



# convergence

SUMMIT 2019

UNIVERSITY OF MINNESOTA MCNAMARA ALUMNI CENTER  
MARCH 28, 8:00 A.M. – 6:00 P.M.

## THE CONVERGENCE OF COMMUNICATIONS AND BUSINESS SUCCESS

*Preparing communications, marketing and PR leaders  
for navigating changes in our profession.*

Presented by:



Minnesota



MINNESOTA JOURNALISM CENTER

HUBBARD  
SCHOOL OF JOURNALISM  
& MASS COMMUNICATION

UNIVERSITY OF MINNESOTA

# AGENDA



| Time  | Topic   | Presenter  | Room               |
|---|---|--|--------------------|
| 7:00 - 8:00 a.m.                                  | Registration, Continental Breakfast and Networking  |  | Commons Lobby      |
| 8:00 - 9:00 a.m.<br><b>Morning Keynote</b>        | Mindset of Discovery— <i>How to Use the Micro-Behaviors of Improvisation to Think Differently and Build a Culture of Innovation</i> | <b>John Sweeney</b><br><b>Margi Simmons</b><br><i>Brave New Workshop</i>   | Johnson Great Room |
| 9:15 - 10:00 a.m.<br><b>Breakout Sessions #1</b>  | The Culture Factor: How Organizations Buy Communication Strategies, Ideas and People  | <b>Steve Wehrenberg</b><br><i>Teaching Professor of Strategic Communication and Program Director of the Professional MA in Strategic Communication</i>   | Johnson Great Room |
|   | Is Your Bias Showing?   | <b>Amy S. Tolbert, Ph.D., CSP</b><br><i>Co-Creator of Discovering Diversity Profile® (DDP)</i><br>Spectra Diversity<br><b>Patricia Jespersion, MBA</b><br><i>Partners</i><br>Spectra Diversity   | Swain Room         |
|   | Visual Storytelling: What Research Tells Us, and How to Make it Work in the Real World  | <b>Regina McCombs</b><br><i>Senior Fellow</i><br>Hubbard School of Journalism, U of M<br><b>Chris Havens</b><br><i>Manager, Communications</i><br>Best Buy<br><b>Boua Xiong</b><br><i>Sr. External Communication Advisor</i><br>Best Buy | Ski-U-Mah Room     |
| 10:15 - 11:00 a.m.<br><b>Breakout Sessions #2</b> | A Spark Of Creativity To Fuel Your Career And Organization  | <b>Glenn Karwoski</b><br><i>Managing Director</i><br>Karwoski & Courage  | Swain Room         |
|   | Libel Proofing Your PR Campaign   | <b>Leita Walker</b><br><i>Partner</i><br>Ballard Spahr LLP   | Ski-U-Mah Room     |
| 11:15 a.m.  | Lunch   |  | Johnson Great Room |
| 11:40 a.m.  | Welcome   | <b>Tammy Nienaber, SCMP</b><br><i>IABC Minnesota Chapter President</i>   |                    |
| 11:50 a.m. - 12:45 p.m.<br><b>Keynote</b>         | Edelman 2018 Earned Brand Study & 2019 Trust Barometer  | <b>Kevin Cook</b><br><i>COO</i><br>Edelman Chicago   | Johnson Great Room |

| Time   | Topic   | Presenter   | Room               |
|--|---|---|--------------------|
| <b>1:00 - 2:00 p.m.</b><br><b>Corporate Responsibility Panel</b> | Companies Taking A Stand; Risks, Rewards  | <p><b>Moderator:</b><br/><b>Ann Krzmarzick, ABC,</b><br/><i>Senior Product Manager</i><br/>Miromatrix</p> <p><b>Karin McCabe</b><br/><i>Outreach Director</i><br/>McGough Construction</p> <p><b>Ed Kamrin</b><br/><i>Communications Manager of Corporate Citizenship</i><br/>McKesson</p> <p><b>Kirsten Morell</b><br/><i>Senior Manager of Issues Management</i><br/>Best Buy</p> | Johnson Great Room |
| <b>2:15 - 3:00 p.m.</b><br><b>Breakout Sessions #3</b>           | Technology—Artificial Intelligence/Extended Realities<br><i>Capturing Attention in an Algorithmic World</i> | <b>Greg Swan</b><br><i>Director of Digital, Social &amp; Innovation</i><br>Fallon   | Johnson Great Room |
|  | Ethics in a "Trust Crisis" Era  | <b>Scott Libin</b><br><i>Hubbard Senior Fellow</i><br>U of M  | Swain Room         |
|  | Crisis Communication—An Internal Perspective  | <b>Allen Sommerfield</b><br><i>Senior Communications Officer</i><br>Minnesota Department of Agriculture   | Ski-U-Mah Room     |
| <b>3:15 - 4:00 p.m.</b><br><b>Closing Keynote</b>                | Human Communications: How Putting People First Benefits Business  | <b>Victoria Dew</b><br><i>Incoming IABC Chair</i><br><i>CEO</i><br>Dewpoint Communications  | Johnson Great Room |
| <b>4:00 - 6:00 p.m.</b>  | Closing Network Reception Sponsored by Neuger Communications Group  | Includes two FREE drinks, networking, assembling toiletry kits for the homeless, a chance to win numerous prizes*, and other activities. A prize will be awarded for the person who tweets the most before and during the conference. Use #iabcmmn and @iabcmmn within your tweet to be recognized.   | Swain Room         |

\*Must be present to win

## MORNING KEYNOTE PRESENTATION 8:00-9:00 A.M. | JOHNSON GREAT ROOM

*Mindset of Discovery—How to Use the Micro-Behaviors of Improvisation to Think Differently and Build a Culture of Innovation*



### Brave New Workshop

Your industry is changing, your audiences are changing, the world is changing. Sometimes change can feel uncomfortable, but the truth is, it also creates new and exciting opportunities for growth and innovation. In this hands-on, laughter-filled session, you'll practice the Brave New Workshop's "Big Five" behaviors of improvisation and learn how to foster a Mindset of Discovery to innovate and embrace the ever-present change. Led by facilitators from the oldest comedy theater in the U.S., who train and inspire thousands of professionals each year, you will laugh, learn, and safely stretch a bit outside of your comfort zone. Whether you consider yourself an introvert or extrovert, this session is an opportunity to increase your self-awareness, creativity, and ability to thrive in a rapidly changing technology and business environment.

To learn more about why we use improv as a way to practice see this video:  
*What is Improv?* <http://bcove.me/aut5kef5>

To dive deeper read this paper: *The Science Behind Our Approach*  
<http://www.bravenewworkshop.com/creativeoutreach/wp-content/uploads/FromFearToDiscoveryScienceBackground-2015.pdf>

To dive even deeper read this book: *The Innovative Mindset*  
<http://www.wiley.com/buy/1119161282>





## BREAKOUT SESSIONS #1 | 9:15-10:00 A.M.

### *The Culture Factor: How Organizations Buy Communication Strategies, Ideas and People* JOHNSON GREAT ROOM



#### **Steve Wehrenberg, Teaching Professor of Strategic Communication; Program Director of the Professional MA in Strategic Communication, University of Minnesota**

After 33 years in the advertising agency business, presiding over hundreds and hundreds of pitches, which often seemed like trips to the roulette wheel, and being on the receiving end of what often seemed like illogical, if not capricious agency buying decisions, Steve Wehrenberg discovered the ways organizations buy, select or hire communications. These organizations' decisions are often heavily influenced by these Jungian psychological drivers and the Culture Factor. Four classic organizational archetypes are keys to knowing how to sell into organizations.

#### **Key Points to be Learned**

- Drivers of organization selection and purchase
- Four classic organizational archetypes
- How to sell into these archetypes

### *Is your Bias Showing?* SWAIN ROOM

#### **Amy S. Tolbert, Ph.D., CSP, Co-Creator of Discovering Diversity Profile® (DDP), Spectra Diversity**



#### **Patricia Jespersion, MBA; Partners, Spectra Diversity**



Knowing we are all biased may be a hard pill to swallow. Unconscious bias, a key component of diversity and inclusion, impacts our communication and our workplace relationships every day. It is not a question of if we are biased, but knowing which bias is at play is the first step to awareness. With that understanding we can then make a conscious choice to shift thinking, which in turn allows us to change behavior. To understand bias, we have to understand ourselves, our own implicit bias and our target audience.

Chances are there is a respectable gap between where you are now and where you need to be if you want to be an effective communicator that is bias-free using inclusive language. Language is one of the greatest perpetrators of culture – it reflects and affects our corporate identities.

#### **Key Points to be Learned**

- What is unconscious bias and why should I care?
- Increase your awareness of your own bias
- Apply techniques and strategies to limit the impact of bias in your role

# TOPICS

## *Visual Storytelling/Data Visualization*

*SKI-U-MAH ROOM*

**Regina McCombs, Senior Fellow, Hubbard School of Journalism, University of Minnesota**

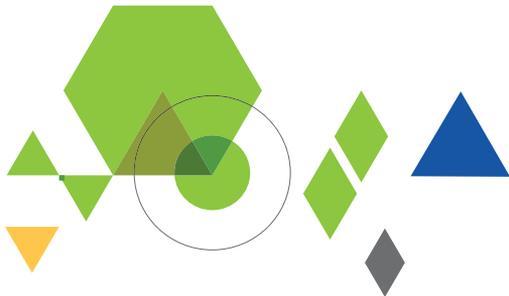
**Chris Havens, Manager, Communications, Best Buy**

**Boua Xiong, Senior External Communications Advisor, Best Buy**

Is using visuals the preferred way of telling stories today? How do you know which visuals will be most effective with audiences? Is video worth it? How do you deal with practical budget realities? What's working for other organizations?

In this session, professor Regina McCombs will present the latest research on what makes images effective in print, online and social media settings, ways people judge images, and how to make decisions about which images to use to tell your organization's story.

Best Buy communications team members Chris Havens and Boua Xiong will share their new strategy for telling stories with visuals to internal and external audiences, explain how and why they make particular decisions, and talk about how they've overcome challenges and what has been most effective for Best Buy's visual storytelling initiatives.



**BREAKOUT SESSIONS #2 | 10:15-11:00 A.M.*****A Spark of Creativity to Fuel your Career and Organization*****SWAIN ROOM****Glenn Karwoski, Managing Director, Karwoski & Courage, and adjunct professor, University of St. Thomas Opus Graduate School of Business**

Creativity is the lifeblood of an organization and a successful career. For creativity to happen and flourish, a number of variables must come together. Glenn Karwoski shares the facts and techniques on creativity along with advice based on his thriving career within the Twin Cities creative agency scene. This information and a participation exercise will immediately spark your personal and organizational creativity.

**Key Points to be Learned**

- How to be more creative
- What creative people do every day
- The key attributes of high-performing creative organizations
- How to increase organizational or team creativity

***Libel Proofing Your PR Campaign*****SKI-U-MAH ROOM****Leita Walker, Partner at Ballard Spahr LLP**

From #MeToo accusations to claims of bias or financial misdeeds, management and PR teams have an extra challenge when charges come from inside the company. Learn more about how you can protect your reputation and how to work with attorneys to counsel managers in communications to avoid missteps as the company navigates these claims. Leita Walker will review recent libel cases that have arisen from the #metoo movement and the complexities that arise from whistleblowers inside an organization.



## LUNCH KEYNOTE PRESENTATION | 11:50 A.M.-12:45 P.M.

### *Edelman Trust Barometer + Earned Brand* JOHNSON GREAT ROOM

Kevin Cook, Chief Operating Officer, Edelman Chicago

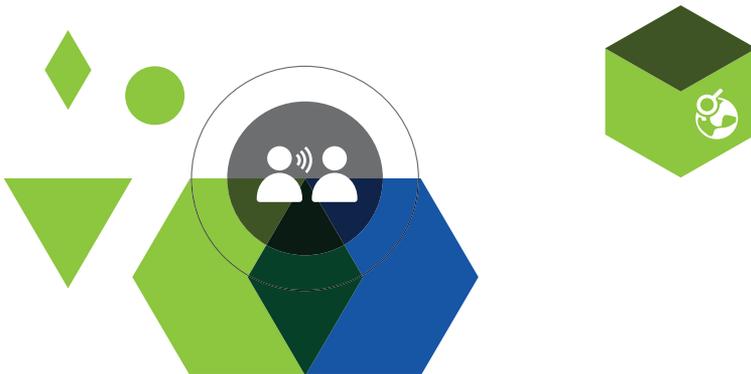


As political unrest and unbridled advances in automation threaten job security and the vitality of global supply chains, people are increasingly expecting business to ease their fears and lead the way forward. Against this landscape, consumers are also making buying decisions based on a brand's principles and values—making it no longer an option for brands to stay silent on societal issues.

Kevin will present the findings from the *2019 Edelman Trust Barometer* and share insights from *Edelman's 2018 Earned Brand Study* to explore these shifts. We'll discuss how CEOs and business leaders can take actions to prepare workforces—and society—for the future, build trust inside and outside their organizations and successfully engage consumer attention in a time of increasing disruption in media and changing consumer behaviors.

#### Key Points to be Learned

- CEOs expected to lead on change: 76% say CEOs should take the lead on change, rather than waiting for government to impose it. Not surprisingly, the last year has also seen a sharp rise in belief-driven buying – buyers that will choose, switch, avoid or boycott a brand based on where it stands on the political or social issues they care about.
- Companies can improve society, and also do well: 73% agreed that a company can take specific actions and both increase profits and improve the economic and social conditions in the communities where it operates.
- The new employee-employer contract: Employees' expectation that prospective employers will join them in taking action on societal issues (67%) is nearly as high as their expectations of personal empowerment (74%) and job opportunity (80%).





## CORPORATE SOCIAL RESPONSIBILITY PANEL | 1:00-2:00 P.M.

### *CSR and Linking Brands to a Cause: Choices, Risks and Rewards*

JOHNSON GREAT ROOM



**MODERATOR:**

**Ann Krzmarzick, ABC, Senior Product Manager, Miromatrix**

According to Edelman's 2018 Earned Brand Study, nearly two-thirds of consumers now choose, switch to or boycott a brand based on its stand on societal issues. Belief-driven buying is now a mainstream mindset. This panel will explore the implications of the Earned Brand Study along with the risks and rewards of a brand's willingness to live by its values, operate with purpose and make the leap into activism.

**Panel members:**



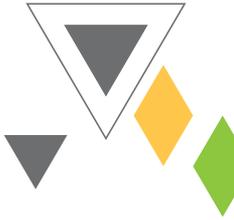
● Karin McCabe  
*Outreach Director*  
McGough Construction



● Ed Kamrin  
*Communications Manager of Corporate Citizenship*  
McKesson



● Kirsten Morell  
*Senior Manager of Issues Management*  
Best Buy



## BREAKOUT SESSIONS #3 | 2:15-3:00 P.M.

### *Capturing Attention in an Algorithmic World*

JOHNSON GREAT ROOM

**Greg Swan, Director of Digital & Social, Fallon**



In 2019, modern marketers increasingly find themselves walking the line between man and machine. With the rise of the attention economy, A.I.-powered algorithms, the 24/7 news cycle and cluttered newsfeeds, it can be a confusing time to craft messages and content that creates breakthrough. However, this tension between consumer habits and changing technology is also ripe with opportunity for modern brands that are ready for the next generation of communication arts. In this presentation, Greg Swan will share the latest research on A.I. and consumer attention trends, specific examples of content designed to maximize this environment, and advice for how you can capture consumer attention in today's algorithmic world.

### *Ethics in a "Trust Crisis" Era*

SWAIN ROOM

**Scott Libin, Hubbard Senior Fellow, University of Minnesota—Hubbard School of Journalism & Mass Communication**



How do we address today's "trust crisis" in the information we receive—and in the information we disseminate? As communicators, how do we make ethical decisions in both traditional and social media settings, and in dealing directly with the public? In this session, you will participate in an interactive case study experience to role-play as a group what you would do, and to discuss how these principles might apply to your own organizations in your day-to-day work.

#### **Key Points to be Learned**

- Principles of ethics to apply in your organization
- Ethical decision making





## *Crisis Communication—An Internal Perspective* *SKI-U-MAH ROOM*

**Allen Sommerfeld, Senior Communications Officer,  
Minnesota Department of Agriculture**



Crisis communication is an often-studied topic. However, most of that research focuses on external communication. This presentation focuses specifically on internal crisis communication through research and theory. The best practices we'll explore are based on interviews with communicators that have faced crisis in their organizations and communication professionals who help others during times of crisis.

### **Key Points to be Learned:**

- The three stages to internal crisis communication
- The relationship between internal and external messaging
- 10 best practices for internal communications during a crisis

## **CLOSING KEYNOTE PRESENTATION** **3:15 P.M. | JOHNSON GREAT ROOM**

*Human Communications: How putting people  
first benefits business*



**Victoria Dew, Incoming IABC Chair, CEO Dewpoint Communications**

We hire smart people, expect them to be innovative, collaborative, productive and engaged, and then treat them like robots on an assembly line. But until robots actually do come for our jobs, companies will be a lot better off embracing and nurturing their human employees.

How can we, as business communicators, be change agents and help to create better, stronger human-centric business?

In this session we'll explore how communications leaders can leverage our own uniquely human talents and skills to have a big impact on both business and society.

## SPEAKER BIOS

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Brave New Workshop (BNW) transforms people's thinking and behavior for the better through a methodology stemming from 60 years of practicing improvisation on and off stage and 20 years of helping clients apply the learning in corporate and everyday life settings. More and better ideas, more collaboration, more discovery, less fear: that's what the BNW stands for. Started in 1958 by a former circus performer and American improvisation founding father Dudley Riggs, the organization today is owned by John Sweeney and Jenni Lilledahl and has grown to include the oldest satirical comedy theater in the U.S., a pioneering institute for personal development, a thriving corporate training business, and top business speakers. Find out more at [www.bravenewworkshop.com/creativeoutreach](http://www.bravenewworkshop.com/creativeoutreach)



**Kevin Cook**  
Chief Operating Officer  
Edelman Chicago

Kevin is a 20-year veteran of Edelman. Previously managing director of the office's Corporate Affairs practice, Kevin serves as senior counsel for some of the firm's largest global clients including manufacturing, financial services and health care companies. He counsels clients on global reputation and stakeholder campaigns, issues management, strategic transactions and corporate brand transformation. Kevin ensures that office-wide business strategy is executed fully, fosters organizational growth and improvement, identifies and puts into operation strategic joint ventures and oversees the office's finance and HR efforts. Kevin also is a member of Edelman's Global Strategy Committee.

Kevin is the North America client manager for a discrete group of the firm's Fortune 500 clients. He also is a member of the Art Institute of Chicago's Business Council and current board member for Friends of the Parks.

Before joining Edelman, he served as a vice president at Aaron D. Cushman and Associates, Inc. managing the firm's corporate and commercial real estate services division. His corporate experience includes managing national campaigns for Lou Dobbs and CNN; Jacques Yves-Cousteau and The Cousteau Society; Lincoln National Corp. and several privately held companies throughout the Midwest.

Kevin graduated from Purdue University-Calumet with a bachelor's degree in communications.



## Victoris Dew, SCMP

Founder

Dewpoint  
Communications

Victoria is the Founder of Dewpoint Communications, a consultancy dedicated to helping businesses grow faster, stronger, and smarter through great company culture, communication and leadership.

Victoria has more than 12 years of corporate communications experience, both in the U.S., and overseas. As both a consultant and in-house practitioner, Victoria's internal communications expertise has helped drive business results for companies in more than a dozen industries and verticals, including some of the world's largest technology brands. She is passionate about helping her clients create an environment inside their company that shines through on the outside, turning employees into brand evangelists, and customers into zealots.

Victoria currently serves as Vice Chair of the International Association of Business Communicators (IABC).

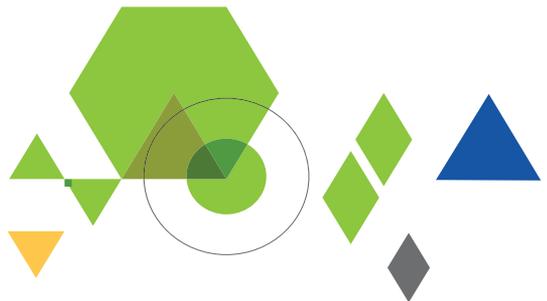
Victoria holds a BA from Skidmore College, an MA from King's College London, a PG Dip in Communications Management from Massey University, and a Cert MS in Business Administration from Victoria University of Wellington. In 2018, she earned her Strategic Communication Management Professional (SCMP) certification.



## Chris Havens

Manager,  
Communications  
Best Buy

Chris Havens is a manager on Best Buy's Communications team, leading storytelling strategy for the company's internal and external channels. Before Best Buy, he spent 16 years in print and digital journalism, most of that time at the Star Tribune (Minneapolis).



## SPEAKER BIOS



**Patricia  
Jespersion, MBA**

Chief Curiosity Officer  
EmployeeEXP

Patricia Jespersion, MBA, is Chief Curiosity Officer of EmployeeEXP, a consulting firm specializing in working with employers to Create Better Employee Experience Outcomes. Jespersion is also co-founder and partner in Spectra Diversity, a technology-based firm offering the Spectra Diversity Inclusion Assessment (SDIA), which measures both organizational progress and individual skills related to diversity and inclusion in the workplace. Jespersion has 25+ years of working on the people-side of business. As Vice President of ProGroup (now part of Korn Ferry) Jespersion began working with Fortune 500 clients to provide Diversity & Inclusion communication solutions. Jespersion joined Arthur J. Gallagher to bring a suite of people solutions to employers embroiled in what we see today as the war for talent. Her passion is with mid-market organizations whose creative approach to attracting, retaining, and engaging top talent will need to be disproportionately greater than the realities of often limited HR and financial resources, when compared to larger competitors who seek the same talent.

Jespersion's work includes: Minnesota Chamber of Commerce, Chair, Education and Workforce Development Committee; Financial Executive International, Twin Cities, Strategic Partner; Minnesota Society for Human Resources Management, State Director of Diversity & Inclusion; National Association of Independent Financial Advisors, MN Chapter, Board Member, and more; Human Resource Professionals of MN, Board Member; Twin Cities Human Resources Executive Network, Board Member.



**Ed Kamrin,  
SCMP**

Communications  
Manager  
McKesson

Ed has focused his career on communications that advance the greater social good and create more inclusive workplaces. He is a communications manager at McKesson, where his work is dedicated to corporate responsibility, sustainability and philanthropy. Over 20 years in the field, he has worked with companies from early-stage startups to large multinationals. Ed chairs the IABC Foundation Grant Selection Task Force and will chair the international Gold Quill Awards in 2019-2020. He is past chair of IABC Pacific Plains Region and past president of IABC/San Francisco. For 14 years, Ed volunteered as a marketing consultant through the Taproot Foundation, which honored him in 2017 for providing 1300 hours of pro bono service to San Francisco Bay Area nonprofits. He completed his undergraduate degree at Swarthmore College and his graduate studies at the University of Helsinki in Finland.



**Ann Krzmarzick,  
ABC**

Senior Product Manager  
Miromatrix

Ann has a passion for getting innovative medical technologies off the ground and into the market. She started her career as a writer at a local hospital and leans upon those skills (among many others including market research, product management, sales training, and public relations) as she builds the brand for her company. She is a self-published author of a children's book, *Every Pumpkin Is Perfect*. Ann also chairs the CONVERGENCE Summit 2019 planning committee.

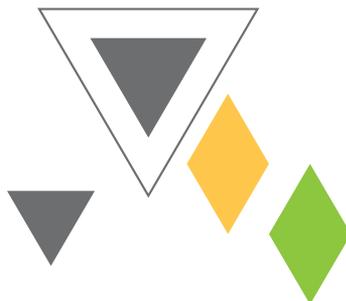


**Scott Libin**

Hubbard Senior Fellow  
University of Minnesota  
Hubbard School of  
Journalism & Mass  
Communication

Scott Libin specializes in broadcast and digital journalism, leadership skills and ethical decision-making. Before joining the University of Minnesota faculty, he served as vice president of news and content at Internet Broadcasting. Scott has been news director at WCCO-TV and KSTP-TV in the Twin Cities, and at WGHP-TV, in the Greensboro, N.C., market. Scott spent seven years on the resident faculty of The Poynter Institute, a school for journalists in St. Petersburg, Florida. In that role, Scott led seminars for reporters, producers, editors, anchors and managers. Scott also served as managing editor of Poynter Online. He has worked as a consultant and trainer for dozens of news organizations and has taught internationally from South Africa to China.

Scott is chairman of the Radio Television Digital News Foundation and former chairman of RTDNA and its Ethics Committee. He wrote the organization's Code of Ethics. He chairs the Hubbard School of Journalism's Diversity Committee. Scott also serves on the Board of Directors of the National Scholastic Press Association and just concluded nine years on the Board of Advisors of ThreeSixty Journalism, a non-profit program at the University of St. Thomas in St. Paul, Minn.





# SPEAKER BIOS

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**Jenne Meyer, PhD**

Outreach Director  
McGough Construction

Karen has worked in the construction industry since 1999. Upon completion of a Women Venture construction training program, she started her career with McGough in the field. Always ready for new challenges she has been involved with Project Coordination, department management, department development and creation, and is currently acting as McGough's ambassador to the diversity community. She is the proud recipient of the 2013 MSA Construction Professional of the Year Award and was instrumental in leading McGough in receiving a Yellow Ribbon Company designation in 2014. Karin understands the benefit and the need to partner with education for the economic growth and health of our communities.



**Kirsten Morell**

Senior Manager of  
Issues Management  
Best Buy

Kirsten Morell is Senior Manager of Issues Management for Best Buy, which seeks to enrich people's lives through technology. Kirsten's work focuses on bringing the Best Buy brand to life for consumers, employees and stakeholders through the company's efforts to positively impact our world and contribute to the common good. She leads issues management and social issue engagement for the company, as well as Corporate Responsibility & Sustainability governance, reporting, communications and employee engagement. Kirsten brings broad perspectives to her role, with a background that includes leadership in government affairs, internal and external communications.

Kirsten has a master's degree in policy studies from the Johns Hopkins University and a bachelor's degree from the University of Virginia. In addition, she completed the Policy Fellows program at the University of Minnesota's Humphrey School of Public Affairs.





## Allen Sommerfeld

Senior Communications Officer

Minnesota Department of Agriculture

Allen Sommerfeld is the Senior Communications Officer at the Minnesota Department of Agriculture. As part of his daily duties he oversees media relations and outreach for two of the department's regulatory divisions, focuses on social media engagement, oversees video production, and coordinates event planning. He also has public sector experience as an Outreach Coordinator for the Metropolitan Council. Prior to his work for the State of Minnesota, Allen spent eight years as a journalist at television stations in Minnesota and South Dakota.

Allen received his bachelor's degree in speech communication from Southwest Minnesota State University in Marshall, Minn. He earned his master's degree in strategic communication from the University of Minnesota – Twin Cities in 2017. His capstone focused on internal crisis communication. Allen's interest in the subject stemmed from his work as a public information officer during the state's response to the 2015 avian influenza outbreak – part of the worst animal disease event in U.S. history.



## Greg Swan

Director of Digital & Social

Fallon

Greg Swan leads a team devoted to building engagement strategies for brands rooted in consumer habits, social networks, and the culture engine that knits them together. A nationally-recognized thought-leader, strategist and creative leader, Greg blends experience with emerging technology, earned creative, and social media for clients like Arby's, Massage Envy and Anheuser-Busch.





## SPEAKER BIOS



### Amy S. Tolbert, Ph.D., CSP

Co-Creator of  
Discovering Diversity  
Profile® (DDP)

Spectra Diversity

Amy S. Tolbert, Ph.D., CSP develops multicultural organizations and individuals by focusing on experiential learning in topics, such as, Diversity, Equity and Inclusion initiatives, Leadership Competency Development and Managing to Style.

As a Fellow at Carlson Executive Education, Dr. Tolbert is the founder and principal of ECCO International - which specializes in helping individuals expand their productivity and organizations increase their profitability.

She is well authored with 4 books, many articles, assessment tools, active blogs, and created a video based global communications training to develop intercultural communication skills called Open Mind, Open World.

She is co-founder and partner in Spectra Diversity, a technology-based firm offering the Spectra Diversity Inclusion Assessment (SDIA), which measures both organizational progress and individual skills related to diversity and inclusion in the workplace.

She served as President for NSA-MN, has served several terms as National Vice Chair for the Professional Expertise Group on Diversity with NSA and was awarded the Mark LeBlanc Award for excellence in the speaking industry. She currently serves on the hrconnection Advisory Board, is Commodore for the Bayport Marina Association and is a board member of the Institute for Lawful, Safe and Effective Policing (ILSEP).

Dr. Tolbert earned her doctorate in Human Resource Development, focusing on international/cross-cultural and diversity education/training, from the University of Minnesota.



### Leita Walker

Partner

Ballard Spahr LLP

Leita Walker is a litigator in the firm's Media and Entertainment Law Group. She has more than a decade of experience defending news organizations in libel litigation and in press and public access matters for governmental and judicial records.

Leita's First Amendment practice includes defending privacy and right of publicity claims, and advising clients on subpoenas and privilege issues, copyright law, and state and federal Freedom of Information Act laws. She advises organizations across various industries on advertising claim substantiation and on compliance laws, industry guidelines, and best practices that govern marketing strategies, campaigns, and the use of consumers' personally identifiable information.



## Steve Wehrenberg

Teaching Professor  
and Program Director

University of Minnesota  
Hubbard School of  
Journalism and Mass  
Communication

Steve brings more than 35 years of professional strategic communications experience to the faculty, including the last six as CEO of advertising agency Campbell Mithun. Starting in public relations, he shifted to copywriting, but then spent nearly 30 years in account, strategic and agency leadership positions. As head of strategic planning and integration, Steve created many of Campbell Mithun's suite of strategic planning tools, many of which he uses today to teach Generation and Selection of Communications Strategies in the Professional M.A. Program. His efforts won a Jay Chiat Silver Award for Account Planning in 2008.



## Boua Xiong

Sr. External  
Communications Advisor

Best Buy

If you have a good story, Boua Xiong wants to tell it. She currently handles media relations and content creation at Best Buy. Prior to corporate communications Boua was a broadcast reporter for nearly a decade. Boua's storytelling has earned Upper Midwest Emmy and Eric Sevareid awards.



# PLANNING COMMITTEE

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**Betsy Anderson, Ph.D., APR**, University of Minnesota

**Alison Baus**, Wells Fargo

**Sue Couling**, University of Minnesota

**Jennifer Doll**, Wells Fargo  
2013-2014 IABC Minnesota Chapter President

**Christina Grahek**, Wells Fargo

**Joanne Henry, SCMP**, Neuger Communications Group

**Ann Krzmarzick, ABC**, Miromatrix Medical, Inc.  
2001-2002 IABC Minnesota Chapter President

**Sarah Matsumoto**, Capella University  
2017-2018 IABC Minnesota Chapter President

**Scott McCullough**, McCollough Media

**Tammy Nienaber, SCMP** TLN Communicate  
2018-2019 IABC Minnesota Chapter President

**Susan Otten, MBA, ABC, SCMP**, IndieDoGood  
2016-2017 IABC Minnesota Chapter President

**Cindy Schmiege, ABC, SCMP, IABC Fellow**  
2003-2004 IABC Minnesota Chapter President

**Jasvir "Jesse" Singh**, Wells Fargo

**Alyssa Sybilrud**

**Tami Wendt**, Lexica Communications  
2014-2015 IABC Minnesota Chapter President

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# NOTES

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The Convergence Summit debuted in 2015 from the need to get a larger look at the communication profession at a time when business communications practices, messages, channels and creators have morphed and changed over time. How do we make sense of this convergence?

IABC Minnesota and the Minnesota Journalism Center at the Hubbard School of Journalism & Mass Communication have joined together to answer that question by connecting theory and reality in business communication.

- Learn how to adapt in an ever-changing world of converging opportunities.
- Stay connected to cutting-edge technologies, methods and applications.
- Collaborate with and learn from distinguished colleagues in various industries.



The Minnesota Chapter of the International Association of Business Communicators brings together professionals who want to excel in the communications field. We provide lifelong learning opportunities by giving members the tools and information needed at any stage of their career. Our goal is to encourage a collegial network of professionals engaged in all aspects of business communication and to extend opportunities to members to expand their leadership skills and experience by participating at the local, regional and international level.

Learn more at [iabcmn.com](http://iabcmn.com).



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**IABC Communications Management Professionals (CMPs) and Strategic Communication Management Professionals (SCMPs) can earn 10 points towards their annual certification maintenance requirements by attending IABC Minnesota's CONVERGENCE Summit.**