St. Cloud Area Chamber of Commerce Leadership Program
Media/Communications & Graduation Day
May 12, 2022 ◆ 7:45 a.m. – 7:30 p.m.
Blackberry Ridge, 3125 Clubhouse Rd., Sartell, MN 56377 ◆ 320-257-4653

DRESS: We may spend some of our day outside, so please dress accordingly.
In addition, **BUSINESS DRESS** is requested for the Commencement Ceremony.

AGENDA:

7:45 a.m. *Welcome and Announcements*
Jodi and Jason

Keynote Speaker
Bryan Bauck, Executive Director Western Region, CentraCare

Personal Mission Statement
Larry Logeman, Executive Express
(Please bring to class your personal mission statement that you started at Kick Off Day in September)

BREAK

Share Class papers in small groups
Turn in papers and the employer feedback form

Noon **LUNCH**

12:45 p.m. *Media Relations and Working with the News Media*
Lisa Schwarz, Times Media

Understanding and Effectively Using Social Media
Erin Perry-Boron, DAYTA Marketing; Michelle Henderson, BadCat Digital Marketing

BREAK

What's Next?
Jason Hallonquist, CEO/Managing Director, AIS Planning
Julie Lunning, President, St. Cloud Area Chamber

3:45-4:30 p.m. *Wrap up & Year in Review*
Jodi Gertken and Jason Primus

Commencement:
5 p.m. Networking and hors d'oeuvres
6 p.m. Program and Commencement Ceremony