

2022

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Keddrain Bowen, Author—Speaker
—Trainer—Coach

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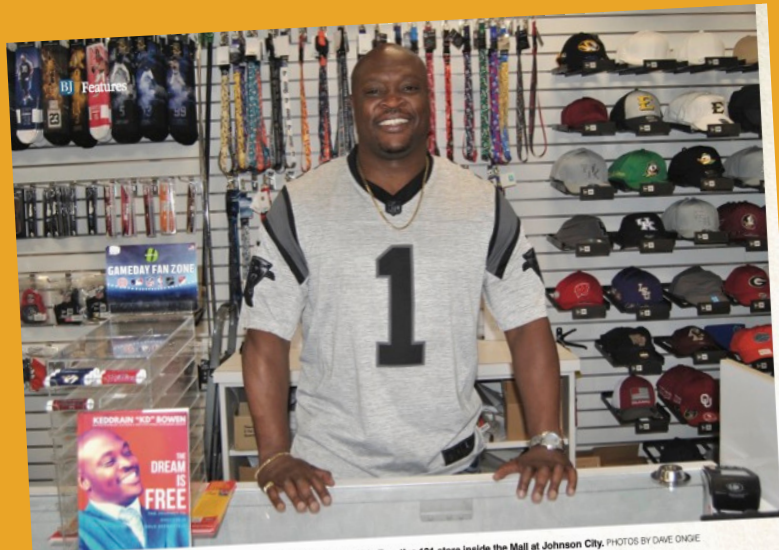
I'm a former collegiate athlete, serial entrepreneur, author, motivational speaker, and life/business coach.

Starting my entrepreneurial journey from the trunk of my car at the age of 23, to being the founder and president of Fanatics 101, I have set the tone for what hard work, focus and determination can get you. Today I have a store located in Asheville, NC as well as in Johnson City, TN.

I have a degree in liberal arts from Ventura College as well as a degree in sports management from Tusculum University, which gave me my educational foundation. I am an active member of the FCA (fellowship of Christian athletes), sit on the Johnson City Chamber of Commerce, former board member of CASA, and I enjoy volunteering within my community. I am a man of faith with a desire to always be of service.

While on this journey to success you must find balance between work and play. I enjoy traveling and attending sporting events with my daughters.

Keddrain "KD" Bowen
AUTHOR · COACH · SPEAKER



KD Bowen in his familiar spot behind the counter of his Fanatics 101 store inside the Mall at Johnson City. PHOTOS BY DAVE ONGE

Bowen achieves success one day at a time

By John Moorehouse

There's an old Yiddish proverb that translates to, "Man plans, and God laughs." It also sums up the personal and professional path of Keddrain "KD" Bowen.

When Bowen first came to Northeast Tennessee to play football for Tusculum, he figured he would leave the area as soon as his collegiate days ended. Bowen graduated in 2003, and nearly two decades later, still calls the region home.

After graduation, when Bowen started selling urban clothes from a display cart in the Mall at Johnson City, he reckoned he would work for about six months, build some experience and go get a job putting his sports management degree to use.

Instead, Bowen still has a presence in the Johnson City Mall. After pivoting to sports wear long ago, his Fanatics 101 company has ter pivoting to sports wear long ago, his Fanatics 101 company has ter pivoting to sports wear long ago, his Fanatics 101 company has

Bowen has held several events to promote the book, and each time he signs a copy, he adds the phrase, "Win the day." "Life's going to happen," he said in an interview with *The Business Journal*. "You're going to have different things, different obstacles come up. You've just got to treat them like speed bumps."

Bowen's story begins in Washington, N.C., a city of about 9,500 located on the Pamlico River in eastern North Carolina. From there, Bowen went to Ventura College in California, where he played defensive back.

"Cali for me was like a rebirth," Bowen said. As Ventura is a two-year junior college, Bowen completed his time there and transferred to Tusculum.

Bowen still was looking for employment when he went to a flea market back home. He immediately was drawn to the energy and hustle of many of the sellers there. And so, Bowen bought some urban clothes—"hoodies, jeans, baggy pants, the big shirts"—and

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began selling them out of the trunk of his car. They sold quickly enough that Bowen started driving to Atlanta once a week for more inventory.

That led Bowen to seek out a vendor space in the Johnson City Mall. "I had to go in like five times before they'd ever give me a yes," Bowen recalled. "I get the hesitance of the person. Here I am, I'm 22 years old, I'm bringing a bag of urban clothes in a market that's 8% minority."

Back then, Bowen called his business "KD Urban Wear." After less than a year, Bowen started branching out into sports wear and sports memorabilia: hats, jerseys and the like. Eventually, he had two sales carts. "It's a lot easier selling sports in the area than selling urban clothes," Bowen said.

In 2006, Bowen got his first in-line store—a traditional retail storefront—but in Morristown. He eventually moved that store to Johnson City, and has maintained a presence in the mall there for 19 years and counting. In the early 2010s, Bowen not only branched out to a second in-line store, but in a second state—setting up shop in the Asheville Mall.

"One of the best compliments we get is from people that travel outside the area. When they come in, they say, 'I've never seen a store with such a big selection,'" Bowen said. "When you walk in, you won't know we're locally owned."

Countless hours and miles on the road going from store to store or to Atlanta in the early days for more inventory—and COVID-19 threatened to take it all away. With malls closed in 2020, Bowen lost his revenue stream, and the vast majority of his inventory has to be sold in person and is not available online. On top of it all, Bowen also went through a divorce during the pandemic. In the midst of all that stress, he sat down and started writing what turned out to be a chapter in his new book.

"I had an option to sit in the corner and cry or I could end up, you know, trying to still be motivated," Bowen said. "I didn't even like writing papers. And I end up writing a book."

"I wrote it in a way I was talking to a younger version of myself," he added. "What would I have told a younger version of myself, that they could do, to prevent them from going through as much hardship or headaches? So, I wrote it from that perspective."

Bowen also adapted his apparel business.



Bowen wrote two stories, one in Asheville and one in Johnson City. He started his business out of the trunk of his car after he graduated from Tusculum.



During the pandemic, Bowen wrote a book to share the lessons he's learned during his two decades as an entrepreneur.

He moved his Asheville location away from the traditional mall to the outlet mall. Paycheck Protection Program loans and grants helped, too.

"My philosophy is, I work hard, treat people right and trust God for everything else. Some things I can't control," Bowen said. "COVID wasn't fun, but it made you think."

And he has come out the other side of the pandemic with more tools in his professional arsenal. In March, to align with the release of his book, Bowen received his coaching certification from the John C. Maxwell Team. He's actively taking bookings for speaking engagements, while

also promoting his book. His speaking and coaching help to fuel interest in the book, and vice versa.

For him, whether communicating verbally or through the written word, authenticity matters.

In a world full of knockoffs, he strives to be the genuine article, one day at a time.

"You've just got to try to win the day," he said. "The hour. The minute. Whatever you do you've got to find a way to win. Find a win. You made your bed. You picked your kids up on time. Find the win and hopefully you get enough momentum to get on a win streak."

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More than

20%

of small enterprises fail in the very first year, and nearly half of them fail within the first five years.
(Bureau of Labor Statistics, 2021)



AUDIENCES

Johnson City Chamber
Kingsport Chamber
Taylor's Martial Arts Academy
J. Frank's Restaurant
Fanatics 101 at Asheville Outlets
Fanatics 101 at Johnson City Mall
Summit Leadership
Young Professionals of Johnson City
FoundersForge Entrepreneur Center
Science Hill High School
Calvary Church
Ventura Community College
Tusculum University

Kedrair "KD" Bowen

AUTHOR · COACH · SPEAKER

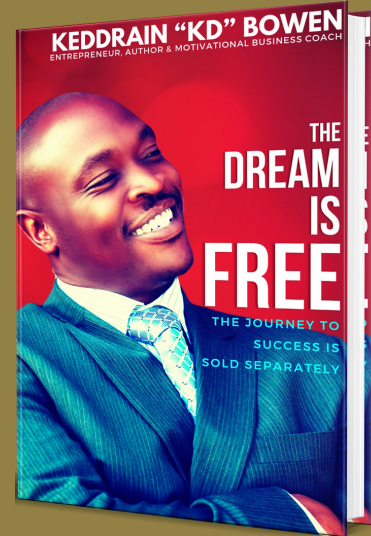


THE DREAM IS FREE is about the personal entrepreneurial journey of Keddrian "KD" Bowen and how he advanced from merely dreaming the dream to actually "living the dream." In this book, Bowen gives us the tools that we can use and apply on a daily basis to reach our ultimate greatness...but we must work for it. Yes, the dream IS free but the journey is sold separately.

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KD's Book

The Dream Is Free:
The Journey to Success
Is Sold Separately
Release: March 23, 2022
ISBN-13: 979-8438196358



Speaking Topics

Leadership
Winning the Day
Overcoming 101
Entrepreneurship
Vision/Goals
Taking Ownership of Your
Dreams

Request a Date!
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1-800-719-0334

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AND YOUR COMPANY
TO THE NEXT LEVEL.**

KD's Appearances and Features



What Others Are Saying About KD

"If you need a pick me up, inspirational read, AND a book to give you tips on how to overcome failure/network/how to expand your business, this book is for you! If you come from humble beginnings and love to see other success stories, this quick read will be perfect for you!"
—Valentina G.

"I have read the entire book! It's a GREAT encouragement! Positive, just like you! I love that you shared YOU, your start, your struggle, and your success; then, you switched it up and gave very practical advice to business folk!

Thank you for who you are, for always being willing to help others, and for sharing your story & experience with us all!"
—Twana T.

"KD is "contagious" energy that we need more of, especially with young people today."
—Lisa B.

"KD has a wonderful presence and is very entertaining and inspirational. So glad I came. Wishing him peace and prosperity."
- Tara H.

"I have known KD for over 15 ears. I wish I knew then what I know now. I had no idea about the struggle and decisions he made to reach his success. His story is truly inspiring - how far we can all come if we are determined and have passion and faith. I love the way KD talks about others who have been integral in his personal and professional development as a man and an entrepreneur. The reflection and respect is moving. Often, I put the book down to consider my own life journey. These built in mental breaks provided rejuvenation and an opportunity for me to 'recharge' my own battery. I've always known KD to be competitive, but I did not know WHY. This book explains his relentless drive for excellence and how being empowered and superb in everything we do helps to overcome maior obstacles. I highly recommend this book to professionals, business owners whether in business or startups, and leaders. The many lessons are relevant. immediate and real. enjoyed reading this incredibly inspiring book."
—Aundrea S.

Loved the flow of presentation. Gave me a lot of things to think of and implement in my life/business."
—Brittany S.

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