

SCHEDULE

OF 65TH ANNIVERSARY EVENTS

THURSDAY, MARCH 5

PUB CRAWL: Meet in lobby at 6:00pm.

Conclude at 9pm at Renaissance Savery Hotel, Coda Lounge

FRIDAY, MARCH 6, 2020

- 9:00 am **REGISTRATION MFCP** Reception Lobby, 2nd Floor
- 9:00-10:00 am **VENDOR SHOWCASE**
MFCP Reception Lobby, 2nd Floor
- 10:00-11:15 am **IDEA EXCHANGE** Savery 1 Ballroom
- 11:15-11:30 am **MIDWEST HELP WANTED NETWORK LAUNCH**
Savery 1 Ballroom
- 11:30-11:45 am **GENERAL MEMBERSHIP MEETING** Savery 1 Ballroom
- 11:45- NOON **BREAK**
- NOON **AD CONTEST AWARDS LUNCHEON** Iowa Ballroom
- 1:00 pm **KEY NOTE with David Okerlund** Iowa Ballroom
- 1:45- 3:00 pm **SALES AND MANAGERS TRACK with Ursula Mentjes**
Des Moines Ballroom First Session: Maximum Accelerated Selling: The Mindset and Strategies You Need to Double Your Sales Fast.
- 1:45- 3:00 pm **GRAPHICS TRACK with Kevin Slimp** Truman Boardroom
Creating Better Ads: Learning what works (theoretical) and tools (software) when it comes to successful ad design.
- 3:30-5:00 pm **SALES AND MANAGERS TRACK with Ursula Mentjes**
Des Moines Ballroom Second Session continued: Maximum Accelerated Selling: The Mindset and Strategies You Need to Double Your Sales Fast.
- 3:30-5:00 pm **GRAPHICS TRACK with Kevin Slimp** Truman Boardroom
Production Tune-Up: Tools and tips to increase your productivity in Photoshop, InDesign, Acrobat and more.
- 3:30-5:00 pm **MANAGER'S ROUNDTABLE** Savery 1 Ballroom
- 5:00-6:30 pm **VENDOR SHOWCASE and COCKTAIL HOUR**
MFCP Reception Lobby, 2nd Floor
- 6:30 pm **65th ANNIVERSARY BANQUET** Iowa Ballroom



The MFCP board of directors and staff
thank you for coming and sharing time with us!

MFCP IS PLEASED TO WELCOME



DAVID OKERLUND

KEYNOTE SPEAKER

What can one say about a person who states that the best job he ever had was when he worked on a garbage route for four years in order to save up money to go to college? As David tells his audiences, "That's when I learned one of the greatest lessons in life—it's not what I'm doing in life that gives me my dignity. It's the attitude I bring to what I'm doing, and I can have just as much self-esteem working on a John Deere 4020, as some executive sitting behind a five-thousand-dollar mahogany desk—if I wake up with the right attitude about what I'm going to do that day."

Over the last twenty years, David has worked with some of the greatest companies and organizations in America and abroad. He has presented numerous seminars and

keynote addresses on topics like change management, leadership skills, creativity, and sales and customer service. He has helped design communication and persuasion classes for university students and has been described by baseball Hall of Fame shortstop Ozzie Smith and others as the "best personal speech coach in the United States."

David has written five books including most recently, *Managing the Margins of Greatness*, and *I Like the Depression*. His newest book, *Gathering Pebbles* is scheduled to come out in March of this year. He also founded The Creative Communications Institute, an organization dedicated to assisting individuals and corporations with their communication needs.

FRIDAY, 1:00 to 1:30 pm Iowa Ballroom The Power of Passion and Play
FRIDAY, 6:30 pm Iowa Ballroom The Joys of Stress



KEVIN SLIMP

GRAPHICS AND NEWSPAPER INSIDER

Kevin Slimp is a longtime friend of MFCP. Most of our members know him for his work in design and technology, stretching back to his work in the development of the PDF printing method. Most recently, Kevin has become a popular consultant and advisor to both free and paid papers throughout North America. For 20 years, Kevin was the director of the University of

Tennessee Newspaper Institute.

Over the past three years, Kevin has been busy speaking at newspaper and advertising conferences, as well as running his own publishing company, Market Square Publishing. In addition to his work publishing books by several best-selling authors, Kevin had his own best-seller, *Where Do We Go From Here*, in May 2019.

While with MFCP, Kevin will be teaching attendees in ad design (both theory and software skills) and production.

FRIDAY, 1:45 to 3:00 pm Truman Boardroom SESSION 1: "Creating Better Ads: Learning what works (theoretical) and tools (software) when it comes to successful ad design."

FRIDAY, 3:30 to 5:00 pm Truman Boardroom SESSION 2: "Production Tune-Up: Tools and tips to increase your productivity in Photoshop, InDesign, Acrobat and more."



URSULA MENTJES

ENTREPRENEUR AND SALES EXPERT

Two-time Bestselling Author, Award winning Entrepreneur and Sales Expert — Ursula Mentjes (menches—rhymes with benches) — will transform the way you think about selling so you can reach your goals with less anxiety and less effort! The Founder of Sales Coach Now as well as an inspirational speaker, author of *Selling with Intention*, *Selling with Synchronicity* and *One Great Goal*, Ursula specializes in Neuro-Linguistic Programming to help clients double and triple their sales in as little as 30 days. Honing her skills at an international technical training company, where she began her career in 1996, Ursula increased sales by 90% in just one year!

In 2001, when the company's annual run was in the tens of millions, Ursula advanced to the position of President at just 27 years old. Sales guru Brian Tracy endorsed her best-selling and award-winning book *Selling*

with Intention saying, "This powerful, practical book shows you how to connect with customers by fully understanding the sales process from the inside out. It really works!" Ursula is recipient of two Lifetime Achievement Awards for her work from two Presidents of the United States of America, both political parties. Also the Small Business Administration's Women in Business Champion Award, Willow Tree's Extraordinary Example and Extraordinary Entrepreneur, National PDP's Business Woman of the Year and Extraordinary Speaker of the Year. Her Podcast, *Double Your Sales NOW*, is being downloaded in 52 countries and is experiencing double-digit growth. And, Ursula's new book, *The Belief Zone*, was just released and reached Amazon best-selling status and received two Beverly Hills Book Awards.

FRIDAY, 1:45 to 3:00 pm Des Moines Ballroom

SESSION 1: Maximum Accelerated Selling:
The Mindset and Strategies You Need to Double Your Sales Fast

FRIDAY, 3:30 to 5:00 pm Des Moines Ballroom

SESSION 2: Maximum Accelerated Selling:
The Mindset and Strategies You Need to Double Your Sales Fast



Stop at the MCN booth and meet Zippy. Anyone can sell MFCP!

