

## MARTY IROFF

Marty Iroff completed his undergraduate work in secondary school education at George Peabody College for Teachers and his graduate studies at the University of Tennessee in elementary education, school guidance, and school administration. Since 1979, he's served as a middle school teacher and school counselor prior to helping establish the Knox County Schools Office of Student Assistance Services in 1987. His team coordinates safe and drug-free efforts under the umbrella of CHARACTER COUNTS!-based behavior programs.

Iroff touches the hearts and minds of parents, students, and educators through his popular workshops *Raising Dogs, Raising Children...Is There Really a Difference?*, *The Drug-Free Magic Shows*, and *Bullies Have No Character*. By employing humor, activities, and magic, he finds new ways to help participants grow.

Iroff has been a member of the Knoxville/Knox County CHARACTER COUNTS! Coalition since 1997 and its national training faculty since 2000. He strives to help others find effective ways to establish good character by incorporating the Six Pillars into everyday activities.

Iroff makes his home in Knoxville, Tennessee, with his wife and three daughters. Believing that the most important thing to spend on children is your time, he identifies his most important roles as husband and father.