



**THE MORRIS CENTER**  
Unlocking Learning Potential  
*Diagnosis, Prevention, Treatment*  
*Professional Development & Research*  
[www.TheMorrisCenter.com](http://www.TheMorrisCenter.com)

**Small Business Leader of the Year Nomination**

Dr. Tim Conway, Ph.D. Founder & CEO, The Morris Center

*Transforming lives through evidence-based literacy intervention*

Submitted to the Jacksonville Chamber of Commerce 2025

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<<< 3 min Video Clip - Dr. Tim Conway Explains The Morris Center >>>

The Florida Times Union Front Page Story - Sunday edition, May 5, 2021

Dr. Conway brings The Morris Center Dyslexia Clinic to Ponte Vedra Beach

The Recorder - Morris Center's Reputation Brings Family from South Africa

**PART I** Candidate Application

1. Name: Tim Conway PhD Title: President

2. Company: The Morris Center Ponte Vedra Beach

3. Business Phone: 904-834-2482 Email: TWC@morriscenters.com

4. Business Address: 50 Executive Way, Ponte Vedra Beach, FL 32082

5. Are you a member of the JAX Chamber?  Yes  No

6. Your business is a  Corporation  Partnership  Proprietorship  LLC

7. Year company established: 2021

8. Percentage of the business which you own: 100%

9. Industry Type:  Financial  Manufacturing  Real Estate  Health Care

Technology  Retail  Other (specify)

10. Give a brief description of your company's products and/or services.

The Morris Center provides specialized, evidence-based assessment and intervention services for children and adults dealing with dyslexia, learning disabilities, Autism, Down Syndrome, AD/HD, Language Disorders and other neurodevelopmental challenges. They combine the expertise of a transdisciplinary team—including neuropsychology, school psychology, speech-language pathology, education and occupational therapy—to deliver individualized programs that help clients empower their reading, spelling, language, sensory, motor, attention, reasoning and learning skills. Essentially, The Morris Center's services are all about using solid scientific methods to empower individuals to overcome learning barriers, experience academic, occupational, interpersonal and athletic success and achieve their own personal goals in these areas of personal, family and community life.

11. Number of outlets or offices: ONE

12. Is the company headquartered in Jacksonville?  Yes  No

13. Gross annual revenue:  less than \$1 million  \$1-5 million

14. Number of employees:  1-25  26-50  51-100  more than 100

15. List Business/Trade/Professional and Civic/Service Associations and Positions held:

Florida Psychological Association, International Neuropsychological Society, American Psychological Association, Arlington Council Jacksonville Chamber of Commerce member and Education Committee member, Springfield Rotary Club member,

16. Honors/Awards Received: Recognition as an Outstanding Partner in Education for approximately 10 public and private schools in Jacksonville/Beaches areas; Recognition by Ponte Vedra Rotary, Beaches Rotary and other civic organizations for donating time to share scientific research with their members.

Small Business Leader of the Year

I have reviewed this application and confirm that all information given is correct:

Signature: *Dr. Tim Conway*

Date: 12/12/25

## **PART II** Written Application

### **History and Philosophy**

The Morris Center Jacksonville (DBA The Morris Center Ponte Vedra Beach) is a privately held LLC with 4 years of experience helping learners overcome underdeveloped reading skills caused by disability, such as Dyslexia, or educational shortfall. The need for effective literacy intervention has never been greater; according to the 2024 National Assessment of Educational Progress (NAEP), only 35% of students are proficient readers. The consequences of untreated reading difficulties extend far beyond academics; research shows a large negative impact on mental health, and an estimated 50-80% of the prison population struggles with literacy deficits. Our clinic is an all-inclusive treatment and assessment center aimed at remediating difficulties in reading, spelling, comprehension, writing, speech, math, sensory processing, attention, behavior, or social skills that adversely affect school or job performance.

The Morris Center's methods and practices are both evidence-based; meaning we have conducted and published National Institute of Health-funded randomized controlled trials research studies proving the effectiveness of our dyslexia intervention model. Clinical data repeatedly supports the success of our intensive, transdisciplinary treatment model. Treatment outcomes are robust and typically long-term, requiring little to no follow-up treatment upon program completion.

Our business philosophy centers on a four-dimensional value proposition: a transdisciplinary team of healthcare professionals trained in the brain sciences who are performing portions of a comprehensive and individually tailored assessment; a scientifically proven treatment methodology outperforms other therapies and treatment programs on the market today; ongoing and proprietary training ensures consistency and integrity in instructional delivery; and services are at a price point that a wide range of families can afford.

At the heart of everything we do is a genuine care for the whole person, not just the academic struggle, but the emotional and psychological well-being of the students and families we serve. Many of our clients come to us after years of frustration, failed interventions, and damaged self-esteem. I know that learning disabilities affect more than grades; they affect self-esteem, self-confidence, mental health, and much more. Our approach empowers both skill deficits and the self-confidence/mental health that has been eroded along the way.

Our academic program is an evidence-based and proven approach that is a difference-maker compared to our competition. We offer a higher-frequency and shorter-duration empowerment program that outperforms the traditional services that commonly offer one to two weekly sessions over years of intervention, with typically poor outcomes. Through The Morris Center's Intensive Empowerment Program model (the IEP that works), our students make years of gains in only months of treatment. Our model offers an opportunity for students of all ages (2 years old to 72 years old) with complex or multiple diagnoses to receive treatment that integrates academic instruction with occupational therapy, speech/language therapy, psychotherapy and, as needed, medication, where all services are provided cohesively in a centralized environment with a highly trained team of professionals.

### **Management**

My management approach focuses on the areas I believe matter most: people, culture, training, and long-term vision.

I focus on the strategic hire of qualified individuals with diverse skillsets. Uniquely, we upskill and hire from our own client population, providing career opportunities to individuals who have personally benefited from our programs. We have developed a staffing strategy with prioritized initiatives including clearly defined roles, responsibilities, feedback loops, cultural and professional development initiatives,

onboarding, and training. This commitment to developing local talent strengthens Jacksonville's workforce pipeline and contributes to our economic region's growth by turning individuals who once struggled with learning differences into skilled professionals who give back to their community.

A collaborative, empowering work culture results in a loyal, passionate instructional team. I am proud that we have built a workplace rooted in our core values: excellence, collaboration, and genuine care for the people we serve. This means fostering open communication and ensuring that every member of our instructional team feels supported and aligned with our mission. When staff feel valued and invested in, they bring their best selves to our clients. We have built clear pathways for career growth, giving our team members the opportunity to advance, develop new skills, and increase their earnings. This isn't just good for retention; when people know their hard work can take them somewhere, they bring their best every day.

We take great care in how we train our instructors. Our program goes beyond curriculum—we teach our team how to connect with students who have experienced repeated failure, how to celebrate small wins, and how to build the trusting relationships that make learning possible. A structured four-stage training program and ongoing assessment ensure consistency and quality as we grow; while I am the owner and highest trained seasoned member of the team, I model the philosophy and action that I've never stopped training and learning and support that culture within The Morris Center.

My long-term vision for The Morris Center is focused on creating a true continuum of services to reach learners at every level of need. At the most intensive tier, our brick-and-mortar clinic serves clients with the most significant needs, providing up to six hours of one-on-one instruction per day along with our most intensive assessment model and transdisciplinary team. My goals include opening additional clinics, strengthening partnerships with local schools, integrating AI into business operations for increased efficiencies, as well as AI in our instructional approach, and both helping to lower price points and make evidence-based remediation accessible to more families.

## **Growth**

The Morris Center Ponte Vedra occupies a nearly 8,000 square foot facility featuring a state-of-the-art sensory integration occupational therapy gym. The space includes classrooms that allow for a full-day classroom model, The Morris Center Academy, to run alongside one-on-one and outpatient services. The Morris Center Academy provides all-day, school-based instruction and has the capacity to offer small group services for as low as \$30 per hour, serving up to 32 students per afternoon. We are actively adding staff to reach that capacity.

We are building a strong team through a cost-efficient model. We recently added two new staff members and currently have three open positions as we continue to scale. Enrollment is primarily driven through word-of-mouth with past clients being our #1 referral source and local pediatricians' and other professionals' referrals, with the remainder coming from internet-based marketing. When a child who has struggled for years finally achieves academic success and a newfound self-confidence too, parents tell other parents. That kind of trust is earned, not marketed. Once enrolled, students often start with one program and graduate into additional programs, ensuring long-term engagement and sustained relationships with families.

As CEO, I oversee all Morris Center operations, managing, developing, and guiding our team through our transdisciplinary model of care. I am directly involved in training staff and serve as the primary voice for our outreach efforts. I have driven the growth of the Ponte Vedra clinic from concept to a nearly 8,000 square foot operation, recruited and developed our clinical and instructional team, and designed a scalable model that allows us to serve more students at price points families can afford. In 2024, I founded an additional company to further disseminate our evidence-based model at lower price points on a global

scale, extending our reach beyond the clinic walls to learners who might otherwise never have access to effective intervention, as this company is building mobile device apps and incorporating AI into the apps too .

### **Innovativeness and Response to Adversity and Competition**

While most literacy programs offer one to two sessions per week over extended periods with limited results, The Morris Center takes a fundamentally different approach. Research has repeatedly shown that for treatment to be effective, it must be intensive (hours per day), specific (theoretically clear goals that are systemically organized and structured), and frequent (4-5 days per week). This higher-intensity-specificity-frequency approach is a key differentiator that sets us apart from competitors.

Regarding competition, The Morris Center outperforms other providers in our transdisciplinary approach, instructional effectiveness, evidence-base, and treatment outcomes. Many competing programs, regardless of price point, are grounded in theory but lack empirical validation, and some have been debunked by more recent randomized controlled trials. It is rare in this industry for research of this caliber to be produced and authored by the owners of the clinic delivering the care. When compared to current market offerings, The Morris Center academic services are more affordable too, often 30-40% less than leading competitors while delivering better outcomes.

We have overcome our competition by becoming brain scientists and bringing a whole new caliber of science from the laboratory to the classroom. The Morris Center also differentiates itself through its transdisciplinary medical team approach. Our team includes professionals in consulting child psychiatry, clinical psychology, neuropsychology, occupational therapy, special education, and speech-language pathology. These professionals work collaboratively to design assessments that identify each client's profile of strengths and weaknesses, enabling practitioners to uncover the root causes of learning difficulty or limited job success.

### **Leadership and Community Contributions**

My contributions to the community extend well beyond my business. I am a frequent speaker on neuropsychology and educational events, regional conferences, and local events; last month I spoke at Khan Laboratory Schools' AI in Education summit in Silicon Valley, CA. I use these platforms to advocate for children with learning disabilities and to educate the broader public about what actually works. I challenge the status quo of ineffective interventions and not only give families hope that there is a better way, but also clinical and scientific proof that we regularly achieve improved and empowered skills and abilities for patients of all ages.

Specifically with regard to community outreach, we conduct regular "lunch and learn" sessions to educate local pediatricians and other professionals about the early warning signs of reading difficulties and to highlight how The Morris Center can help in effective remediation. These educational initiatives serve the broader medical and professional communities and help identify children who need intervention earlier. Similar campaigns are executed to reach educators, parents, and the home school community. The Morris Center maintains a visible presence in the Jacksonville community, attending numerous community events per year to connect with families and raise awareness about learning disabilities. We also serve as a Partner in Education for local schools such as Landrum Middle School and Palmer Academy, strengthening ties between our clinic and the educational institutions that serve Jacksonville's students.

The Morris Center actively supports local businesses and community organizations. As one example, we purchase approximately 50 cakes per year from Old Cup Café, a local business, and then weekly we donate these cakes to nonprofit's events, meetings, and first responder locations such as fire and police

stations. This initiative supports a local small business while simultaneously boosting morale among the nonprofits and first responders who serve our community.

We also host an annual Family Fun Day in partnership with the University of St. Augustine Health Sciences Campus (USAHSC). The event brings USAHSC's graduate students in occupational therapy to Ponte Vedra Beach, providing them with valuable learning opportunities while offering free OT screenings to families in our local community. We invite local pediatric services providers, like audiologists, pediatric clinics, educational advocates and others to share their services, connecting families with resources they might not otherwise discover. The TMCPVB Family Fun Day features free a food truck, ice cream cart, balloon artist, face painting, fire truck, and community vendors—a celebration that brings local businesses and families together.

Our marketing goals include increasing awareness regarding reading and a wide range of learning difficulties and intervention options, both for public benefit and to drive referrals and sales. But beyond marketing, this outreach reflects a genuine commitment to early identification. The earlier a child receives help, the better the outcomes, and I am committed to making Jacksonville a community where every struggling reader can find the help they need, as soon as possible.

## ADDENDUM

### Professional Biography: Tim Conway, PhD

Dr. Tim Conway earned his PhD in Clinical Psychology with a concentration in neuropsychology (pediatric through older adults) from the University of Florida. Neuropsychology is the study of how the brain develops, how it works and for those like Dr. Conway who are also trained in neurorehabilitation, then it is the additional study of the evidence-based or research-based treatments, methods or programs used to improve or restore brain functions like speaking, reading, spelling, writing and more. Dr. Conway's background as a clinical research scientist at The University of Florida, the Malcolm Randall VA's Brain Rehabilitation Research Center of Excellence and The Morris Center healthcare clinics has produced a full resume of peer-reviewed research on assessment and treatment of dyslexia, dysgraphia, learning disabilities, aphasia, alexia, agraphia, apraxia of speech and other disorders.

Dr. Conway is the President of The Morris Center, Inc, which operates healthcare & educational services clinics. These clinics are located in Ocala, Florida, the Caribbean country of Trinidad and Tobago and Ponte Vedra Beach, Florida. This corporation's clinics are named after a grandfather, Mr. Bernard Morris, who wanted there to be one facility where all healthcare professionals were trained across multiple healthcare disciplines to provide the highest caliber of evidence-based care for his grandson, who had many learning difficulties. The Morris Center clinics serve a national and international clientele by providing a transdisciplinary team assessment and highly effective team treatment of academic, language, learning, motor, sensory, mood, anxiety, attention, behavior and executive function difficulties.

To make more services available in more parts of the USA and internationally too, in 2013 Dr. Conway became the Founder and President of the "Neuro-development of Words - NOW!® company." The NOW! Company is an online edtech company that provides evidence-based & research-based, live, interactive online tutoring, with highly-trained eTutors using the NOW! Company's four programs that make large improvements in reading, spelling, comprehension, mathematics and written language skills.

In the realm of philanthropy, for 25 years Dr. Conway has been a founder and volunteer President of the Board of Directors of The Einstein School in Gainesville, Florida. This 501(c)3 is the 1st charter school in the USA to provide free, evidence-based & research-based education to up to 120 school children per year who all have specific learning disorders like Dyslexia, Dysgraphia, Dyscalculia, ADHD or other learning difficulties.

Lastly, Dr. Conway was an Affiliated Research Assistant Professor at the University of Florida for over 20 years, is the father of two children with remediated Dyslexia, Dysgraphia and Dyscalculia, is a recent resident of Jacksonville, Florida (2018) and Dr. Conway also has remediated Dyslexia too thanks to being 2nd generation in this family's mission to empower children, teenagers and adults to their full learning, academic and occupational abilities.

### Statement of Merit by Dr. Tim Conway

As the Founder and CEO of The Morris Center Ponte Vedra Beach, I strive to exemplify the highest ideals of small business leadership through a rare combination of scientific rigor, ethical entrepreneurship, and measurable community impact. Under my leadership, The Morris Center PVB has grown into a nationally and internationally recognized, mission-driven healthcare and education enterprise headquartered in Northeast Florida, delivering life-changing outcomes for individuals with dyslexia and related learning differences while contributing meaningfully to Jacksonville's economic, professional, and civic vitality.

What distinguishes me as a small business leader is not only growth, but *purpose-aligned growth*. The Morris Center operates on a model fundamentally different from most education or healthcare businesses: its interventions are grounded in NIH-funded, randomized controlled trials authored and published by myself and my colleagues. This gold-standard evidence base has produced outcomes that families repeatedly describe as transformational—often after years of failed interventions elsewhere that have wasted tens of thousands of the families' dollars per year—while TMCPVB produces rapid, durable gains in reading, writing, math, and self-confidence within months rather than years.

The Morris Center's reputation for excellence has made Jacksonville and Ponte Vedra Beach an international destination for care. Families routinely relocate or travel from across the United States and abroad—including South Africa—to access services unavailable in their home countries, bringing sustained economic activity and global visibility

to the region. This international reach, paired with a deeply local commitment, reflects a business that elevates Jacksonville's standing while remaining rooted in service to its community.

My leadership extends far beyond clinic walls. I aim to be a generous collaborator with local businesses, nonprofits, first responders, schools, universities, and medical professionals. My long-standing support of over 100 nonprofit organizations through recurring community initiatives, partnerships with local cafés and vendors, and educational outreach exemplifies my values-driven approach to commerce that strengthens the entire small-business ecosystem. Families inspired by The Morris Center's impact have gone on to found nonprofit organizations dedicated to literacy advocacy and access, multiplying the community benefit of his work.

As an employer, I have built a collaborative, high-trust culture that prioritizes professional development, ethical care, and long-term vision. My transdisciplinary team model integrates neuropsychology, speech-language pathology, occupational therapy, education, and mental-health supports—an approach that sets a new standard for care while creating meaningful, skilled employment opportunities in Jacksonville. My commitment to training, mentorship, and local workforce development reflects leadership that invests in people, not just profitability.

Finally, I strive for the highest standards of personal integrity, humility, and service-oriented mindset and this is consistently cited by colleagues, partners, families, and community leaders as a defining characteristic of my leadership. Whether testifying pro bono in education-rights cases, educating pediatricians through free community seminars, or translating complex neuroscience into hope and clarity for families, I aim to and do lead with impact, compassion, and accountability.

For these reasons, I believe I and The Morris Center embody what the Jacksonville Chamber of Commerce seeks to recognize: a small business leader whose success is measured not only in growth, but in lives changed, communities strengthened, and a higher standard set for ethical, evidence-based enterprise.

### **Letters of Support - Local Business Owners, Physician, Other Professionals & Past Clients**

#### **Parent Recommendation - Lance Stover**

I am honored to provide this letter of recommendation for Dr. Tim Conway and The Morris Center. Over the course of our family's journey, I have come to deeply respect Dr. Conway's character, leadership, and the remarkable work he has completed at The Morris Center (TMC). His visionary approach to assessment and treatment is far from typical- it is grounded in science, driven by empathy, and proven through results.

Professionally, Dr. Conway stands out as a leader in the field of neurodevelopmental disorders and learning differences. Dr. Conway has guided TMC's unique transdisciplinary team model where neuropsychology, speech-language pathology, occupational therapy, education, and behavior supports are integrally coordinated to assess and empower each individual holistically. This team-based approach provides not merely remediation, but genuine skill development in reading, writing, spelling, math, attention, sensory processing, executive functions and more - often yielding rapid, measurable progress in months rather than years. Unlike traditional tutoring or compensatory programs, Dr. Conway's model targets the underlying cognitive and language processes that *cause* learning difficulties and uses protocols backed by peer-reviewed research to strengthen them.

Dr. Conway's leadership at TMC also extends beyond clinic walls. His work has been recognized in professional forums and in community events such as TEDxOcala, where he shared evidence and insights about dyslexia science and how effective intervention can reshape learning trajectories for students of all ages. His commitment to professional excellence, ethical rigor, and continual innovation fosters a culture of collaboration, accountability, and genuine care.

On a personal level, the impact of The Morris Center on our family cannot be overstated. We brought our two adolescents to TMC after years of struggling with foundational academic skills, and the gains they made were both profound and enduring. Within months of participating in TMC's evidence-based programs, they made significant strides in reading, spelling, and writing- improvements that not only dramatically enhanced their school performance, but also fostered a new sense of self-confidence and resilience. These gains were sustained as they entered high school, resulting not only in stronger grades, but in a measurable boost in self-esteem and mental well-being. Their quality of life improved immediately, and the foundation laid through their work at TMC continues to empower them toward future academic and personal success.

Importantly, the ripple effect of TMC's services extended to our entire family. The frustration, anxiety, and limitation that once defined homework time, classroom participation, and family routines were replaced with optimism, competence, and a shared belief in what was possible. We saw a transformation not just in test scores, but in our children's sense of worth, ambition, and joy in learning- outcomes that speak to The Morris Center's holistic impact on both skill development and emotional health. In summary, I recommend Dr. Tim Conway and The Morris Center based on both the scientific approach and personal experience. Dr. Conway's expertise, integrity, and leadership set the standard for what effective, research-based, life-changing intervention can be. Under his guidance, TMC has empowered countless children and families - including our own -with tools that build competence, confidence, and the potential for a bright and unbounded future.

#### Local Integrative Medicine Pediatrician Recommendation:

To the Selection Committee, December 12, 2025

Jax Chamber of Commerce Small Business Leader of the Year Program:

It is my honor to write this letter of support for Dr. Tim Conway and The Morris Center (TMC) in their nomination for the 2026 Small Business Leader of the Year Award. As a healthcare leader serving thousands of children in Northeast Florida, I have had the privilege of witnessing firsthand the extraordinary impact Dr. Conway and TMC have had on our patients, their families, and the broader Jacksonville community.

In pediatric and integrative medicine, we routinely see children who struggle academically - not because of a lack of intelligence or motivation, but because their cognitive skills have never been properly identified, understood, or strengthened. Dr. Conway's work fills this gap in a way no other model does. His nationally and internationally recognized research is the only evidence-based program that reliably demonstrates cognitive change, not just academic support. This distinction matters deeply for families desperate for a real path forward.

Over the years, many of our patients have participated in TMC's programs after struggling in traditional school settings or receiving limited results from standard interventions. The transformation is profound. Parents report not only better reading and learning outcomes, but improved confidence, emotional stability, and renewed hope for their child's future. We have seen children who were once classified as "unable to be served" in conventional environments finally thrive - because TMC gives them tools that target the root cause, not the symptoms.

Dr. Conway's Day Program for children with learning disabilities and special needs has been especially life-changing. For families who felt lost in a system that could not meet their child's needs, this program has been a lifeline - allowing children to access research-based interventions, highly specialized support, and a dignified learning environment tailored to their potential. Jacksonville is incredibly fortunate to have a resource of this caliber available locally.

As awareness grows among pediatricians, schools, special education teams, and community leaders, the impact of Dr. Conway's decades of research will only continue to expand - bringing equity, opportunity, and evidence-based solutions to the children who need them most.

For these reasons, I give my strongest possible support to Dr. Tim Conway and The Morris Center for the Small Business Leader of the Year Award. Their work is not simply a business - it is a lifeline for families and a transformative force for our city. Please feel free to contact me for any additional information.

Sincerely,

Aylin Ozdemir, MD, FAAP, ABIHM

Pediatric Associates of Jacksonville

904-233-2888

#### Parent Recommendation - Carin Elliott

It is my honor to offer my strongest recommendation for Dr. Tim Conway, Founder of The Morris Center, as the Jacksonville Chamber of Commerce Small Business Leader of the Year.

My introduction to Dr. Conway in 2023 changed the course of my children's lives and the trajectory of our family. By chance, I won tickets to the World Dyslexia Assembly in New York City and attended with my severely dyslexic son. At a pre-event luncheon, Dr. Conway spoke about research-based dyslexia intervention with a clarity and compassion I had never encountered. After returning home, I knew immediately that meeting him was the purpose of our trip.

For years, my three children struggled with dyslexia-related challenges—difficulty learning to read, lack of comprehension, speech delays, and diminishing confidence—despite devoted teachers and my persistent advocacy. I spent countless hours researching programs, only to find vague claims with little true evidence. The exception was Dr. Conway's Neurodevelopment of Words (NOW!) program, supported by rigorous research, including a randomized controlled trial demonstrating transformative results. I enrolled my son in the NOW! Foundations virtual program, and the improvement was extraordinary.

Determined to give all three children the same opportunity, I began working with Dr. Conway and his team. His generosity, strategic support, and unwavering commitment made what felt impossible—traveling to Florida for intensive intervention—accessible for our family.

The summer we spent at The Morris Center fundamentally changed our lives. My youngest is now a thriving second-grader performing above grade level. My son—once severely dyslexic—is an advanced math student earning straight A's without an IEP. My eldest is regaining her health and confidence through successful homeschooling. These outcomes are a direct result of Dr. Conway's leadership, innovation, and remarkable dedication to families affected by dyslexia.

Our family ultimately relocated to Jacksonville because of the profound impact of his work. Dr. Conway is not only a brilliant clinician and researcher, but a generous community leader whose business improves lives, strengthens families, and contributes meaningfully to our region. For these reasons, I wholeheartedly support Dr. Tim Conway as Small Business Leader of the Year.

#### Parent Recommendation - Michelle Yopez

My son was still struggling to read, spell, and write when our group of dyslexia moms heard about the empowering of students with even the most severe forms of dyslexia by The Morris Center. Dr. Tim Conway, founder of The Morris Center, is being recognized as a 2026 JAX Chamber Small Business Leader of the Year for his innovative, neuroscience-based approach to dyslexia and language-based learning differences.

Through comprehensive assessment, NOW! Programs, Speech Language Therapy, Occupational Therapy, and more, Dr. Conway has demonstrated that addressing the underlying neurological processes of reading and language can lead to meaningful, lasting change.

My son's journey with dyslexia included years of struggle despite completing multiple interventions that failed to resolve his reading and writing difficulties. He was 15, exhausted, discouraged, yet still willing to try one more time. I brought him to The Morris Center for comprehensive testing by the experts there to find clues as to why none of the other interventions were making a difference. For the first time, the results clearly identified the underlying reasons for his struggles and provided a coherent, evidence-based path forward. He began the work because he was asked to try one more time, but he stayed with it because he could finally feel it working. The shift from effort without results to effort with purpose opened the door to genuine skill development, confidence, and possibility. His story mirrors the experience of many others, as dyslexia affects nearly 20% of the population nationwide. This highlights the urgent need for effective interventions. He is now on the path of his choosing, learning to be a pilot at a local University. This opportunity would never have been possible for him without the interventions that started at The Morris Center.

The impact of this experience reshaped not only my son's future but our entire family's sense of what is possible for individuals with dyslexia. It also compelled me to help ensure that other families would not have to endure years of uncertainty before finding effective support. This journey inspired our dyslexia mom group to found Lifeline2Literacy.org, a nonprofit dedicated to serving families through advocacy, legal support for students and families, and scholarships for access to evidence-based interventions such as the NOW! Programs™. Dr. Conway's work did more than change one child's life; it has inspired a mission to expand access, equity, and hope for families still searching for answers.

### Parent Recommendation - Beth Ann Pratte, Parent: PhD Special Education

For years, our family invested countless hours and substantial financial resources in a long list of programs that ultimately failed to create meaningful change for our son. By the age of sixteen, he was still reading at an elementary level, and despite our efforts, nothing truly helped him progress. That changed the moment we found Dr. Conway and The Morris Center. Under Dr. Conway's guidance, our son made a breakthrough we once believed impossible. He advanced from struggling with basic reading to being fully prepared for college-level work. The program did far more than raise his academic skills; it restored his confidence, gave him a sense of capability, and allowed him to understand and apply mathematical concepts on a level he had never reached before. What we had searched for over so many years, we finally found at The Morris Center.

The Morris Center's comprehensive approach, including its exceptional occupational therapy, was equally transformative. The OT program helped regulate our son's sensory system, enabling him to manage bright lights, noise, and the everyday commotion that once overwhelmed him. For the first time, he could comfortably function in environments that had previously been unbearable. This holistic and scientifically grounded, evidence-based interventions were nothing short of life-changing for our entire family. Because of this, I wholeheartedly support the nomination of The Morris Center PVB and Dr. Conway as the 2026 Small Business Leader of the Year. Their work does not just improve skills—it transforms futures, and I only wish we had found them sooner.

### Staff Recommendation - Angela McTammany, Former Communications Manager

I am writing to wholeheartedly recommend Dr. Tim Conway, founder and CEO of The Morris Center, for the Small Business Leader of the Year award. As the former Communications Manager for The Morris Center, I had the privilege of witnessing firsthand how Dr. Conway applies his exceptional leadership and vision in the service of his selfless commitment to global literacy. During my tenure, I observed a leader who genuinely cares about his team, his clients, and the broader mission of helping learners overcome challenges that traditional education has failed to address.

Two things set Dr. Conway apart: the first is that he is driven not by profitability but by impact and service. Daily, I watched Dr. Conway balance the demands of being a practicing clinical psychologist, a published researcher, and a CEO aiming to scale a multi-location educational/healthcare business, all while remaining accessible to staff and donating his time to freely providing remediation, training, and counseling both to our local Jacksonville community and nationally. For example, Dr. Conway regularly lends his expertise free of charge to testify in landmark education legal cases to advocate for the rights of students with dyslexia.

The second thing that sets Dr. Conway apart is his commitment to gold standard, evidence-based care. Whereas many educational technology companies package together appealing literacy programs with the sole aim of maximizing profit and ease of reproduction, Dr. Conway remains focused on providing best practice dyslexia remediation and casting as wide a net as possible; this dedication has earned his clinic a global reputation, drawing families from around the world who often stay beyond their child's remediation journey.

One of Dr. Conway's most notable strengths is his skill in communication—he is able both to articulate complex neuropsychological concepts to families in ways they can understand, and to translate his vision for the future of the practice to his team, inspiring us to rally around a shared purpose. Dr. Conway is a gifted speaker. I recall countless moments watching him present at Pediatric Medical Grand Rounds, TEDx talks, podcasts, and dyslexia success stories, as well as the 30+ free lunch-and-learns he has hosted for local pediatricians to share information about early identification of learning difficulties and available evidence-based treatments. His passion for the work was always palpable. His ability to connect with audiences and advocate for students with learning disabilities made my job as Communications Manager both easier and more meaningful.

Beyond his clinical expertise, Dr. Conway exhibits the kind of strategic thinking that distinguishes great business leaders. He trusts his team and empowers them to take ownership of their work; his employees are thus fortunate enough to enjoy a collaborative culture where ideas are welcomed and excellence is expected. Through continuous investment in training and professional development, he not only builds a stronger organization but also contributes meaningfully to Jacksonville's economic vitality by cultivating homegrown expertise.

Dr. Conway's unwavering work ethic is truly commendable. He has published NIH-funded research proving the

effectiveness of his intervention methods, and founded the Einstein School, the first charter school in the United States to provide free education specifically for students with dyslexia. This served as the model for Duval County to create Grasp Academy, the only public school in Northeast Florida that specializes in instruction for students with dyslexia and related learning disabilities such as dyscalculia and dysgraphia. Dr. Conway's dedication to advancing the field while simultaneously running a growing business speaks volumes about his character and determination.

I have no doubt that Dr. Conway will continue to achieve great success, driven by his passion for helping learners and his commitment to building an organization that changes lives. The Morris Center's model, offering superior outcomes through evidence-based treatment at more affordable price points than competitors, demonstrates that mission-driven businesses can thrive. The clinic attracts families and clients from across the world because it is truly best in class. This is a huge asset for the Jacksonville community.

I give Dr. Conway my highest recommendation without reservation. He possesses the vision, integrity, and leadership qualities that make him an outstanding candidate for Small Business Leader of the Year. Having worked alongside him, I can attest that his impact extends far beyond business metrics; he is genuinely transforming lives.

Please feel free to contact me if you require any further information, as I would welcome the opportunity to discuss further Dr. Conway's qualifications, leadership, and impact.

#### Local Business Owners Recommendation - Alexandra & Yaroslav Radlovskiy, Owners Old Cup Cafe in Avondale

We've known Dr. Conway for over seven years, and in him, we've found not only a reliable partner but also a true friend. He's a rare soul, blessed with an extraordinary mind, business acumen, and a wonderful sense of humor. His contribution as a scientist in the complex field of neuroscience known as dyslexia is hard to overstate. His innovative methods, based on extensive and painstaking research, have restored the joy of living to countless children and adults. Only a true enthusiast and a big heart can fully dedicate themselves to serving science and humanity.

Dr. Conway has achieved great success in entrepreneurship, becoming the founder of The Morris Center. He's an impeccable partner, one you can trust 200%. Dr. Conway actively supports small businesses and nonprofit organizations. This is exemplified by our long-standing fruitful collaboration through his voluntary initiative of donating desserts to nonprofits every week. This initiative has reached more than 100 non-profit organizations! In turn, he ensured our stable income, new client acquisition, and brand recognition. We highly recommend Dr. Conway as a person of high integrity, a business partner with an impeccable reputation, and a person with tremendous positive energy who is a joy to work with! Rare specimens like Dr. Conway are of particular value to society and deserve special recognition.

**<<< 3 min Video Clip - Dr. Tim Conway Explains The Morris Center >>>**

# The Florida Times-Union

WEDNESDAY, MAY 5, 2021 | JACKSONVILLE.COM

PART OF THE USA TODAY NETWORK

## Rally: It's 'past time' to remove Confederate monuments

### Groups descend on Jacksonville City Hall

David Bauerlein  
Jacksonville Florida Times-Union  
USA TODAY NETWORK

The removal of a large bronze statue of a Confederate soldier in downtown Jacksonville last year happened so fast that onlookers were stunned to find it gone in the morning light. But 11 months after that historic move, Jacksonville still hasn't decided what to do with the rest of that memorial or another big Confederate monument in Springfield.

Grass-roots organizations that have pushed for years to remove the monuments rallied Tuesday on the City Hall steps where they chanted "Take 'Em Down Jax" and said it's "past time" for Mayor Lenny Curry to take action.

"We're asking the mayor to stop beating around the bush, to stop sitting on the middle of the fence and to act with all deliberate speed to remove the monuments once and for all," Northside Coalition President Ben Frazier said.

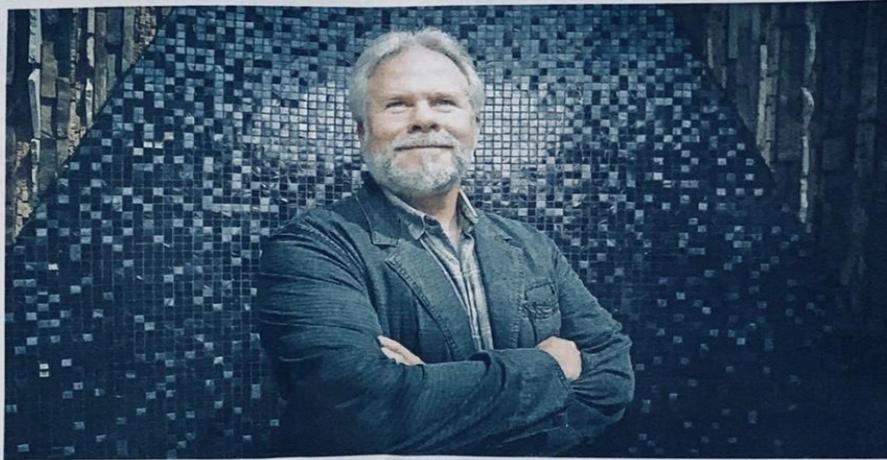
He said a group of historians and arts professionals convened last year by the mayor's office to make suggestions for the future of the monuments failed to include input from those who want to take down the monuments.

That group gave a report with suggestions earlier this year after meetings with Deputy Chief Administrator Stephanie Burch.

See MONUMENTS, Page 2A



A rally Tuesday on the steps of Jacksonville City Hall urged Mayor Lenny Curry to fully remove the Confederate monuments at James Weldon Johnson Park and at Springfield Park. DAVID BAUERLEIN



Neuroscientist Tim Conway, outside the building in Ponte Vedra Beach that he is converting into a center to help those with dyslexia. Conway is dyslexic himself and credits remediation at a young age for helping him. PHOTOS BY BOB SELF/FLORIDA TIMES-UNION

## Dyslexia expert to open Ponte Vedra center

### Neuroscientist overcame the learning disorder

Matt Soergel  
Jacksonville Florida Times-Union  
USA TODAY NETWORK

As neuroscientist Tim Conway says, "Dyslexia doesn't run in my family. It gallops." • It's a good quote, and he's quite to credit it to its originator, former Spice Girl Victoria Beckham. He gives a slight chuckle as he does, but make no mistake: This is serious stuff, something that's defined his life and his calling, which he calls "the crazy cool science of how the brain works." • Conway himself is dyslexic, though he was able to go on to get a doctorate in clinical psychology and neuropsychology from the University of Florida, where he is still a research professor.

See DYSLEXIA, Page 7A



Tim Conway explains how he is converting the old cultural center in Ponte Vedra Beach into the Morris Center, a facility to work with children dealing with various disabilities.

"My story is, hey, I'm trying to give back what I was given, and trying to do it a hundredfold."

Tim Conway  
Neuroscientist

# Dyslexia

Continued from Page 1A

He's devoted his career to dyslexia, along with other neurodevelopmental issues, in children and adults. And he'll soon open a branch of his clinic, the Morris Center, in space that was once the Cultural Center at Ponte Vedra Beach.

Dyslexia, Conway stresses, has nothing to do with intelligence, though many who have it have suffered through insults about their mental ability. Instead, he said, it's linked to the language processor area in the brain, how the brain wires itself before you're born. It can lead to trouble sounding out words, and thus trouble reading.

It's hereditary. Conway believes that it probably affected his father, as well as aunts and uncles, first and second cousins, nieces and nephews, and his own two children.

But it can be overcome. He points to his older brother John who was severely dyslexic and couldn't read, yet went on to a long career in naval intelligence.

Then there's Conway himself. At 4, showing signs of dyslexia, he was treated by his aunt, a renowned pathologist who with her husband, a linguist, did early work on the learning disorder. Her work with him was so effective that he was soon able to sound out words such as "discombobulation." "It was like a circus act," he said with a laugh.

Still, his dyslexia sometimes shows up, especially if he's tired, when he's trying to write simple words such as "your" or "you're," "there" or "they're."

But he's been able to build a long career studying the brain, contributing to academic papers and National Institutes of Health studies, while growing a business to treat those with dyslexia. That's all due, he said, to the remediation he got as a young boy.

Conway, who now lives in a century-old house in Jacksonville's Riverside area, grew up in Missouri. As a young man he went to work in Central California at his aunt and uncle's center where they had established the Lindamood-Bell Learning Processes, an approach to learning issues that's still in use today. That's where he grew interested in brain science.

His aunt then asked him to come across the country to Gainesville to do a three-week research project with the Morris Center, a private group that worked in dyslexia and other learning areas.

He ended up staying in Gainesville, getting his doctorate, doing research, be-

coming a research professor and eventually taking over the Morris Center. He's hoping to open the Ponte Vedra branch in July. There are already locations in Ocala; Birmingham, Ala.; and Trinidad and Tobago, where since 2005 he's trained more than 1,500 teachers (a leading businessman spearheaded the effort there, and the country's archbishop is a client).

"He has made a tremendous difference in many children's lives. No question," said Kenneth Heilman, a neurologist and distinguished professor emeritus at the University of Florida's medical school.

Heilman, who is also dyslexic, has been a mentor to Conway since Conway was a graduate student.

"Some of his most important contributions are with the children with dyslexia," Heilman said. "It turns out it's a fairly common disorder, and unless it's diagnosed and treated, those children very often have a difficult academic career. Some of them can be very smart, very creative, but they have this one problem."

Some estimates say the dyslexia rate is as high as 20 percent. Conway points to a study that came out last year that said it was even higher, that closer to one in three people have at least a mild gap between their reading and their listening comprehension.

Many people with dyslexia remain undiagnosed, even into adulthood. That can lead, he said, to anxiety disorders, depression, mental health problems, even suicide. Many children in the juvenile justice system have dyslexia, and of students who drop out of high school, about 80 percent have reading problems, he said.

Private and public schools in Jacksonville already work with children with dyslexia. Conway said his approach is different, an intensive program of four to six months, designed to rebuild language skills to the student's IQ level.

For Conway, treating dyslexia means getting around the problems posed by the condition, rewiring the brain through a variety of learned skills.

"The brain depends on experience to build that new wiring," he said. "If you don't give the brain the proper experiences, it won't build the skills."

He's keenly aware that he had that advantage as a young boy growing up in a family where dyslexia, as he says, doesn't run, but gallops.

"My story is, hey, I'm trying to give back what I was given, and trying to do it a hundredfold," Conway said. "That dramatically changed my life. I would not have had this career: No chance."

# The Recorder - Morris Center's Reputation Brings Family from South Africa

12/12/25, 12:09 PM

Morris Center's reputation brings family from South Africa - The Ponte Vedra Recorder

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## Morris Center's reputation brings family from South Africa

### Local team helps boy overcome dyslexia



(<https://delta.creativecirclecdn.com/pvr/original/20230111-153406-Rees%20Family.jpg>)

The Rees family of Durban, South Africa, from left: Zac, Nicola, Christian and Quinn.

PHOTO COURTESY OF NICOLA REES

Posted Thursday, January 12, 2023 12:00 am

By Shaun Ryan

Ever since he was in the first or second grade, Quinn Rees has struggled in school — despite being a very bright boy. That's because Quinn, like an estimated 700 million other people around the globe, suffers from dyslexia, a learning disorder that makes reading difficult.

His parents, Nicola and Christian Rees, tried unsuccessfully to find a solution in South Africa, where they lived.

“All the interventions we tried, they just didn't go anywhere,” said Nicola Rees.

<https://pontevedrarecorder.com/stories/morris-centers-reputation-brings-family-from-south-africa,32902?>

1/5

At the same time, Quinn was missing opportunities at school. He was passed over for a part in a play because of his difficulty reading — even though he was actually very good at remembering lines.

“I couldn’t watch him struggle any longer when I knew he was capable of so much more,” his mother said.

Eventually, she discovered some posts written by members of a dyslexia group on Facebook that mentioned The Morris Center, which is located in Ponte Vedra Beach. The center includes a clinic that addresses neurodevelopmental disorders, such as dyslexia.

The Facebook posts were all complimentary, and Nicola Rees saw the wisdom in enrolling her son in an intensive program like the one offered by The Morris Center. She reached out and learned that the clinic could work with Quinn online, but she thought it best to actually bring him to the First Coast so that he could interact directly with the clinic’s founder, Dr. Tim Conway, and the therapists.

Still, it would mean traveling thousands of miles — no small consideration. But as Nicola Rees said, “All the heavens seemed to align, so we decided to take him out of school for six months and bring him here.”

So, in July, Quinn — now 12 years old and in the sixth grade — his parents and younger brother, Zac, arrived in Northeast Florida. It turned out to be the right decision.

“There just isn’t anything in South Africa like this,” Nicola Rees said.

Quinn was enrolled in four programs, which build on one another, and soon he was showing real progress. At first, he was instructed in the formation of sounds.

“The child has to look at your face and see the shape that your mouth is making,” his mother said.

This was an important step, as he generally didn’t look at people when they spoke. He couldn’t necessarily tell, for instance, if they ended words in a T or a D.

“He’s much more aware of that now, so that will change his spelling,” Nicola Rees said.

He progressed to a place where he was asked to describe images in his mind when he heard a sentence, such as “The cat sat on the mat.”

“This was something he never did before,” his mother said. “Whenever I said to him, ‘Can’t you see it in your mind?’ he said, ‘No, I can’t see anything.’”

The boy was taught to create a mental image, and soon he could read an entire page out of a book. From there, he progressed to grammar and writing and is now finishing up a program on math.

“He was able to do math before, but now he’s incredible at it,” his mother said. She added that a behavioral therapist at the center meets with her son weekly, encouraging him.

“They care about making a difference in a child’s life,” she said. “Other places we’ve been or things we’ve done, they test the child, and they write a nice, fancy report and then, that’s it. They leave you to it.”

Before finishing up on Jan. 27, Quinn will be retested to measure his progress, and the family will return to South Africa. But support from the team at The Morris Center doesn’t end there. They will continue to follow up with both the school and with the family.

“They’ll see (Quinn) three times a week for an hour, helping with his homework, helping him integrate everything that he’s learned here, apply it to his regular life,” Nicola Rees said.

In addition, the family can call whenever they have questions.

“I felt supported here,” Quinn’s mother said. “We felt that the people who work here really understand our children, which we hadn’t felt before.”

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#### **OTHER ITEMS THAT MAY INTEREST YOU**

**[Seminar offers guidance for parents of student... \(/stories/untitled,158108\)](#)**