

Chair Chamberlain and Members of the Committee,

My name is Michael Keller. I am here in support of LiveMore ScreeLess (or LiveMore), of which I am a board member. I appreciate the opportunity to share with you my belief that LiveMore is well-positioned for success related to the activities of bill SF1012.

I believe this for three reasons, which I will outline in combination with my background to offer context.

First, I am the former CEO of Pearson Candy Company and the former Chief Marketing Officer of International Dairy Queen. In my capacity as a senior executive for these two iconic Minnesota companies, I believe that Katherine Meyers and Maree Hampton have the relevant experience and intellectual capacity to lead with both vision and credibility. Combined they have over 50 years of training in education, public health and program assessment. They have assembled an incredible collection of advisors, board and youth council members to support and guide them. In short, LiveMore is well-positioned for both short and long-term success.

Second, I had the opportunity to serve the PACER Center, here in Minneapolis, as their Marketing Advisory Board chair. I also served as Chair of the Board of Governors for Children's Miracle Network Hospitals, which raises hundreds of millions of dollars through corporate sponsorships for children's hospitals, including Gillette. From this experience, I can envision a future for LiveMore that entails an immense Minnesota state-wide footprint and one that provides leadership to, and even has presence in, 49 other states. I believe that LiveMore is well on its way to reliably, consistently and cost-effectively deliver excellent education and awareness programs that support its mission to help youth achieve digital well-being.

Finally, on a very personal note, I want to share with you that I was a bullying victim in my early teens. It was a brutal, life-altering experience with a long, everlasting tail. I can uncomfortably say that had social media and smartphones been around when I was being bullied, I would not be here today, talking with you. Yes, I joined the LiveMore board to support two talented Executive Directors and to share my corporate and non-profit leadership experience. But far more, I joined because I believe that LiveMore is the right organization, at the right time to promote balanced and intentional use of technology in our youth culture. While at PACER, I helped launch the National Bullying Prevention Center to protect children's health and self-esteem and to literally save lives. Now, I am in service to another remarkable organization, LiveMore, that is poised to protect children's health and self-esteem and to literally save lives.

To summarize, I believe that today's youth desperately need a caring, educated, trained adult community and peer network to support them. LiveMore has the vision, skills and team to build out and manage this structure. Through your support of bill SF1012, Katherine Meyers, Maree Hampton and LiveMore ScreenLess, in coordination with schools, school districts and communities, can make a profound difference in the lives of Minnesota youth, and one day, the country's.

Thank you.