



PROFESSIONAL CHEERLEADING EXPERT

FLAVIA BERYS is an experienced judge and organizer for professional cheerleading auditions worldwide. *The Wall Street Journal*, Fox 6 San Diego, KFMB Channel 8 San Diego, *Muscle & Fitness Magazine*, *Woman's Digest*, *The La Jolla Light* and other media have featured stories about Flavia's involvement in the world of dance and cheerleading.

Her 20-year involvement in the sport includes three years as a UCLA Cheerleader, five years as an instructor for the Universal Cheerleaders Association (UCA), and two years cheering professionally for the NFL as a San Diego Charger Girl before taking her cheerleading career behind the scenes.



Flavia Berys
Author, Speaker, Inspirational Coach

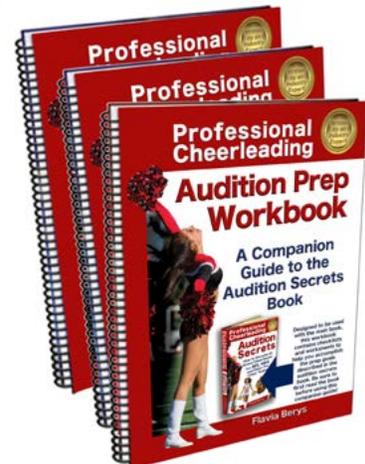
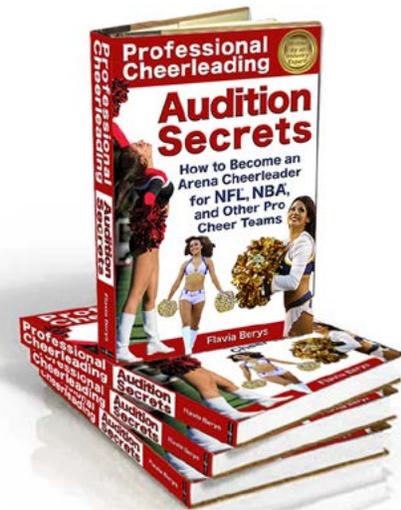
Flavia coordinated the promotional appearances and transportation logistics for the 2002 and 2003 NFL Pro Bowl cheerleading programs in Honolulu, Hawaii, where she had the opportunity to meet and work with cheerleaders from almost every NFL football team as an Associate Producer for e2k Sports. She was also hired by e2k sports to direct the San Diego Sockers Performance Team, a professional co-ed stunt squad, for two seasons. Flavia also directed and choreographed the halftime shows for the 2000, 2001, and 2002 San Diego Jr. Charger Girl Programs, and organized and administered a series of youth cheerleading clinics on the island of Guam.

She was contracted by e2k Sports to travel internationally to Prague, Czech Republic, where she directed Eastern Europe's first professional cheerleading team, the Eurotel Cheerleaders, which was later renamed the Chilli Cheerleaders. She serves as the executive advisor to professional cheerleading teams such as the San Diego Enforcer Girls in the NPSFL football league.

She has worked as an expert witness for trials involving cheerleading negligence litigation, and is also the author of other upcoming cheerleading books, *Pom Poms in Prague: A True Story* and *Professional Cheerleading: A Director's Guide to Starting, Managing, and Marketing an Arena Cheerleader Dance Team*. Aside from her cheer-related career, Flavia is an attorney, business coach, and real estate broker. She teaches as an adjunct professor at California Western School of Law and San Diego City College. Flavia is available as a motivational speaker and executive consultant. She can also appear in media segments on topics such as the following.

SEGMENT TOPIC IDEAS:

- “There’s more to becoming a professional NFL or NBA cheerleader than meets the eye, and our guest Flavia Berys will explain what’s involved. She’s the author of the book titled *Professional Cheerleading Audition Secrets*, which teaches aspiring pro cheerleaders what it takes to make it onto the team of their dreams.”
- “Can you turn cheerleading into a lifelong career? Yes! Our guest Flavia Berys will show how she’s taken her dance and cheerleading background and turned it into a fulfilling career.”
- “Are you an expert in a niche subject that could help others fulfill their life goals? Do what Flavia Berys did, and turn your expertise into a book so that you can help others with your specialized knowledge. As her book on professional cheerleading demonstrates, no subject is too obscure or specialized, and an audience is out there waiting for your expertise.”
- “Do you dream of becoming an author? Flavia Berys will share how she fulfilled her lifelong dream of writing books by skipping the New York publishing world to instead hit the publishing fast track on Amazon’s Kindle platform by taking advantage of the new opportunities in digital publishing.”



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