The Minnesota Business Partnership hosts this annual conference for executive assistants to the top business leaders in Minnesota. Attendees include 200 executive assistants supporting chairmen, presidents, CEOs, CFOs, general counsels and other top executives from 70 companies. The conference provides networking and professional development opportunities for executive assistants of Minnesota’s Fortune 500 companies and other top employers.

Details

**Minnesota History Center**
345 West Kellogg Blvd, Saint Paul, MN 55102

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<thead>
<tr>
<th>Start</th>
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<td>Registration</td>
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**Attendees:** 200 C-Suite executive assistants

**Theme:** Empowering Leadership through Mindfulness

MBP EAs support the world’s most successful business leaders. The challenges they face are enormous and everchanging. That’s why this year’s focus on Empowering Leadership through Mindfulness is timely and critically important. After our conference, MBP EAs will go back to their office as stronger partners to their executives, and better leaders for their companies.
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Keynotes

Morning Keynote: Setting the Day’s Intention

**MINDFUL LEADERSHIP IN THE MODERN WORLD**

Our world grows more complex everyday with new information, people, and handheld devices vying for our attention each moment, pulling us away from our most important work. Mindfulness has been shown to improve performance, increase collaboration, self-awareness and empathy, and reduce stress, creating more effective leaders who are better able to manage this rapid technological change and increased distractions.

In this session we’ll:

- Demystify mindfulness
- Discuss the neuroscience and benefits of mindfulness practices
- Learn several exercises for enhancing mental focus, empathy, and resilience

Create the initial conditions for improving emotional intelligence and well-being despite complex and demanding work environments.

**CLIF SMITH — Americas Mindfulness Network Leader**

Clif Smith is the Intelligence Community (IC) Account Lead in EY's (Ernst & Young LLP) US Federal Government and Public Sector Practice. In this role, Clif is responsible for positioning EY as a trusted advisor to IC leaders facing the distinct challenges inherent in the management and execution of the unique missions of intelligence agencies. Working closely with clients and by leveraging his prior experience in the IC, Clif identifies IC specific issues and leads the development and delivery of services and solutions to address them.

In addition to his client serving role, Clif also leads EY's Americas Mindfulness Network, sits on EY’s Global Mindfulness Steering Group, and has facilitated mindfulness training to more than 13,000 EY personnel at the Intern through Partner level. He is an International Coach Federation (ICF) PCC level certified executive coach supporting the Northeast Region Coaching Community of Practice, an EY Diversity Mentor Program mentor, and he delivers leadership, relationship development, unconscious bias, and other personal development training to EY personnel.

Immediately prior to joining EY, Clif worked at private investment firm Granahan McCourt Capital, where he managed multiple projects across several sectors including financial services, telecommunications, and government. Just prior to that, he was a Vice President at JP Morgan Chase.
where he helped create the firm’s first cyber threat and protective intelligence collection, reporting, and analysis policy and program.

Clif’s experience in the private sector is preceded by 17 years in the Department of Defense (DOD) and Intelligence Community. He served on active duty for 10 years in the US Army as a Chinese linguist and carried out Signals Intelligence (SIGINT) collection operations. Then he spent 7 years as DOD civilian at the Defense Intelligence Agency where he carried out Human Intelligence (HUMINT) collection operations, deployments to Iraq and Afghanistan, and a diplomatic assignment as a Defense Liaison Officer in the Defense Attaché Office at the U.S. Embassy in Beijing, China.

Clif is a provisionally qualified Mindfulness Based Stress Reduction teacher, an ICF certified PCC level executive coach, an accomplished public speaker, and a Search Inside Yourself Mindfulness and Emotional Intelligence teacher in training. He has a Bachelor of Science in Business Information Systems from Bellevue University and Master of Public Administration from Harvard University’s John F. Kennedy School of Government.
Speakers and Presenters

Afternoon Keynote: Concrete Practices to Face Challenges with Your Best Self

RESTORING RESILIENCE: BLENDING SCIENCE AND WISDOM TO SUSTAIN A HEALTHY MIND, MOOD AND HEART

Resilience is a natural trait, yet rates of anxiety and depression have risen dramatically in recent years. As we rely more upon medications, we risk not giving people the emotional skills with which to confront their problems. What has happened to erode the natural ability to bounce back from adversity? And what can be done to regain resilience and sustain it throughout a lifetime?

We will explore the universal need for a healthy brain and how to integrate natural measures and psychological practices to support that goal. We will discuss the core factors in resilience, and what can be done to strengthen those traits and take better care of the mind, the emotions and the inner self over the course of a lifetime.

DR. HENRY EMMONS — Integrative Psychiatrist at Partners in Resilience; Author

Henry Emmons, MD, is a psychiatrist who integrates mind-body and natural therapies, mindfulness and neuroscience into his clinical work. He practices with Partners in Resilience in Minneapolis, and is a co-founder of NaturalMentalHealth.com, offering trusted information and holistic products to help individuals of all ages build their resilience and rediscover joy. Henry is the author of The Chemistry of Joy, The Chemistry of Calm, and Staying Sharp, and is in demand as a workshop and retreat leader for both healthcare professionals and the general public.
Breakouts

Our breakouts follow three themes:

Mindfulness: Personal – Support Your Best You

PREVENT JOB BURNOUT WITH LAUGHTER AND POSITIVITY

There are reasons for emotional exhaustion at work: Long hours, lack of appreciation, increased work demands, and job insecurity are a few factors that can cause emotional exhaustion. When we’re emotionally exhausted, we don’t have the resources to handle the pressures of the job. During this session, we’ll review the five signs of emotional exhaustion to spot job burnout.

Laughter and positivity are wonderful tools to prevent and improve the strains of work. We’ll discuss the impact of laughter on all levels (physical, emotional, cognitive, social, and spiritual), the common obstacles to laughter and positivity, and how to create the mindset needed to promote laughter and positivity in the workplace.

JIM PRINTUP — Owner

Jim Printup is the owner of The Oasis Group, a MN based external Employee Assistance Program (EAP.) He has been involved in the field of Employee Assistance for 30 years providing product development, program evaluation and direct services to organizations, managers and individuals. He also has been the director of a large, international EAP vendor, developing programs and services to meet the needs of organizations ranging from 200 to 100,000 people. He has been involved in the development of EAPs internationally including the implementation of a program in Japan.

Mr. Printup is active in the EAP associations having served seven years on the Board of Directors for the Employee Assistance Professionals Association (EAPA). He also served three years on the board of the Employee Assistance Society of North America (EASNA.) He is currently the President of the Upper Midwest Chapter of EAPA. He received his BA from the University of Minnesota and his MA in Counseling Psychology from St. Mary’s College in Winona, MN. He is also a Certified Employee Assistance Professional (CEAP.)
Healthy Sleep and Mindfulness

Quality sleep is critical to human performance. Learn how sleep interacts with every aspect of every role we perform daily. We'll explore the latest research on how sleep affects our health, wellness and emotional well-being. We'll discuss important proven ways to improve the quality of the sleep you get, even in the stressful work environment you've chosen. Discover how to develop a mindful approach to sleep and create a strategy to optimize your sleep and daytime performance.

Pete Bils — Vice President of Sleep Science & Research

Pete Bils, Sleep Number® setting 25, has spent more than 20 years researching sleep, and is focused on studying the critical relationship between sleep, human performance, health and quality of life.

Since joining Sleep Number in 1996, Bils passionately investigates the use of new technologies to promote better sleep. He pioneered the company’s pressure sensor technology, IndividualFit™ 3-D Imaging, which is used in all Sleep Number® stores to find customers’ ideal Sleep Number® setting (their level of comfort, firmness and support). He also spends countless hours in the lab studying sleep behaviors and patterns. By studying how people sleep, Bils plays a pivotal role in designing strategies and products that help people sleep better.

Bils is an active member of several sleep leadership organizations, including:
- Past Chair of the Better Sleep Council
- Member of the National Sleep Foundation
- Member of the American Academy of Sleep Medicine
- Member of the World Sleep Congress
- Visiting professor at Northwestern Health Sciences University in Minneapolis and visiting sleep lecturer at Minneapolis area Public Schools
WORK WITHOUT DISCOMFORT

You're at work 9+ hours a day at a high profile, busy, demanding profession. Let's get you more comfortable with some simple movements you can do sitting, standing, or moving without interrupting your day. You want to focus on your work, not your pain.

RHIANNA GAWRYS — Certified SomaYoga Teacher

Recognized by many as the project manager at the Minnesota Business Partnership, Rhianna joins the EA Conference to share her passion of providing hope and healing to those living with chronic pain and discomfort.

After being diagnosed in 2014 with chronic back pain, Rhianna tried everything and was left with two options: surgery or pain medications. Not satisfied with her choices, she kept looking and was introduced to neuro-muscular therapy. After one session, Rhianna felt relief from pain for the first time and started on her journey of healing. Four years later, her injury is behind her and Rhianna is now certified in the therapy that changed her life from despair to hope.

Neuro-muscular therapy, or SomaYoga, is a multidisciplinary approach emphasizing body awareness and small, simple movements to:

- find relief from pain,
- find ease from tension; and
- gain functional movement.
Mindfulness: Professional – Support Your Team
You spend a large portion of your day at work. As a result, you’re in a good position to notice changes in behavior of your team members. Learn how to recognize and create a supportive environment.

CAREGIVING AND THE WORKPLACE

There are over 43 Million caregivers in the United States. Six-in-ten caregivers are employed, which equates to nearly 26 Million caregivers in the workplace. Chances are you, or someone you know is providing care AND working at the same time.

Through this panel discussion you'll:
- Hear personal stories faced by caregivers
- Understand the daily challenges faced by caregivers who are employed
- Learn how to access resources and support for yourself or fellow employees
- Gain an understanding as to FMLA (Family Medical Leave Act)
- Learn how companies are providing caregiver benefits to employees
- and so much more

Panelist include:
- Emily Nicoll, Senior Vice President, CBRE
- Susan Westin, Sr. Manager Rewards, H.R. Department, Best Buy Co., Inc.
- Gretchen Olson, Executive Assistant to the President & CEO, Tennant Company
- Erica Cassada, Executive Administrative Assistant, Gillette Children’s Specialty Healthcare

LINDA LORENTZEN – Chief Strategy Officer

Linda Lorentzen is the Chief Strategy Officer for the Alzheimer’s Association, Minnesota/North Dakota Chapter. Her career has been dedicated to working for people with progressive diseases that result in physical and cognitive challenges. She is a graduate of the University of Minnesota Program in Occupational Therapy and worked as a registered/licensed occupational therapist in health care and non-profits for over 35 years. Ms. Lorentzen joined The Alzheimer’s Association 3 1/2 years ago because she believes in their mission to empower people with Alzheimer’s and other dementias and their families to live fuller lives by providing them with compassionate care and support, while supporting research and advocacy efforts.
GOOD MENTAL HEALTH IN THE WORKPLACE

Learn the five things you can do to create a workplace that values good mental health. Participants will learn how to promote good mental health (including dealing with stress), the common symptoms of a mental illness, how attitudes and language impact people with mental illnesses, and accommodations for a mental illness.

MARILYN DORNFELD - Director of Adult Programs

Marilyn oversees the adult programs of the organization. She is former educator in SPPS with a Masters of Education. After the illness of her son she became involved with NAMI Minnesota. She is a Family–to-Family teacher, trainer and manages NAMI’s Family-to–Family program, Family Support Groups, and Family Connections (BPD). She is certified to teach many suicide prevention and mental health classes.
BE A WORKPLACE WELLNESS CHAMPION: WHY IT MATTERS FOR YOUR COMPANY’S SUCCESS

Why is workplace wellness important? Research shows us that stress in the workplace impacts not only company performance, but an employee’s own health and family relationships. The good news is, we can impact change by taking advantage of workplace wellness programs. Hear from industry experts about how workplace wellness may be impacting your organization and walk away with some tips to feel empowered to lead through change.

LORI SKEWES - Wellness Director

Lori Skewes is a Director of Employee Health and Wellness with Schwan’s Company. She has spent nearly 20 years leading strategic and operational initiatives, with a focus on providing meaningful opportunities to improve employee health through innovative programs and services, while driving operational excellence. She has led through transformative changes in the approach to benefits and wellness, including significant transitions to digital technologies. Lori holds a BBS in Business Management from Dallas Baptist University.

HOLLY BUCK - Senior Director Compensation, Benefits, Workforce Analytics

I started my career in a general HR role at G&K Services. This is also where I was introduced to compensation work. I moved into a Compensation Analyst job and have worked at various companies in compensation roles for the last 20 plus years. I grew up in Marshall, MN (Schwan’s headquarters) but never worked for Schwan’s until now. I reside in Shakopee with my husband, 7 kids and 3 dogs!
AMANDA JOHNSON - Senior Strategic Account Executive

As a senior account executive for StayWell, Amanda consults with clients on program strategy, incentive design, health screenings, communications, culture of health, and vendor integration.

Amanda has been with StayWell for over 12 years. Her diverse roles within the company bring a deep knowledgebase of successful programs from which her clients benefit.

As an account executive, Amanda has worked with clients to develop their overall health management strategy, demonstrate program success through standard and custom reporting, develop and train wellness champion networks, and integrate services with other vendors including onsite clinics.

Amanda has managed clients in the following industries: aerospace and defense system manufacturing, agriculture/biotechnology, chemical, financial services, utilities, food manufacturing and health care.

Prior to her current position, Amanda served in progressively responsible positions on the client service team, leading the implementation process for many of StayWell’s large employer clients. This included managing complex incentive designs, designing processes and protocols for vendor integration, developing new StayWell program offerings (including Health Advisor), and on-time project delivery.

Amanda began her career at StayWell as a HelpLine representative, working directly with program participants. This role provided strong foundational knowledge of StayWell’s operations and processes. In addition to her time with StayWell, Amanda provided project leadership and oversight as a part of a system conversion at a pharmacy benefit manager.

She holds a bachelor’s degree in community health from Minnesota State University in Mankato, Minnesota.
LEVERAGE YOUR STRENGTHS TO CREATE A SELF-CARE HABIT

Have you tried to create a new habit unsuccessfully, and somehow went right back to doing the thing you were trying to change? It’s common to rely on your willpower, sticky notes, and an alarm clock to remind you; yet it doesn’t work. Trust us, you are not alone!

With a demanding life and busy schedule, prioritizing your time to create a habit that supports your self-care is critical to your well-being. During this break-out session, we’ll unveil the personality strengths shared amongst your peers and how you can leverage your strength to support a self-care habit. We’ll teach you a proven three-step approach to creating the habit and create an interactive dialogue to walk you through it. Our goal is by the end of the session, you will have not only have a self-care goal and plan, but will have a new buddy to support you while making it a habit.

BRANDYN NEGRI - Founder

Brandyn brings a diverse background to the clients she coaches. She has a successful background in the development of others to achieve their professional & personal goals while weaving mindfulness techniques to support the whole person. She has learned by experience it’s imperative to see all areas of a person’s life to achieve lasting change. Her coaching practice’s mission is to empower personal growth beyond perceived boundaries. When she isn’t coaching, she spends time with her husband & French Bulldog; Doug. Her interests are yoga, cooking, reading, travel, and spending time with friends.
Speakers and Presenters

Vickie Sokol Evans join us for two breakout sessions.

AUTOMATE YOUR WORK USING OUTLOOK

Improve your response times and reduce human error. Discover ways to make Outlook work for you by automating your incoming and outgoing email as Auto as much as possible. Learn how to...

- Automate repetitive steps & manual processes
- Set up boiler plate responses
- Route and process email
- Create dynamic folders

THE POWER OF ONE NOTE AND EXCEL

In this engaging and practical session, Excel and OneNote team up to save you time and manage your projects. Learn advanced skills past Vickie’s signature tips and tricks for Excel and see how OneNote is a great solution to create, store, organize, and access your projects. To illustrate the power of these two products, we’ll create a fitness or wellness plan to help you reach your goals and track your progress no matter where you are! In this session, learn how to:

- Create a digital notebook
- Collect & organize information and ideas
- Search & find things easily
- Integrate with Excel for tracking anything

VICKIE SOKOL EVANS – Founder

Vickie Sokol Evans is a globally recognized digital productivity instructor and comedic speaker who trains the world’s smartest people how to use their technology to get better results in less time. Her clients include: Microsoft, The Gates Foundation, The New York Times, PayPal, Starbucks, Amazon, and SAP, among many others. A Microsoft Certified Trainer with over 20 years’ training experience on PC and Mac platforms, Vickie is founder of The Red Cape Company headquartered in Austin, Texas.
Speakers and Presenters

EA Panel

We’ll wrap up our day with a panel featuring some of our membership’s most respected executive assistants to discuss office management, leadership, and being the EA to a CEO.

**Jennifer Wetzel**  
CEO Office Supervisor and Senior Executive Assistant to Michael F. Roman, Chief Executive Officer

**Kari Iseminger**  
Executive Assistant to Brian Cornell, Board Chairman and CEO

**Tammy Barrett**  
Executive Assistant to Andrew Cecere, Chairman, President & CEO