



INNOVATION RALLY
REVIVE • ENERGIZE • CONNECT

FEATURED SPEAKER

LERON MCADOO



Leron (Ron Mc The HipHoptimist) McAdoo is a distinguished educator, artist, musician, author, award-winning poet, youth advocate, co-founder of Backyard Enterprises, and visionary behind The Mctivated Motivational Brand. As a teacher since 1994, Leron has been recognized by the AR Declaration of Learning, NAACP, City of Little Rock, LRSD, University of Pine Bluff, and others. McAdoo has empowered educators and students, delivered multiple TEDtalks, spoken internationally, and been an AR bestselling author.

Leron McAdoo's achievements have created lasting change. As an educator, McAdoo has conducted workshops since 2001 that spread his philosophy of teaching and experiences so that his impact is multiplied by each teacher he meets instead of the 150 students he teaches each year. His advocacy in education has gotten him coverage on CNN. As a motivational speaker, McAdoo has Mctivated audiences across the world. When visiting schools in Kenya, Africa, he was asked to inspire both the staff and the students at several campuses. And Leron's TEDtalks have garnered him opportunities to touch more lives and explain options that are often overlooked. As a creative, McAdoo uses his knowledge and talent for Hip Hop to connect with children in alternative school settings, with ministers (including clergy of the Arkansas United Methodist Church), and Arkansas Black Hall of Fame goers during multiple years. McAdoo is an agent of change.

Leron McAdoo contributes to the legacy of Arkansas African Americans. As an educator, Leron intentionally highlights the progress of Blacks and is especially concerned with inserting The Little Rock 9 where ever they my fit in a lesson. His work with 1 Million Teachers of Color, Black Male Educators, and Teach plus mainly focuses on recruiting and retaining Black educators for Arkansas. As a motivator, McAdoo's book "Mctivating Black Boys & Girls, became an Arkansas Best Seller and outlines strategies for parents and teachers of Black children that could help them better map a productive future. As a creative, Leron recognized the power of a venue and has provided space for artist through his company Backyard Enterprises. Backyard is a sponsor for TheHouseOfArt Art Gallery where poets, artists, and dancers can express themselves freely. And the Backyard radio show was designed to play local musicians. McAdoo celebrates Arkansas African Americans.

Leron McAdoo continues to achieve success being a visionary. As an educator, he has created the "Teacher's Holiday,, which is a free event to address educator self-care. He has partnered with the City of Little Rock, AR Travelers, multiple school districts and more to train teachers how to keep mentally healthy. As a motivational speaker, Leron is part of the National Speakers Group which is an organization he helped start to create a community of experts who want to share their experience and impact Arkansas. As a creative, Leron initially founded Backyard Enterprises to express his creativity, but now the company is intentional about supporting artifice endeavors of youth and adults with finances, talent, resources, and more. He worked with the King Commission, Power 92, Pyramid Gallery, and a variety of organizations to express, entertain, and educate. McAdoo continues to be a visionary.

Leron McAdoo has a history of collaborating with others to accomplish goals. As an educator, he worked with the teacher union, educational entities, and concerned citizens to promote positive policy changes in schools. The teacher pay increase was one such successful effort. As a motivational speaker, McAdoo continues to connect with wellness experts, curriculum specialist, current students, and others to create relevant martial. His latest effort is called the GROWLIFE Curriculum and it's designed to guide students into adulthood intellectually, mentally, financially, and more. As a creative, Leron has partnered with his brother to create Backyard Enterprises, poets to form the nationally known Foreign Tongues Poetry Troupe, with businessmen to help run TheHouseOfArt Gallery, and with DJs to start The Backyard Radio Show. It is from those collaborations that Leron was labeled "AR Godfather of Hip Hop.,, As a Little Rock Arts and Culture Commissioner, Leron networks with other creatives.