

KEYNOTE SESSION

BE EXTRAORDINARY.
BE BRAVE.
BE JOYFUL!

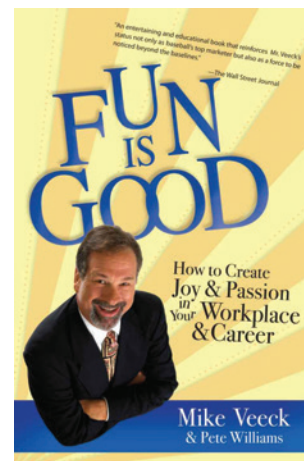
Featuring
Mike Veeck



Friday, April 29
11:00 am – 12:00 pm
Event: #F2231
Roy Wilkins Auditorium
Book signing to follow
from 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 and customer care expert, and owner of multiple minor league baseball clubs. Mike and the "Fun Is Good" philosophy has been featured on the NBC Nightly News, 60 Minutes, the Late Show with David Letterman, and many other national media outlets.



A book signing will take place in the Dyste Williams booth immediately following the keynote presentation. We will give away FREE books to the first 50 people in line.

This event is sponsored in part by



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MARK YOUR CALENDAR

FUTURE STAR OF THE NORTH MEETING DATES

April 27-29, 2023

April 25-27, 2024