



**Cynthia Ulrich Tobias, M.Ed.  
Best-Selling Author and Popular Speaker**

Cynthia Ulrich Tobias is Founder, Manager and CEO of AppLe St. (Applied Learning Styles). She is an author and speaker, known throughout the United States and internationally for her entertaining, practical and life-changing presentations.

Cynthia earned her Bachelor of Arts in Education from Northwest Nazarene University and followed with her Master of Education degree from Seattle Pacific University. Her successful background includes over twenty years of private practice and business ownership, eight years of teaching in public high school, and six years in law enforcement.

Cynthia is internationally recognized as:

- The best-selling author of *The Way They Learn, The Way We Work, Every Child Can Succeed, Bringing out the Best in Your Child, Do You Know What I Like About You?, You Can't Make Me (But I Can be Persuaded), Redefining The Strong-Willed Woman*, and her newest book, *I Hate School!*
- A popular presenter at workshops, classes and seminars for business, government agencies, churches and school districts throughout the U.S. and the world.
- A featured guest in radio and television appearances throughout North America.
- Busy mother of teenaged twin sons.

**Past and current corporate clients of Cynthia Ulrich Tobias include:**

The Walt Disney Company  
Los Angeles Police Department  
Bellevue Police Dept.  
Eastside Fire & Rescue  
Federal Way Fire Department  
Seattle Police Department  
Pierce County, WA  
Loma Linda University Medical School  
Children's Hospital, Seattle, WA  
Kaiser Permanente  
World Vision  
Focus on the Family, U.S. & Canada  
Puget Sound Radio Broadcasters  
GlaxoSmithKline

General Motors, Oldsmobile Division  
Crimestoppers, International  
WA Criminal Justice Training Commission  
King County Fire and Safety  
Dept. of Social & Health Services (DSHS)  
City of Seattle, WA  
Burlington Northern Santa Fe Railroad  
Good Samaritan Hospital  
Primera Blue Cross  
Automobile Service Association  
World Concern  
Young Presidents Organization (YPO)  
Pro Athletes Outreach  
Merrill Lynch

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