

# Navigate **NORTH**

APRIL 23–25, 2020  
ST. PAUL RIVERCENTRE

Star of the North Meeting

## KEYNOTE SESSION

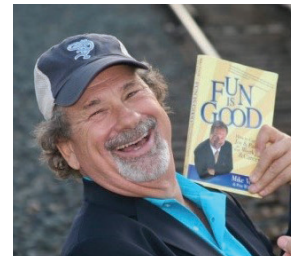
### Be Extraordinary. Be Brave. Be Joyful! Featuring Mike Veeck

Friday, April 24, 11:00 am – 12:00 pm

Event #F33

Roy Wilkins Auditorium

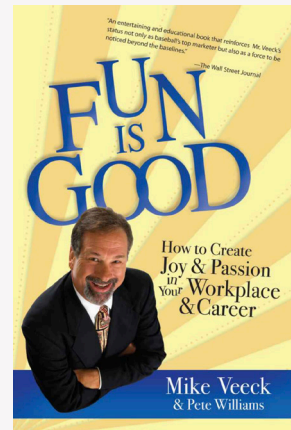
Book signing to follow at 12:15 pm – 1:30 pm



Mike Veeck's stories of his numerous failures and successes have inspired individuals to be innovative, creative, passionate, loyal, irreverent, collaborative, joyful and inclusive. Leaders of organizations both large and small are entertained while they take-in lessons on how to achieve success by truly and authentically valuing and expressing gratitude to their customers, employees, and community. In a humorous and sometimes emotional style, Mike challenges the audience to get out of their comfort zone and into an environment where unique partnerships, innovative promotions and engaged employees equal increased profits and lots of fun for individuals of all levels and departments in an organization.

Mike Veeck, is a nationally renowned speaker, entrepreneur, college professor, philanthropist, marketing & customer care expert and owner of multiple minor league baseball clubs (including the Saint Paul Saints!) He has been featured on the NBC Nightly News, 60 Minutes, The Late Show with David Letterman and many other national media outlets.

We will give away 50 copies of the book, "Fun is Good" to the first 50 people in line at the book signing. A limited supply of additional books will be available for purchase.



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