

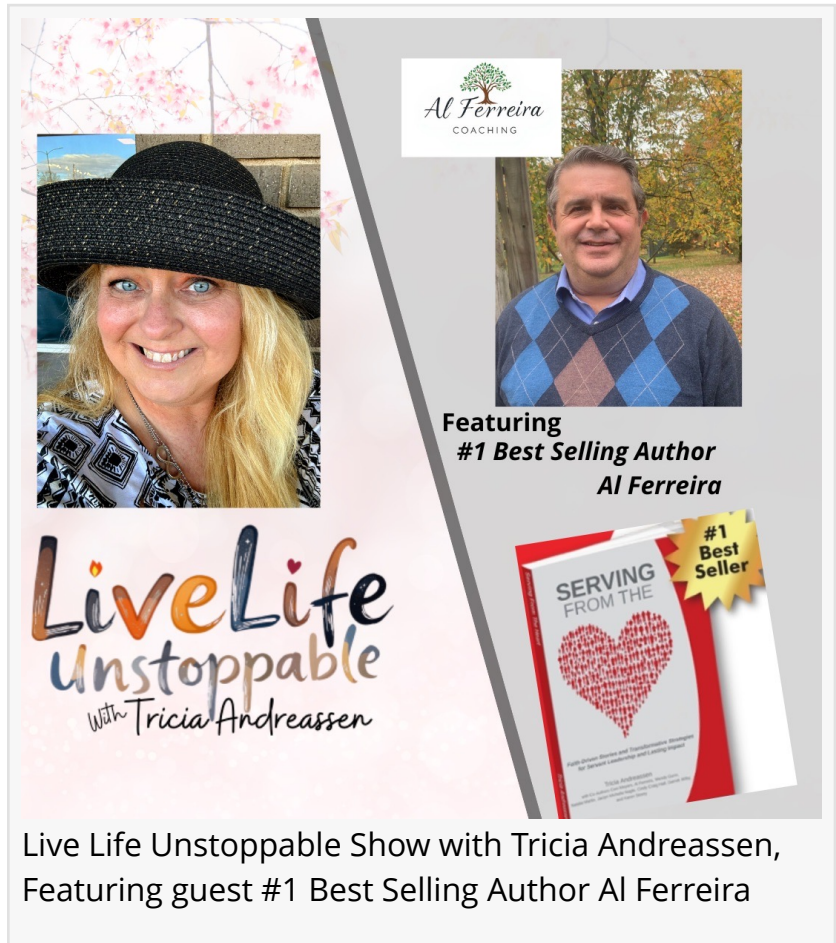
Speaker Tricia Andreassen Interviews #1 Bestselling Author Al Ferreira on Youth and Servant Leadership

CHARLOTTE, NC, UNITED STATES, April 28, 2025 /EINPresswire.com/ -- In an inspiring conversation that bridges decades of experience in leadership and youth development, motivational speaker and bestselling author Tricia Andreassen sat down with Alvaro "Al" Ferreira—#1 bestselling author and a 43-year veteran in youth programming—for a powerful interview on building servant leadership in the next generation.

Ferreira, who has spent over four decades shaping young lives through the YMCA, Scouting, and camp communities across the nation, is now using his expertise to help camp directors bring character to life in intentional, lasting ways.

"With over 40 years in youth development, I help camp leaders bring character to life—not by adding more programs, but by creating a values-driven culture that lives in every moment of camp," says Ferreira. "From crafting ACA-aligned curriculum to coaching staff and supporting grant proposals, my mission is simple: to help camps become unforgettable spaces where character isn't just taught—it's lived."

The interview highlights how Ferreira's work aligns with the American Camp Association's Character at Camp initiative and offers practical insights for camp leaders, youth pastors, and educators. His approach centers on weaving core values into every aspect of the camp experience—from cabins and campfires to the walk between archery and horseback riding.



The promotional graphic is divided into two main sections. The left section features a portrait of Tricia Andreassen, a woman with blonde hair wearing a black wide-brimmed hat and a patterned top, smiling. Below her is the text "LiveLife Unstoppable With Tricia Andreassen" in a colorful, stylized font. The right section features a portrait of Al Ferreira, a man with short brown hair wearing a blue and white argyle sweater, standing outdoors. Above his portrait is the "Al Ferreira COACHING" logo, which includes a small tree icon. Below his portrait is the text "Featuring #1 Best Selling Author Al Ferreira". At the bottom right of the graphic is an image of the book "SERVING FROM THE HEART" by Al Ferreira, which has a red cover and a yellow "1st Best Seller" badge.

Live Life Unstoppable Show with Tricia Andreassen, Featuring guest #1 Best Selling Author Al Ferreira

Andreassen, known for her work in faith-driven leadership and personal transformation, calls Ferreira “a guiding voice for youth development in a time when authentic leadership is needed more than ever.”

The full interview is available on the Live Life Unstoppable podcast and YouTube channel at <https://www.youtube.com/watch?v=HLMY71NnO7E&t=133s>. For those planning to apply for the ACA’s Character at Camp grant, Ferreira is currently offering support to camps looking to design impactful, purpose-driven proposals.

“

Serve those who lead and serve others – that simple truth transforms ordinary moments into extraordinary leadership”

Al Ferreira

Tricia Andreassen

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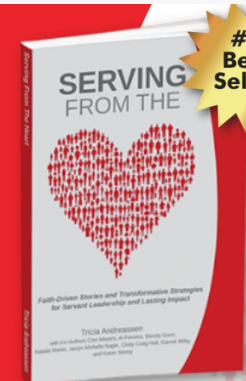
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#1 Best Seller

“Simply put, culture is how we work together every day. What has been great about this project is that we approach the book from 9 different backgrounds and fields to provide servant leadership no matter where you find yourself.”

Al Ferreira
Author of *Serving From The Heart*

Order Your Copy Today
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Serving From The Heart - Al Ferreira

Servant Leadership Book Features Work of New Local Author



Alvaro "Al" Ferreira of Warsaw announces the release of his book, *Serving from the Heart*, a blend of inspirational stories and interactive journaling that fosters self-awareness and personal growth. The book merges motivational narratives with hands-on exercises, making it a standout resource for building leadership skills through service and real-life experiences.

Serving from the Heart has

climbed the ranks on Amazon, achieving the number one spot in six different categories and remaining in the Top 15 for three categories of New Releases:

- #1 New Release
- #1 New Release in Christian Leadership
- #1 New Release in Christian Business & Personal Growth
- #1 New Release in Christian Stewardship
- #1 Best Seller in Christian Leadership
- #1 Best Seller in Christian Business and Personal Growth
- #2 Best Seller in Religious Leadership
- #13 Religious Studies
- #14 Best Seller in Religious Leadership

Born in Natal, Brazil, Ferreira was four when his family immigrated to the U.S. He grew up in the Pasadena of southern California. He pursued a Communications degree with a focus on Journalism and Organizational Community at California State Polytechnic University.

His career with the YMCA began at age 15 and he has accumulated over 43 years of experience in various YMCA and Scout positions serving more than 54,000 youth. Ferreira redesigned the Eastern Foundation's Olympic Archery in Schools curriculum, now offered at over 170 schools and three ma-

for Foundation sites across the country. He has co-hosted the Youth Development Leadership podcast with Michael Garcia and regularly contributes to the blog, Leadership from Al Ferreira Coaching, sharing insights and strategies for empowering others.

He is a certified coach, speaker and trainer through the John C. Maxwell team. The book's lead author, Tricia Andreassen, owns the publishing company that brings Ferreira's and others' work to print.

"What's great about the collaboration is that we all come from different fields: medical, educational, finance, military, etc.," he said. "I am from the nonprofit world of youth development and we have all come to the same conclusion about servant leadership being the best way to lead any organization."

He describes himself as a passionate advocate for character development dedicated to helping organizations unlock their full potential through meaningful growth. The curricula he has designed and delivered inspires character values like resilience, empathy and leadership.

"My innovative approach combines time-tested strategies with engaging activities, empowering participants to build confidence, strengthen relationships, and navigate life's challenges with integrity," he says. My mission has always been clear: to provide lessons that inspire 'Leaders for Life.'"

"Simply put, culture is how we work together every day." Contact Ferreira at: alfcamp@gmail.com/585-969-3162, <http://www.alfcoaching.com>, [http://www.linkedin.com/in/AlFerreira42](https://www.linkedin.com/in/AlFerreira42).

-LS

Amazon Hot New Releases



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Tricia Andreassen
#1 Best Selling Author
Brand & Authority Strategist



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