

# EXECUTIVE FORUM

## Session 1: February 17-20, 2020

Oak Ridge Hotel & Conference Center in Chaska, MN

## Session 2: July 13-16, 2020

Madden's on Gull Lake in Brainerd, MN

## Session 3: November 16-19, 2020

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
- Global Leadership
- Innovation
- 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.
- Creating bonds 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



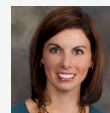
**Earl Edeburn**  
President, BerganKDV  
Focus: Leading Change



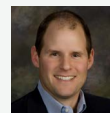
**Joanne Kudrna**  
Director of Strategy Services, Granite  
Equity Partners  
Focus: Strategy



**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



**Dean Casad**  
Director of Customer Experience, Winnebago  
Industries  
Focus: Marketing



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



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