



40 BELOW
MARQUETTE
COUNTY YP

40 BELOW YOUNG PROFESSIONALS CONFERENCE

FRIDAY, SEPTEMBER 28, 2018

HOSTED BY



NORTHERN MICHIGAN UNIVERSITY

8:30 a.m. - 9 a.m.	Registration & Light Refreshments, Great Lakes Rooms, University Center
9 a.m. - 9:15 a.m.	Official Conference Welcome
9:15 a.m. - 10:15 a.m.	<p>Coffee & Cranes</p> <p>Discuss local development processes and construction projects with leading local experts. Q&A to follow. Allison Clark Nie –Curio Design, Jeff Goodney –Closner Construction, Charlie Holsworth –Veridea, Jason McCarthy –Marquette Township, Matt Nord –M Bank, Kathy Richards –NMU. Moderated by Alex Kofsky</p>
10:15 a.m. - 10:30 a.m.	Networking/Break
10:30 a.m. - 10:45 a.m.	<p>What's New at NMU?</p> <p>Hear about what's new at NMU and how young professionals can be a part of the movement.</p>
10:45 a.m.—11:45 a.m.	<p>What's your story?</p> <p>When you tell stories, you can create a connection beyond what you sell, humanize your brand, and give people a reason to connect with you. Learn how to tell your story from those who do it best. Jen Heikkila-Eagle Mine, Josh MacIver-Andersen –Freelance Writer/Editor, Asia Raasio & Kayla Seppala –Covington and Co., Brice Sturmer -Velodrome Coffee. Moderated by Sarah Blakely –TV6</p>
11:45 a.m.—1:30 p.m.	<p>Lunch and lunchtime presentation: What's the point? Social media truth and philosophy from Kyle Miron, a Yooper salesman.</p>
1:30 p.m.– 2:30 p.m.	Mix it up! A networking activity not to be missed.
2:30 p.m. - 3 p.m.	<p>Supervisor Skills</p> <p>Whether you're already leading a team or aspiring to do so, hear quick wins, tips and tricks. Rhea Dever –NMU</p>
3 p.m.—4 p.m.	<p>Closing Speaker</p> <p>Leaders and leadership: how Grant Potulny coached his team to the WCHA finals in his first year as head coach. Grant Potulny –Head Coach, Wildcat Hockey</p>
4 p.m. - 4:15 p.m.	Closing Remarks/Prize Drawings

**REGISTER
TODAY!**

Space is limited! Register today at <https://40belowmqt.org>

- Full day registration: \$100
- Full day registration - 40 Below member: \$75
- Lunch and lunchtime presentation only: \$25