’s, top Business leaders in the U.S. and abroad, including Clark Gellings, then President of the EPRI (Electric Power Research Institute), Fred Thompson, former Senator from Tennessee and actor, plus several homeless persons, small children, missionaries and many others. This ability to gain interviews with almost anyone, and then to turn what he’s heard into an inspirational story, speaks to Terry’s charisma both in developing relationships and communicating powerfully through inspirational stories.

Terry and his wife Ann enjoy over 25 grandchildren and great grandchildren. Terry rides electric bikes, electric scooters with grandchildren, and he reads extensively, plays banjo, walks, goes camping and fishing. His wife and his neighbors say “Terry has a green thumb... the numerous flowers in his and Ann’s gardens are gorgeous!”

Certifications: Certified Relational Wisdom Instructor (2021), Certified Life and Leadership Coach (2020), Certified Peacemaking Conciliator (2003), Certified Peacemaking Coach (2003). Dale Carnegie Instructor (1981)