

Welcome To The Press Kit

For Jim McKenzie



EXPERT
commentator,
publisher, speaker, host
and writer on
21st Century
FATHERHOOD
Issues and News

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Over View

As a multi-cultural modern Dad of 7 young children, Jim McKenzie is an expert commentator, publisher, speaker, host and writer on 21st Century fatherhood issues and news.

Here you will learn more about why he brings the “heat” to fatherhood issues in a really practical manner which speaks to dads from all walks of life (but also with a sense of humor if needed to lighten the conversation!)

Jim brings his expertise and skill to enhance your broadcast, publication or event, with his passion to reach and help dads to be the very best that they can be, which he combines with his superb ability to quickly react to and comment upon up-to-the minute news and environments.

BIO HIGHLIGHTS:

An expert dadpreneur, writer/speaker and fatherhood work/life balance consultant

Editor/Owner of Every Little Thing Birth and Beyond 360 Magazine

Affiliate and/Blogger with the National Fatherhood Initiative

President/Founder of The Every Thing For Dads Foundation 501[c][3]

Creator of Annual Every Thing For Dads Convention & Dads Chill Zone™ March 15 2014.

Founder/Presenter of The Mega Dad Awards to be celebrated at the Every Thing For Dads Convention 2014 hosted by Hank Baskett

EDUCATION:

University of London, L.L.B/J.D

Solicitor of the Supreme Court of England and Wales

Appointed Specialist Advocate to the Law Society Children Panel

“A Dad needs the courage to say ‘I don’t know what to do!’, without society making him feel inadequate. My job is to give him an easy to follow plan to deal with the problem(s) and to tell him that his asking for help is the beginning of the solution to the problem.”



Byline:

Jim is a former child and family attorney of national accreditation of over 30 years' experience, and an entrepreneur Dad of 7 children (all home birthed, and caught by him) aged 7 months -16 years! He is a renowned parenting advocate, speaker and consultant, constantly promoting dads' involvement in the family unit, healthy family living, better parenting lifestyles, and helping to create a generation of educated and informed parents.

As Jim always says, "Dads tell me all the time that they know all there is to know about being a dad - I say to them that means it's about time that they start learning how to be a dad!"

Jim brings not only his experience of "real" modern hands-on fatherhood parenting to your broadcast or publication, but a lifetime's experience of learning how to successfully create work and life balance for dads, the single most irksome issue affecting dads in the 21st Century, where the nuclear family is the exception to the norm. Jim has assisted and counseled thousands of dads (and moms) in his law practice and via his popular free **online magazine Every Little Thing Birth and Beyond 360** www.birthandbeyondmagazine.com.



Jim with Senior News Anchor Reginald Roundtree (above right) at Tampa Bay 10 News

Every Thing For Dads was founded by Jim McKenzie as part of his free digital online magazine the Every Little Thing Birth and Beyond 360, when on starting the magazine and after 7 of his own children he noticed that there were very few magazines which spoke to dads issues. The dads section now has a national roll call of writers, reaching out to working dads, stay at home dads, divorced dads, confused dads, lonely dads and every other sort of in-between dad!



His passion is to bring together all good folks, organizations and companies who are trying empower and involve dads, provide a platform where their voices will be taken seriously and the tools to help them to be the best dads they can be.

This passion has led him to start the **Every Thing For Dads Convention** (where dads can learn from other dads, as well as experts in a practical, and yet fun way), the **Mega Dads Awards** (celebrating extra-ordinary dads doing

extra-ordinary things) and the **Every Thing For Dads 501[c][3] Foundation** helping dads create a generation of healthy lifestyles.

Jim can speak with authority on so many aspects of parenting, having brought up his children side by side with his wife in their shared office, together, changing diapers alongside answering the phone and getting on with the daily running of the business!

Visit www.birthishandbeyondmagazine.com and www.everythingfordads.com for more information or contact him directly at either jimmckenzie@amemediagroup.com or via Paula Weiss at pressoffice@amemediagroup.com

Broadcast Bio:

In this 21st Century society there is increasing recognition of the need for a Dad to be involved with his family and the birthing and raising of his children beyond his traditional role of breadwinner and occasional caregiver.

Studies show that there are an increasing number of dads who feel that they need to do a better job than their own fathers did, and as many as 81% would like more involvement in their children's lives – the culture has changed, where women are the main breadwinners in 37 percent of homes, and the number of stay-at-home dads continues to rise. Children's emotional and physical development thrives when they have a Dad who is truly engaged and involved in their lives – in the USA alone there are over 11 million dads who have no contact with their children.

Dads are looking to for answers as to how to balance their working lives with their family lives in these stressful economic times.

In this context, Jim McKenzie has established himself as a trailblazer in his ability to reach and connect with other everyday dads, and to locate and provide practical solutions to the most difficult questions that impact dad' lives. You can learn more about Jim's work on behalf of dads and parents at www.birthishandbeyondmagazine.com

Full Bio:

Jim met his wife Louise McKenzie and married her after a whirlwind romance. On meeting they both knew that they had found the love of their life and that they wanted to start a family immediately! Nine months and one day after they married they brought their first baby into the world! Right from the start they continued to run their highly successful law practice together along with their newborn!

It was in this context that Jim became an expert in juggling the demands of his high flying career with the full time job of being hands on dad.

After a chance visit to Sarasota Florida, Jim and Louise fell in love with the small city and immediately knew that this was where they wanted to live. Following their hearts and entrepreneurial spirit they put their legal careers to one side to begin new business ventures in the USA. Whilst on this journey they continued to have more children and as the family grew and got older, their successful parenting skills became obvious to all those around them.

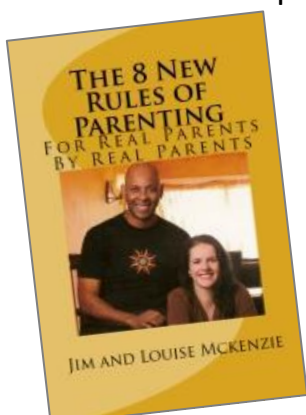


Borne from this, Jim and Louise created a new business, 6 Kids N Fit (www.6KidsNFit.com), and they began successfully coaching, counseling and instructing parents and children in all aspects of family lifestyles, health, nutrition, exercise and relationships.

Jim co-authored **“The 8 New Rules of Parenting”** a unique, simple but powerful guide to becoming a great parent in 21 days, and then on to **“The 8 New Rules of Kids Weight Loss & Control”** which adeptly deals with and gives parents the tools to tackle child obesity issues, and all with a sense of practicality.

They were asked increasingly what their “secret” was to having such a well-balanced happy family, with parents who were more like honeymooners!

However, Jim’s career hit a huge bump, when in 2008 he and his family became victims of the economic crash. Losing nearly everything and initially having to sell their valuables to survive, his parenting ideas and practices were put to the test – how does a family grow when they are penniless? But the love and spirit in Jim’s family was shown to be awe inspiring. This led him to being invited to speak to friends and friends of those friends to help provide support and hope, which led to invitations to speak to groups and at events.



In April 2010 6Kidsnfit’s work was formally recognized by the Washington DC - based organization **Healthy Weight Commitment Foundation**, who asked them as 6KidsNFit to join their nationwide foundation, www.healthyweightcommit.org as partners working with over 100 major nationwide companies, in a unified front to tackle the epidemic. In addition Jim and Louise received an award from the **National Heart and Lung Institute** for their work.

Every Little Thing Birth and Beyond 360 Magazine...

It was logical that as expert parents, Jim and Louise wanted to express their views and help others via a national platform, and so in 2011 they created a free online digital magazine, Every Little Thing Birth and Beyond 360 www.birthandbeyondmagazine.com However, as their media business grew, Jim noticed that in most aspects of parenting there is very little support for dads from professionals or in the media.



So Jim created **Every Thing For Dads** in the magazine, the largest and most notable section for dads within any publication, with writers from all over the USA and abroad, and a **501[c](3)**, determined to take his methods and mission of great dad hood to a larger platform, and at the same time managing to get support from all over the country of well-respected organizations, companies, writers, celebrities and the community at large. The magazine and the dads section now has a huge following all over the country and continues to grow.



The dads' movement has extended to the creation of **The Every Thing For Dads Convention** and the **MEGA Dad Awards** hosted by **Hank Baskett** in **March 2014**, details of which can be seen at <http://www.birthandbeyondmagazine.com/abouttheconvention/> . Jim is also a guest blogger and proud affiliate with the **National Fatherhood Initiative** www.fatherhood.org



NEWS & STORIES

Preparing Children On How To Deal With Figures Of Authority- What Jim would say to Trayvon Martin's father. How can dads prepare their children for the unexpected in an unpredictable world?

Breaking The Cycle Of Hate- Why parents teach children how to hate because of their own issues – how can society break the cycle?

New Dad 101. New dads get nervous. More is expected of them, more than just providing food and shelter. They don't know what to expect when confronted with an up at night crying baby. I want to help them get their fears out in the open and out of the way.

Stressed Children. Child psychologists say that over the last decade there's been a marked increase in children stressed out by parental expectations with a corresponding increase in parents' stress levels. We've all seen them – the Overanxious Mom, the Shouting Soccer Dad, the Overscheduler, the Sideline Screamer, or variations, parent coaches not "being there for the kids," but driven by ego and unconcerned with their child's needs, intent mostly on creating the next sporting/acting youth superstar. So you want your child to succeed – but how soon and at what personal cost? Learn how to avoid the stress and to enjoy the achievements

Commercial Surrogacy For Single Dads. Via commercial surrogacy some men are opting to become single dads – and it's on the increase - "They say they've always wanted to be a dad, they haven't found a partner that they want to start a family with, they're getting older and just don't want to wait – the same things single women say" – but is it the right thing to do?

10 Suggested Topic Questions For Jim

- How to learn the ‘ABCs’ of dadhood - how does a dad learn how to get involved with pregnancy and babyhood?
- How does a father find better balance between his work and family life?
- How to love and discipline your children at the same time, without instilling them with fear!
- How to cope and deal with the difficult stuff - midnight wakeups and disturbed sleep, tantrums, potty training, into insecurity, irrational fear and teenage issues
- How to teach your children to safely deal with arguments, and authority figures (from teachers to police officers)
- How to build lasting relationships with children to the teen years and beyond
- How to communicate with children from babyhood to adulthood
- How to keep and improve your relationship with mom after childbirth
- How to teach your children working skills and entrepreneurship
- How to cope with financial disaster and still be the best dad that you can be
- Teaching your child on how to deal with tragedy in the news

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Twitter: <https://twitter.com/FatherhoodBiz>

Google +: <https://plus.google.com/u/0/110017893962772408095/posts>

Every Thing For Dad Latest News blog: <http://www.birthandbeyondmagazine.com/dad/>

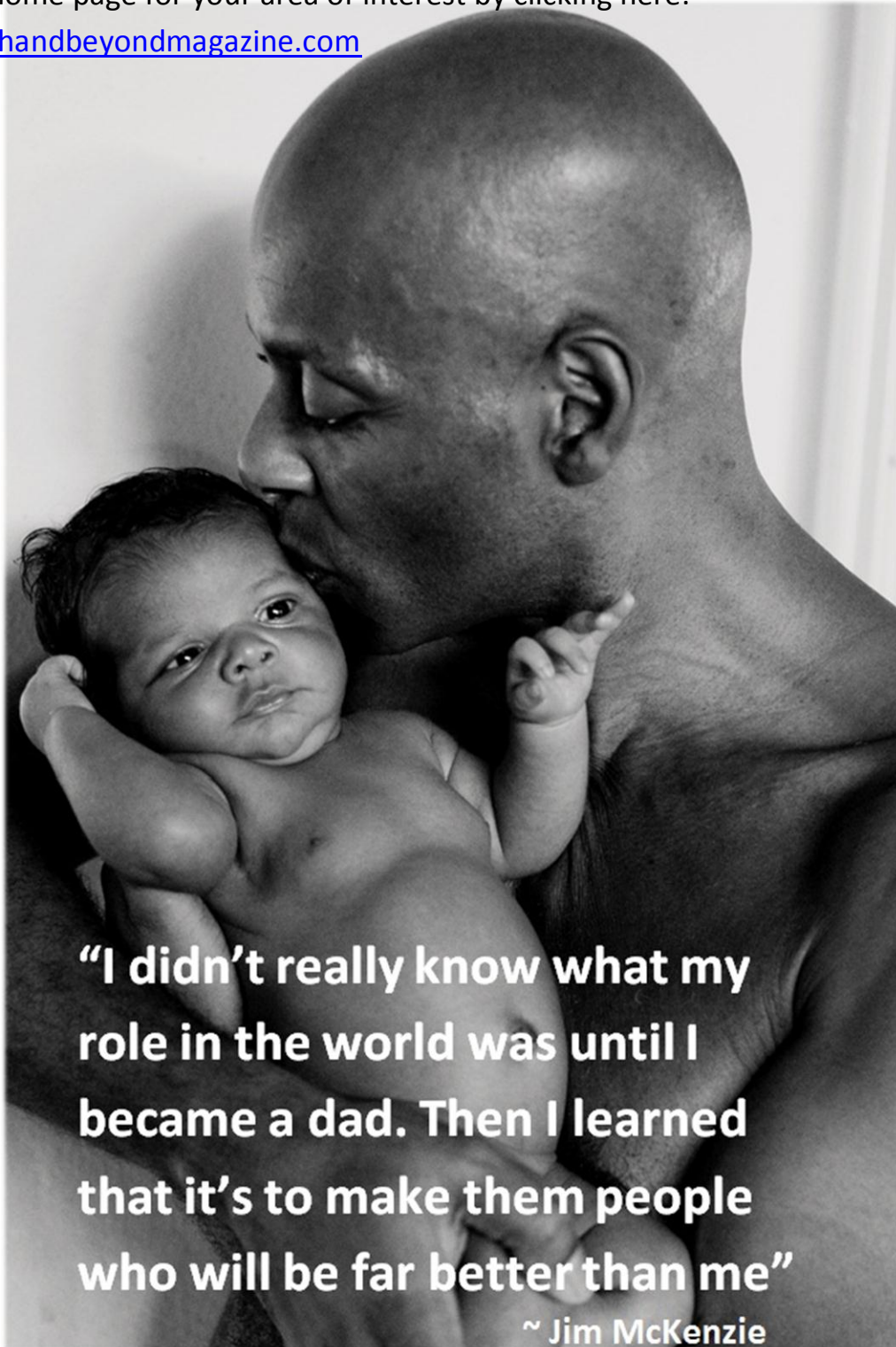
Fatherhood Biz Blog: <http://www.birthandbeyondmagazine.com/the-fatherhoodbizblog/>

Foundation: <http://www.everythingfordads.com/>

Note: This online press kit and contact form is intended for use by the media. If you are not a member of the media and are interested in Jim's foundation, magazines, books or conventions, please visit the home page for your area of interest by clicking here:

<http://www.birthandbeyondmagazine.com>

Thank you!



**“I didn’t really know what my
role in the world was until I
became a dad. Then I learned
that it’s to make them people
who will be far better than me”**

~ Jim McKenzie