

## Media Release

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### Guest Speaker at NCCW Spreads Message of Hope, Power of Goals

**Lincoln** – Inmates at the Nebraska Department of Correctional Services' Nebraska Correctional Center for Women received a lesson in goal-setting from Barry Carlson, MidAmerica Speakers Bureau owner last month.

Carlson, of Central City, Neb., volunteered several hours of his day to deliver an inspiring message titled "Goals Are Important" to an audience of almost 100 women, many of whom will be returning to Nebraska communities within the next three years.

His message, centered on setting goals and working deliberately toward achieving goals, described everyday examples of people who overcame adversity to achieve life-changing success.



Barry Carlson, MidAmerica Speakers Bureau owner, delivers remarks to inmates at the Nebraska Correctional Center for Women last month. His message, centered on setting goals and working deliberately toward achieving goals, described everyday examples of people who overcame adversity to achieve life-changing success. (State of Nebraska Photo by Steve Fannon)

"These are the things we attempt to instill in our residents," a NCCW staff member said. "This presentation was motivational and I believe some of our residents took the message to heart and understand their lives matter to many people."

Many in attendance participated in the discussion, laughed at the humorous examples used to illustrate points, and cheered at the scenarios of people who've accomplished their dreams.

Carlson's engaging style made for a meaningful and fun afternoon as one inmate remarked, "He was the greatest speaker I've heard."

Another inmate noted, "It was very encouraging and eye-opening. It was positive and made you think about what you want to do when you get out of here," she said.

Carlson had never been inside a prison before and said he was excited to share an empowering message to, hopefully, plant a seed of hope that could change the lives of these offenders and lead them toward becoming a positive influence in our communities.

"I came away with a whole different perception about prison life and the people who are incarcerated," Carlson said. "When you get inside the barbed wire fences you'll find human beings who, although they made some big mistakes in their lives, are so appreciative of hearing a positive message that will hopefully help them once they're back in society."