

# EXECUTIVE FORUM

## Session 1: February 22-25, 2021

Venue to be finalized

## Session 2: July 12-15, 2021

Venue to be finalized

## Session 3: November 1-4, 2021

Venue to be finalized

The Executive Forum is ideally suited for company presidents and executives of larger, established organizations and business owners and founders of smaller businesses. The forum is designed to increase the effectiveness of business leaders and consists of a 12-month educational process that will change the way you think. It is fast-paced, concentrated and highly interactive. Within the twelve months, there are three four-day educational sessions that allow leaders to concentrate on specific business topics related to the survival, growth and expansion stages of business.

## Forum Topics and Curriculum

- Competitive Strategy
- Change Management
- Ethics in Business
- Financial Analysis
- Innovation
- Leadership and Inclusion
- Leading Negotiations
- Marketing Strategy
- Operations Strategy
- Recruitment & Retention
- Succession Planning
- Team Development

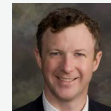
## Forum Objectives

- Gaining new business management tools and techniques to successfully lead your organization through the survival, growth and expansion phases of the business cycle.
- Providing time between sessions to evaluate and apply what you have learned, and to have the opportunity to host your peer network at your organization for a personalized case study.
- Establishing relationships with other business leaders through the shared 12-month experience that continue beyond the forum.

## Forum Fees

The cost for each session of the forum is \$5,000; for a total fee of \$15,000. Each session is invoiced separately. Nonprofit organizations receive a 20% discount. Individual and small or early stage organizations interested in attending with limited ability to pay, should inquire about scholarship opportunities.

## DISCUSSION LEADERS



**Bob Mahowald, Jr**  
Managing Partner, Mahowald  
Focus: Leadership



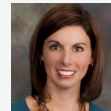
**Earl Edeburn**  
President, BerganKDV  
Focus: Leading Change



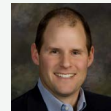
**Joanne Kudrna**  
Director of Strategy Services, Granite  
Equity Partners  
Focus: Strategy



**Greg Schumacher**  
Partner, Granite Equity Partners  
Focus: Leading Teams



**Amy Fredin**  
Assistant Professor of Accounting,  
St. Cloud State University  
Focus: Financial Analysis



**Bryan Burns**  
President/CEO, DeZURIK, Inc.  
Focus: Operations



**Joan Schatz**  
Co-President of Park Industries  
Focus: Leadership and Strategy



**Brian Schoenborn**  
Attorney, Moss & Barnett  
Focus: Leading Negotiations



**Brad Pieper**  
VP of Sales & Marketing,  
Lexington Manufacturing  
Focus: Marketing Strategy



**Brian Myers**  
CEO at Myres Consulting and the COO  
of DAYTA Marketing  
Focus: Innovation

## Curriculum

Each session of the Executive Forum includes several case studies covering all departments of an organization, from business basics to leading teams. Each session's curriculum builds on the topics covered in the previous session, and further develops each participant's toolkit. By the end of the third session, participants will have developed a complete action plan for their organization. Below is an overview of the topics discussed in each week.



## Testimonials

"There was great value in networking and thoughtful coursework (case study method) that can be related to your own business and experiences. I valued the "time away" from the business to work on the business."

**Erin Bitzan** — Vice President, D.J. Bitzan Jewelers

"Strong variety of leaders both participating and facilitating--outstanding experts leading discussions."

**Daniel Larson** — Vice President of Community Impact, United Way of Central Minnesota

"Facilitated beautifully! Great discussion leaders and content."

**Angela Wainright** — Director of Operations, Anderson Trucking Services

"For leaders in Central Minnesota, it is a great way to connect with other leaders and to learn using the case methodology. Very high level of learning that is not easily accessible without traveling to a top business school."

**Tosh Brinkerhoff** — President and CEO, Rotochopper

Register online or contact Rebecca Clobes, Business Development Manager:  
rebecca@anderson-center.org, 651-468-8028