

2017 LEADERS FORUM

Join area leaders for a half-day summit designed to inspire and empower you.

Agenda

8–9 a.m.

Event registration, continental breakfast and book signing

9–10:30 a.m.

Keynote speech by Dr. Paul G. Stoltz

10:30–10:45 a.m.

Break for networking

10:45 a.m.–Noon

Breakout sessions

Dates and locations

Tuesday, May 16, 2017

Minneapolis Convention Center
1301 Second Ave. S
Minneapolis, MN 55403

Wednesday, May 17, 2017

KI Convention Center
333 Main St.
Green Bay, WI 54301

Register today!

Register online at
AssociatedBRC.com/Events
or call us at **800-258-3190**.

Reach your goals with GRIT. Lead your business to success.

At the 2017 Leaders Forum, we are excited to feature our keynote speaker, Dr. Paul G. Stoltz. Considered the world's leading authority on the integration and application of GRIT and resilience, Dr. Stoltz will discuss how effective leaders possess the capacity to dig deep and do whatever it takes — even sacrifice, struggle and suffer — to achieve their most worthy goals in the best ways.



Dr. Paul G. Stoltz

This compelling presentation combines inspiration and humor with application and substance. Participants will learn how to hone their own GRIT and apply it to their careers, personal relationships and other pursuits.

Dr. Paul G. Stoltz is the author of four international bestselling books on the subject of GRIT. He was voted by *HR Magazine* as “One of the Top 10 most influential global thinkers,” and by *Executive Excellence* as “One of the 100 Most Influential Thinkers of Our Time.”

Breakout sessions

After the conclusion of our keynote address, attendees will have the opportunity to gain insight from our leading subject matter experts on trending industry topics.

Economic update: The year of unlikely outcomes

In 2016, the United Kingdom voted to leave the European Union, the Chicago Cubs won the World Series for the first time in 108 years and Donald Trump was elected president. Our experts will discuss the changes that have taken place in the first hundred days of President Trump's administration and the short-term and long-term impact to employers and the economy.

The importance of a holistic approach to employee financial wellness

What does your 401(k) plan have to do with offering a high-deductible health plan? Why might life insurance matter to employees contributing to health savings accounts? Employee financial wellness is a common denominator. This breakout session will aim to provide solutions to help employers communicate savings opportunities among many employee benefits, thereby increasing participation and enhancing recognition of the competitive compensation and benefits packages offered.



Investments, Securities and Insurance Products:

NOT FDIC INSURED	NOT BANK GUARANTEED	MAY LOSE VALUE	NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY	NOT A DEPOSIT
---------------------	------------------------	-------------------	---	------------------

Please see reverse side for important disclosure information >>



Investments, Securities and Insurance Products:

NOT FDIC INSURED	NOT BANK GUARANTEED	MAY LOSE VALUE	NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY	NOT A DEPOSIT
-----------------------------	--------------------------------	---------------------------	---	--------------------------

Insurance products are offered by licensed agents of Associated Financial Group, LLC (d/b/a Associated Benefits and Risk Consulting in New York and Associated BRC Insurance Solutions in California). **The financial consultants at Associated Financial Group are registered representatives with, and securities and advisory services are offered through LPL Financial “LPL”, a registered investment advisor and member FINRA/SIPC.** Associated Financial Group uses Associated Benefits and Risk Consulting (“ABRC”) as a marketing name. ABRC is a wholly-owned subsidiary of Associated Bank, N.A. (“AB”). AB is a wholly-owned subsidiary of Associated Banc-Corp (“AB-C”). LPL is NOT an affiliate of either AB or AB-C. AB-C and its subsidiaries do not provide tax, legal, or accounting advice. Please consult with your tax, legal, or accounting advisors regarding your individual situation. ABRC’s standard of care and legal duty to the insured in providing insurance products and services is to follow the instructions of the insured, in good faith.