

## Rick and Sue Seeberger - Partners in business and life



“We see our vocation as a calling and the Marketplace (the 8 spheres of influence) as our Journey”

Regions Served:  
North America  
Central and South America  
Europe and Eastern Europe  
Africa and the Middle East  
Asia

We have been married for 42 years; have three children, Christine 38, Bill 36, and Matt 31. All of our children are married and pursuing their careers. We are also blessed with six grandchildren, 4 boys and 2 girls.

Along our journey we have served in a variety of capacities:

- Business owners & consultants for more than 36 years
- Co-leaders of leadership and change initiatives in 43 nations
- Founders and directors of a non-profit 501(c)(3) organization for fourteen years
- Founders of Build A Strong Future and the El Paso Coalition Initiative
- Founders of the Eagle's Nest Learning/Retreat Center
- Founders and owners of a successful marketing agency for 19.5 years
- Developers and facilitators of Project Wake-Up with Judge Brian Haggerty – JP for Precinct 7 in El Paso, Texas
- Developers and producers of the Team 21 EduKits
- Private School Movement Leaders – all three children were educated in private schools. For 6 years, as a family, we were engaged in leading conferences in Latin America, Africa, and Eastern Europe to assist pastors and church leaders in founding Private Schools
- Small Group Ministry Coordinators & Leaders
- Finance Committee Members & Church Business Management
- Men's & Women's Ministry Leader
- Supporters of Missionaries for more than 25 years

Sue served in the family businesses and managed the finances. She is an excellent coach and is often called upon to help family members, friends and business associates. Sue has the gifts of hospitality, giving, and mercy and is a servant leader. She handled catering for the Eagle's Nest Retreat facility for 15 years. Her faithful service and support has enabled Rick to travel to over 43 nations. Together they have pursued the purpose and calling on both of their lives. Over the years, Sue has accompanied Rick on trips throughout the U.S., El Salvador, Paraguay, Barbados, Europe, Asia and the Middle East.

Today, Sue owns Build A Strong Future and works alongside Rick. She is also a care-giver for her mom who has Alzheimer's and her step father.

In 2012, Rick and Sue authored *The Journey*, ten life lessons we've learned over the past 38+ years together. Rick is also the author of two books, *Master & Mentor* and *Dynamics of the Marketplace Church*, and a co-author of *Roadmap to ORSA* – orsa is the Latin word for new beginnings. In addition, he is the lead author of the Lead by Design Course Curriculums, numerous published articles, other course curriculums such as the Agents of Change Leadership Course, Organizational Leadership for the 21<sup>st</sup> Century, as well as, curriculums emphasizing Organizational Excellence, Strategic Planning, Business Development, and Service Quality. He also created the *PRIMEGPS* Strategic planning and implementation system.

In 2015, Rick and Sue authored *Journey Together*, an 'owner's manual' for individuals to create a Personal Game Plan System (GPS) for their life and career in order to build a strong future.

As a Speaker and Instructor, he has conducted courses, workshops, and lectures for numerous multi-national firms, Fortune 1000 Organizations throughout the world, Middle Eastern companies, and organizations in the United States public sector such as the U.S. Army, U.S. Navy, and the U.S. Veterans Administration.

As a Trainer, he has traveled more than 4,000,000 miles. As a highly experienced facilitator, he has conducted training & strategic planning sessions in North America, Latin America, Africa, Eastern Europe, Europe, the Middle East, Asia, and the Caribbean. This broad experience provides him with a wealth of knowledge and enables him to relate to the ever-changing demands in our global society.

As a Consultant, he works with organizations of all sizes to help them grow and increase their effectiveness by putting *Principles into Practice*. Practical experience and methodologies are used to enhance strategic planning & decision-making, leadership, sales, marketing, and business development.

## **Qualifications**

Rick's undergraduate study was in Business Administration with a major in Accounting at Temple University in Philadelphia, Pennsylvania. He started his career with General Motors as an accountant and later moved into sales and marketing with a regional marketing firm to gain a broader exposure to business development. At this firm, he became divisional vice president and managed a multi-million dollar project on for Colgate-Palmolive. In these responsibilities, he led a team that helped NGOs throughout the United States raise money for major projects. This led to many consulting opportunities to help organizations of all types with growth plans (strategic business plans, growth plans, sales plans, and marketing plans). His commitment has always been to pursue a practical approach focused on helping people put what they learned into practice to produce results!

**1989-1995:** Rick was invited to join the Executive Team of an organization that focused on the development of educational projects in North America, South America, Africa, and Europe. For six years, on these continents, he instructed leaders on a variety of subjects relating to leadership, management, and organizational development.

**1997 to 2006:** Rick led a National Strategic Training Initiative in the nation of Paraguay. This initiative began with a small team of private-sector leaders but now has led to a national team of instructors and leaders who are working with Champions of Change in the nation to transform the culture. In 1997, Paraguay was the second most corrupt nation in the world. Now, the nation is prospering, growing, and is once again recognized by the World Bank and other international agencies for funding and development; and is one of the top 10 most improved nations in the world. We had the privilege of co-founding the EPCI Leadership Institute in 1999 with other Paraguayan leaders/covenant partners. In the same year, a Champions of Change Team was formed with 14 men. One of these men went on to become president in 2003; one became mayor of the capital city; and three became senior cabinet ministers. EPCI has now successfully equipped over 10,000 leaders from the private, public, and social sectors.

**1998:** Rick and Sue began the development of what is now the Eagle's Nest Learning & Retreat Center.

**2000 to 2013:** Rick and Sue founded and operate The 20-20 Leadership Foundation which is focused on equipping leaders with Biblical principles and practical tools to lead Champions of Change Initiatives in organizations, communities, and nations. 20-20 specializes in strategic planning, organizational growth, leadership development and decision-making, as well as, personal productivity, life purpose, and work/life integration.

**2003-2007:** Rick trained several hundred Arab/Muslim business and organizational leaders throughout the Middle East, Europe, and Malaysia in Biblically-based leadership and strategic planning courses. Rick is a member of the Cambridge and Manchester Who's Who in America.

**2012 to present:** Rick and Sue work together serving their community by developing programs, training and certifying leaders, and supporting greater collaboration among organizations to make greater impact!