

Toni Cooper



During Toni's 20-year career, she has transformed into a versatile and highly adaptive strategic planner with a proven track record of building, developing and operating programs for companies. A highly innovative visionary with extensive experience, Toni has worked with companies to help them develop interactive training programs, communication strategies, unique marketing initiatives and creative income sources. As a motivated self-starter she has also received recognition for establishing leadership programs and fundraising initiatives in the recreation and service industries. As the founder of a growing women's conference, Scars to Beauty, she has built relationships and partnerships with various organizations to help bring awareness to the community.

PROFESSIONAL EXPERIENCE

Toni started out as a Computer and Business Skills Trainer with New Horizons Michigan. She was the first Business Skills Trainer for New Horizons Michigan to evaluate and modify the courses, and created training manuals for the sales staff to effectively sell business skills courses. Shortly thereafter, Toni started her own business, Five-O Distributors, where she managed a sales staff, developed inventory control processes, built relationships with local police departments and ran day-to-day operations.

Currently, Toni is the President and Corporate Trainer for Cooper Performance Group where she developed a new Ziglar Coaching Certification for the Zig Ziglar Corporation. She has consulted and created unique strategies with recreation facilities across the United States, resulting in new programs, increased market penetration and increase in revenue. She also teaches Ziglar courses on leadership, communication and goal-setting throughout the United States.

Toni is also the Executive Director and CEO at the River Raisin National Battlefield Park Foundation. There, she leads her team and the Board of Directors to produce a successful community event that brings over 3,000 visitors to National Battlefield Park. As the CEO, she has developed and implemented new processes and procedures to effectively grow the Foundation while also creating a sustainability strategy.

CERTIFICATIONS & SPECIALTIES

- Platinum Trainer – Zig Ziglar International
- Parent Member – Great Start Collaborative of Monroe
- Board Member – Michigan Progeria Foundation (2010-2013)
- Board of Directors – Ice Skating Institute and International Board
- Executive Officer – Michigan Arena Managers Association

KEY SKILLS & QUALIFICATIONS

- Leadership Skill-building
- Business Development
- Relationship Building
- Innovative Planning