

ANDERSON CENTER



The Executive Forum is ideally suited for company presidents and executives of larger, established organizations to 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

### Additional Objectives of the Executive Forum Include:

- 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 Dates and Venues:

The forum is made up of three four-day sessions:

- Session 1 January 28-31, 2019 – Oak Ridge Hotel & Conference Center in Chaska, Minn.
- Session 2 June 3-6, 2019 – Madden's on Gull Lake in Brainerd, Minn.
- Session 3 November 11-14, 2019 – Venue to be finalized

### Teaching Team:

The Executive Forum is led by a teaching team of Discussion Leaders, who specialize in the specific topics being covered in each case study. This teaching team brings a wealth of experience from the business world, and experience in facilitating case studies and leading discussions for the Anderson Center. View biographies of the teaching team at: [www.anderson-center.org](http://www.anderson-center.org)



**Bob Mahowald, Jr.**  
Managing Partner  
Mahowald Insurance Agency  
Discussion Focus: Leadership



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



**Eric Nicholson**  
Managing Director  
BMO Capital Markets  
Discussion Focus: Leadership & Strategy



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



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



**Brian Schoenborn**  
Attorney/Shareholder  
Moss & Barnett  
Discussion Focus: Leading Negotiations



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



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



**Brad Pieper**  
President  
Eurofins  
Discussion Focus: Marketing Strategy

### 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.

### Contact and Registration Information:

For questions regarding the Executive Forum, contact Rebecca Gross, Business Development Manager at [rebecca@anderson-center.org](mailto:rebecca@anderson-center.org) or 320.251.5420. For registration information visit [www.anderson-center.org](http://www.anderson-center.org).