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Rose McKinney on BRAND REPUTATION
 Founder, Pineapple^{RM} Reputation Management

Brand reputation is a vital asset for your business (and your career) in the marketplace. McKinney shares insights on how to develop and improve your personal and business brand reputation. Tickets are limited.

SPEAKERS FORUM
 May 8, 2014
 River's Edge
 Convention Center
 St. Cloud, Minn.

Dear ,

What value and promise does your brand communicate? Does it distinguish you from competitors? In what ways could you improve the strength of your brand?

Below, we share an Inc. magazine article by Curt Hanke, CEO of an advertising and digital agency that has served clients like Harley-Davidson Motor Co. and Wisconsin Cheese. Hanke suggests that we ask ourselves three distinct questions to identify weaknesses in our brands.

For executives and managers interested in building and refining marketing plans that will enhance and harness brand strength, the Anderson Center's [Marketing Forum](#) is scheduled for May 5-7, 2014, at the River's Edge Convention Center in St. Cloud, Minn. Learn more about this worthwhile program in our Forum Spotlight below.

The Marketing Forum now offers participants a chance to earn Continuing Professional Education credits. See the special "Accreditation" section below for more opportunities to earn credits through Anderson Center forums.

If you haven't done so, be sure to contact Venita Wilkes, Forum Director, at 320.251.5420 or venita@anderson-center.org, for assistance in planning for leadership and management development within your organization.

We hope you continue to find opportunities for growth in 2014!

Best regards,
[The Anderson Center Team](#)

2014 Forums

Visit www.anderson-center.org to learn more about, and register for, upcoming forums.

Leadership Forum

April 7-9 at River's Edge in St. Cloud

Marketing Forum

May 5-7 at River's Edge in St. Cloud

Speakers Forum

May 8 at River's Edge in St. Cloud

7 Habits for Managers Forum

June 23-25 at Gainey Center in Owatonna

Leading Negotiations Forum

July 14-16 at River's Edge in St. Cloud

Finance Forum

August 11-13 at River's Edge in St. Cloud

Managers' Forum

September 8-12 at Madden's in Brainerd

LEAD 2014

September 10 at College of St. Ben's in St. Joseph

Speakers Forum

September 11 at River's Edge in St. Cloud

Leadership Forum

September 22-24 at Madden's in Brainerd

Governance Forum

October 7-9 at Madden's in Brainerd

Roundtable Annual Retreat

October 23-24 at Madden's in Brainerd

7 Habits for Managers Forum

November 4-6 at Madden's in Brainerd

Leading Change Forum

November 17-19 at Le St-Germain in St. Cloud

FEATURED ARTICLE



Want to Know Your Brand's Weaknesses? Ask These 3 Questions

You can't fix something if you don't know where it is broken. Here are three questions that will help you pinpoint your brand's weaknesses.

By Curt Hanke
Founder and CEO of Shine United

No matter how thoughtfully designed or meticulously executed, every brand has its weaknesses. Its "imperfections," if you will. Those points of interaction that are less than what were intended by its business leaders and brand stewards — or more importantly, less than what were expected and/or hoped for by its customers.

Like it or not, in an era of increasing competition and a "what have you done for me lately?" mentality, brands are only as strong as their weakest link. Which begs the question: Where are your weakest links — and what are the implications for your business?

[Here are three simple, provocative questions](#) to help you reveal your brand's weaknesses — as knowing the problem is (almost always) half the battle.

FORUM SPOTLIGHT

ANDERSON CENTER
MARKETING FORUM

Reach and communicate with
your customers more effectively.

May 5-7, 2014
River's Edge Convention Center
St. Cloud, Minn.

Develop and improve a marketing plan that meets the needs of your customers, drives revenue and satisfies your business goals and objectives.

The Marketing Forum is ideally suited for senior and mid-level managers responsible for organizational marketing efforts. The forum is designed to assist leaders in understanding the interplay of key marketing tactics and the essential integration with overall corporate and organizational strategy. This three-day forum is a comprehensive program for practical success and includes cases and activities that break down the "marketing mix" and give participants tools to apply to their

Grow your organization. Grow yourself.

The Anderson Center exists to promote growth: individual growth, organizational growth, and economic growth.

In [our forums](#), skilled Discussion Leaders challenge experienced participants to teach and learn from each other through real-world case studies. Each forum provides a peer network, case studies, application exercises and reference materials. Click on a forum above for more detailed information, to register, and to *experience growth!*

Networking
Team Building
Learning
Inspiration
Growth

**SPEAKERS FORUM
2014 SERIES**

	Dennis Stauffer DRIVING INNOVATION January 23, 2014
	Rose McKinney BRAND REPUTATION May 8, 2014
	Brig. Gen. Alan Dohrmann LEADERSHIP LESSONS September 11, 2014

Click [here](#) for more information about upcoming speakers. To reserve a table for the May and September 2014 Speakers Forum events, contact Eric Jungels at 320.251.5420 or eric@anderson-center.org.

organizations.

Marketing Forum

May 5-7, 2014

River's Edge Convention Center
St. Cloud, Minn.

Learn more about the Marketing Forum, including the forum's objectives, Discussion Leaders and the opportunity to earn 21 Continuing Professional Education credits, [here](#).

ACCREDITATION

Earn professional and continuing education credits through Anderson Center forums.

The Anderson Center is proud to offer accreditation opportunities for many of our forums.

CPA professionals can earn Continuing Professional Education (CPE) credits through the National Association of State Boards of Accountancy in eleven of our Forums.

Additionally, human resource professionals who are Human Resources Certification Institute-certified have an opportunity to obtain recertification credits approved by the Society for Human Resource Management.

Finally, through our FranklinCovey Forums, participants are not only able to earn CPE credits, but can also earn Continuing Education Unit credits through the International Association for Continuing Education and Training.

For more information on Anderson Center accreditation opportunities, please contact our Client Coordinator, Sydney Andringa, at sydney@anderson-center.org or 320.251.5420.



*"Leadership and learning
are indispensable to each other."*

John F. Kennedy