

The logo for the Convergence Summit features the word "convergence" in a dark blue, lowercase sans-serif font. The letter "o" is replaced by a stylized graphic of a green leaf-like shape emerging from a blue circular base. Below the "c" is a small green icon of a hand with the index finger pointing up. To the right of "convergence" is the word "SUMMIT" in a bold, green, uppercase sans-serif font.

convergence
SUMMIT

The logo for "2020 Vision" features a green square frame containing a stylized eye with a blue iris and pupil. To the right of the frame is the text "2020 VISION" in a bold, dark blue, uppercase sans-serif font. Below this is the phrase "Clarity for the Future" in a green, lowercase sans-serif font.

2020 VISION
Clarity for the Future

UNIVERSITY OF MINNESOTA MCNAMARA ALUMNI CENTER
MARCH 19, 7:00 A.M. – 6:00 P.M.

convergence

SUMMIT 2020

IABC Minnesota and the Minnesota Journalism Center at the Hubbard School of Journalism & Mass Communication have joined together present CONVERGENCE Summit 2020.



The Minnesota Chapter of the International Association of Business Communicators (IABC-MN) 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. IABC Minnesota members are part of the international IABC community with nearly 15,000 members working in more than 80 countries.

Learn more at iabcmn.com.



The Minnesota Journalism Center at the Hubbard School of Journalism & Mass Communication strives to prepare students for professional work in the complex and critically important media world and for informed, thoughtful engagement in their communities and public life.

To learn more about the Minnesota Journalism Center at the Hubbard School of Journalism & Mass Communication, visit <https://hsjmc.umn.edu>.

THANK YOU TO OUR COMMITTEE MEMBERS FOR DONATING THEIR TIME AND TALENT!

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

Kevin Berger
KB Integrated Marcom

Irene Connors
State of Minnesota

Sue Couling
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Christina Grahek
Wells Fargo

Ann Krzmarzick, ABC
K Group
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Chapter President

Sarah Matsumoto
Capella University
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Chapter President

Tammy Nienaber, SCMP
Anytime Fitness
2018-2019 IABC Minnesota
Chapter President

 **Susan Otten, MBA, ABC, SCMP**
Indie Do Good
2016-2017 IABC
Minnesota Chapter
President

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

 **Kirsten Thompson**
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 **Tami Wendt**
Lexica Communications
2014-2015 IABC
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THANK YOU TO OUR SPONSORS FOR THEIR SUPPORT OF CONVERGENCE SUMMIT 2020!

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SILVER SPONSOR: Lunch



SILVER SPONSOR: Closing Keynote



BRONZE SPONSOR: Panel Discussion



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AGENDA

Time	Topic	Presenter	Room
7:00 - 8:00 a.m.	Registration, Continental Breakfast and Networking		Memorial Hall
8:00 - 8:10 a.m.	Welcome Message	Camie Melton Hanily <i>Director, Marketing and Communications, Hydraulics Business, Eaton; President, IABC Minnesota</i>	Memorial Hall
8:10 - 9:00 a.m. Welcome & Morning Keynote	The Power of Storytelling	Boyd Huppert <i>Producer/Host of KARE 11's weekly "Land of 10,000 Stories" segment and general assignment reporter KARE 11</i>	Memorial Hall
9:15 - 10:00 a.m. Breakout Sessions #1	Viral Advertising: How Using a Trust Algorithm Can Impact the Speed and Reach of Your Message	Jisu Huh, Ph.D. <i>Associate Professor</i> University of Minnesota	Johnson Great Room
	Corporate Social Responsibility Shifts to Collective Social Impact	Brian Numainville <i>President</i> NUMINSIGHTS LLC Joanne Henry <i>President</i> PR for Good	Swain Room
	How to Use Data to Listen and Communicate Better	Dave Mathias <i>Founder</i> Beyond the Data	Ski-U-Mah Room
10:15 - 11:00 a.m. Breakout Sessions #2	How to Create an Employer Brand Social Media Strategy that Attracts (and Retains) Top Talent	Arik Hanson <i>Principal</i> ACH Communications	Johnson Great Room
	Synced Advertising: Capturing the Attention of Multitasking Consumers	Claire Segijn, Ph.D. <i>Assistant Professor in Advertising</i> University of Minnesota	Swain Room
	Resistance is Futile: What Every Corporate Communicator Must Know Now About Organizational Change Management	Karen Kroening <i>Senior Manager</i> RBA Consulting	Ski-U-Mah Room
11:15 a.m. Sponsored by Brandpoint 	Lunch & Round Table Networking		Memorial Hall
11:50 a.m. - 12:45 p.m. Lunch Keynote	In Search of Trust: How Authentic Content Drives Customer Experience	Lee Odden <i>CEO</i> TopRank Marketing	Memorial Hall

Time	Topic	Presenter	Room
1:00 - 2:00 p.m. Panel Discussion Sponsored by PLDG 	Relevance of Brand in the Digital Age Moderator: Susan Otten <i>Founder/CEO, Otten Associates & Indie Do Good</i> Panel Members: Andy Gorski <i>Vice President of Brand and Promotional Marketing, Best Buy</i> Dan Jasper <i>Vice President of Communications, Mall of America</i> Devon Block <i>Brand Manager, Small Business Revolution, Deluxe</i> Angela Gearhart <i>Vice President of Brand Experience, Sleep Number</i>		Memorial Hall
2:15 - 3:00 p.m. Breakout Sessions #3	An Inside Look at Artificial Intelligence for Communicators	Mary Hills, IABC Fellow, ABC, Six Sigma, FRSA <i>Business Principal</i> HeimannHills Marketing Group <i>Graduate Adjunct Faculty</i> Loyola University Sebastian James <i>Owner</i> PR & Technology Workshop	Johnson Great Room
	Gender Differences and Communication Styles—What Communicators Should Know in the Workplace	Amelia Reigstad, Ph.D. <i>Faculty</i> University of Minnesota	Swain Room
	Digital Inclusivity	Michele Landis <i>Co-Founder</i> Accessible360	Ski-U-Mah Room
3:15 - 4:15 p.m. Closing Sponsored by Celarity 	Beyond Grit: Powerful Practices to Gain the High-Performing Edge	Cindra Kamphoff, Ph.D <i>Executive Coach</i> Mentally Strong Consulting	Memorial Hall
4:15 - 6:00 p.m.	theEMPLOYEEapp Networking Reception	Sponsored by APPrise Mobile 	Johnson Great Room

TOPICS

MORNING KEYNOTE PRESENTATION | 8:10 A.M.

MORNING KEYNOTE PRESENTATION 8:10-9:00 A.M. | MEMORIAL HALL

The Power of Storytelling

Boyd Huppert



Boyd Huppert will open up the summit by sharing his approach and tips to storytelling with an essence of writing the way you talk. Good storytellers allow audiences to make their own discoveries by involving them in the storytelling process, not as observers, but as participants. Focus of the narration should be rooted in character, emotion and concept. Reveals and surprises are used effectively to reinvest audiences into a story every few seconds. Huppert's other lessons involve observing what happens in a story, including keeping your eyes open and learning when to stay silent to let a moment play out. He also advises journalists to write to the edge of the screen, or know what visual elements can speak for themselves and write to set them up.



[See Boyd Huppert's award-winning work.](#)

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

Viral Advertising: How Using a Trust Algorithm Can Impact the Speed and Reach of Your Message

JOHNSON GREAT ROOM

Jisu Huh, Ph.D., Associate Professor, Hubbard School of Journalism and Mass Communication, University of Minnesota



"Can you make this go viral?" As we know, this is often easier said than done.

Dr. Jisu Huh, who has helped develop the Trust Scores in Social Media (TSM) algorithm to test how viral ads spread within social networks, will present her research about how trust impacts the speed and reach of viral messages.

For example, while only a small proportion of social media users tend to pass on viral ads to others, those with higher source trust scores make significantly stronger contributions to spreading viral ads faster and more broadly. Dr. Huh also will describe how different conditions affect the spread of viral ads—such as in situations where ads contain socially-controversial messages—as well as how trust impacts how people may accept messages differently. Finally, this session will include case studies demonstrating how strategic viral seeding of messages may improve ad effectiveness.



[Read this blog where Dr. Huh describes how using a trust algorithm can impact the speed and reach of your message.](#)

How to Use Data to Listen and Communicate Better

SKI-U-MAH ROOM

Dave Mathias, Founder, Beyond the Data



Great communicators start by being great listeners. Data is one of the most valuable assets to use to listen both internally in your organization and externally to your customers. The challenge is data is more abundant than ever and it is hard to capture the signal from the noise. The good thing though is data can be more easily harvested and understood now than ever before. No matter if you are in communications, marketing or influencing others (including the C-Suite) within your organization, this session will help you harness data to listen and make better decisions.



[Listen to the PODCAST where Dave Mathias and CONVERGENCE committee member Susan Otten discuss how to harness data to make better decisions.](#)

TOPICS

BREAKOUT SESSIONS #1 | 9:15 A.M.

Corporate Social Responsibility Shifts to Collective Social Impact

SWAIN ROOM

Brian Numainville, President, NUMINSIGHTS LLC and Strategic Advisor, MATTER

Joanne Henry, President, PR for Good

Yesterday's structured Corporate Social Responsibility (CSR) programs are table stakes in today's reality. Activist consumers, employees and younger generations want business to help solve societal problems while they serve up products and services.

Presenters Henry and Numainville have had ringside seats to these changes for the past 15 years, and in many cases have been ringmasters. In this session, they'll address the new trends in collaborative programs and the organizational success they can deliver. They'll share examples of how the right purpose and actions can be a home-run for business – and how to avoid getting booted off the field.



[Read Joanne Henry's blog, What's Cause Got to Do with You?](#)

BREAKOUT SESSIONS #2 | 10:15 A.M.

BREAKOUT SESSIONS #2 | 10:15-11:00 A.M.

How to Create an Employer Brand Social Media Strategy that Attracts (and Retains) Top Talent

JOHNSON GREAT ROOM

Arik Hanson, Principal, ACH Communications

The battle for top talent has never been hotter. And, in an increasingly crowded social media marketplace, it's tougher than ever to stand out from your competition. You simply can't go through the motions when crafting Employer Brand social content. Social media and PR consultant, Arik Hanson, will talk about how brands can develop social media and content strategies that will not only help companies acquire the right talent, but also engage existing employees and reflect the organization's mission, vision and values.



Synced Advertising: Capturing the Attention of Multitasking Consumers

SWAIN ROOM

Claire Segijn, Ph.D., Assistant Professor in Advertising at the Hubbard School of Journalism and Mass Communication, University of Minnesota



Using another screen while watching television has become a part of people's daily routines. The multitasking consumer has been seen as a challenge for advertisers because of limited attention and decreased brand recall and recognition. Dr. Claire M. Segijn has been studying the impact of multiscreening on information processing and advertising since 2014. In her talk, she will focus on how to improve information processing and advertising effectiveness in a multi-media environment by discussing insights on synced advertising research. Synced advertising is a new form of personalized advertising in which advertisements are synchronized across media and devices in real-time. Dr. Segijn will discuss the challenges and opportunities of this new data driven advertising strategy related to consumer privacy and advertising effectiveness.



[See Dr. Segijn's video where she shares how to capture the attention of multitasking consumers.](#)

Resistance is Futile: What Every Corporate Communicator Must Know Now About Organizational Change Management

SKI-U-MAH ROOM

Karyn Kroening, Senior Manager, RBA Consulting



Defined as "The People Side of Change," the growing discipline of Organizational Change Management (OCM) is being embraced—and implemented—by businesses ranging from Fortune 500 corporations to start-ups. Why? Because McKinsey estimates that a whopping 70% of change initiatives in organizations like yours fail—largely because employees resist that change. This session will show how we can play a pivotal role in helping our organizations understand (and overcome) resistance to technology, culture and other types of change. In this lively presentation, Karyn will reveal the Three Biggest Myths about OCM, the Four OCM Best Practices and how to prove OCM's value to upper management.



[Read the white paper: Are You Missing a Critical Component to Your Change Initiative?](#)

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

In Search of Trust: How Authentic Content Drives Customer Experience

MEMORIAL HALL

Lee Odden, CEO, TopRank Marketing



From fake news to privacy issues to deep fakes, the digital world has become an uncertain source of information for consumers. Tired of information overload, sales focused brand messaging and unremarkable content, 86% of customers say authenticity is important when deciding what brands they like and support. In this keynote presentation, Lee Odden will share the current state of content marketing and how brands are winning customer hearts, minds, and trust with authentic content experiences.



[Watch Lee Odden's video on how authentic content drives customer experience.](#)

PANEL DISCUSSION | 1:00-2:00 P.M.

Relevance of Brand in the Digital Age
MEMORIAL HALL

MODERATOR:

Sue Otten, MBA, ABC, SCMP
Founder/CEO, Otten Associates and Indie Do Good



With lines blurring between a physical and digital presence, competition has exploded. This panel will address how to compete, increase your brand's significance and improve both internal and external brand engagement in this time when rapid change is the new norm.

PANEL MEMBERS:



Andy Gorski
Vice President of Brand and Promotional Marketing, Best Buy



Dan Jasper
Vice President of Communications, Mall of America



Angela Gearhart
Vice President of Brand Experience, Sleep Number



Devon Block
Brand Manager, Small Business Revolution, Deluxe

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

An Inside Look at Artificial Intelligence for Communicators

JOHNSON GREAT ROOM

Mary Hills, IABC Fellow, ABC, Six Sigma, FRSA, Business Principal, HeimannHills Marketing Group, Graduate Adjunct Faculty, Loyola University Chicago

**Sebastian James
Owner, PR & Technology Workshop, Chicago**

Artificial intelligence (AI) is going to change the way we do business and work as communication professionals. In fact, the revolution has already begun. For communication professionals it promises to take care of all the mundane tactical activities we currently handle, freeing us to focus on demonstrating our value through the more strategic activities that machines cannot—like influencing the C-suite, connecting our organization's audiences and stakeholders and creating meaning in a world fraught with change.

When our organizations seek advice on how best to communicate about AI, we need to be ready to ask the right questions and advise on the right approach. In this session, Mary Hills and Sebastian James will capture the value AI may bring to our organizations, employ the “tools of the trade” model to guide discussion and adoption of AI, and assess and analyze AI tools we may use in our communication process.

 [Read the AI Playbook for Communication Professionals.](#)

Digital Inclusivity

SKI-U-MAH ROOM

Michelle Landis, Co-Founder, Accessible360

Most of the digital properties we use everyday do not work sufficiently for those with auditory, physical, and visual disabilities because of unintended blockers. Michele Landis, the CRO and Co-Founder of Accessible360, a Minneapolis digital accessibility firm, is striving to tear down these digital barriers and work towards an inclusive web for all. In this session, Michele will talk through what the legal requirements and standards are for digital accessibility and how to begin the process of making your organization's culture and practice digitally accessible.



Gender Differences and Communication Styles—What Communicators Should Know in the Workplace

SWAIN ROOM

Amelia Reigstad, Ph.D., Faculty, Hubbard School of Journalism and Mass Communication, University of Minnesota



Have you ever experienced challenges in workplace communication or wondered why men and women communicate differently? Based on the findings of a 2017 study for her Ph.D., Amelia Reigstad will discuss how gender communication, different communication styles and the personality traits of men and women contribute to workplace communication—and how these differences influence the practice of public relations. Learn about specific findings surrounding gender vs. personality traits, age, work/life balance, how we perform in our day-to-day roles and much more.



[Watch Dr. Reigstad's video on gender differences and communication styles.](#)

CLOSING KEYNOTE PRESENTATION | 3:15 P.M. MEMORIAL HALL

Beyond Grit: Powerful Practices to Gain the High-Performing Edge

Cindra Kamphoff, Ph.D., Executive Coach, Mentally Strong Consulting



How can you build the career resilience needed to be your best over the long term? Cindra Kamphoff will provide practical tools to deal with adversity along with strategies to stay in the present moment and to choose empowering emotions. Her presentation will address three of her Top 10 Practices of the World's Best, including:

- 1) GET GRITTY.** The world's best know what they want and why they want it. In the face of adversity and setbacks, they go after their goals with deep commitment.
- 2) CHOOSE EMPOWERING EMOTIONS.** The world's best thrive because they regularly experience positive emotions. They know that when people experience 3 positive emotions to every 1 negative emotion, they flourish.
- 3) CHOOSE YOUR COURAGE ZONE.** The world's best feel uncomfortable regularly. When we stay in our comfort zone, we don't grow. High performers know that magic happens outside of the comfort zone.



[Read Dr. Kamphoff's Top 10 Practices of the World's Best.](#)

After the closing keynote presentation, please join us for free drinks and prizes at theEMPLOYEEapp networking reception.

SPEAKER BIOS



Valerie Belair-Gagnon, Ph.D.

Director of the Minnesota Journalism Center (MJC) at the Hubbard School of Journalism and Mass Communication, University of Minnesota

Valerie Belair-Gagnon, Ph.D., is an Assistant Professor of Journalism Studies and Director of the Minnesota Journalism Center (MJC) at the Hubbard School of Journalism and Mass Communication at the University of Minnesota. She was Executive Director and Research Scholar at the Information Society Project at Yale Law School where she remains affiliated and Fellow at the Tow Center at Columbia University. She has also been a Digital Journalism Fellow at Norway's OsloMet. Her research focuses on emerging media technology and the changing shape of information cultures. She has looked at journalism cultures of innovation, the role of tech companies in the news, and deployment of automation in the media. She has authored *Social Media at BBC News* (Routledge) and published in peer reviewed journals. In her role at the MJC, she focuses on fostering journalism innovation through research and interaction between media professionals and the academy through events and research.



Devin Block

Brand Manager,
Small Business
Revolution
Deluxe Corporation

Devin oversees brand efforts for the Small Business Revolution (SBR). SBR is an acclaimed series, airing on Prime Video and Hulu, that's revitalizing main streets across the country, one small business at a time. Each season the Small Business Revolution chooses one small town in America and 6 of its small businesses to revitalize its main street with a \$500,000 marketing makeover and captures the transformation in an original series. Devin owns and develops the brand for this campaign, helping to evolve the perception of Deluxe from a legacy check provider to an innovative, technology-driven supporter of small businesses and enterprise organizations.

As brand manager, Devin is responsible for maintaining and evolving the SBR brand through design work ranging from show artwork to display advertisements to billboards. She also serves as art and styling director for all SBR photo shoots, from show artwork to cast photography. In further support of the series, she develops brands for each of the small businesses featured in the show. Devin is passionate about helping these businesses realize they can't afford not to have a consistent, polished brand, no matter their size in the market.



Angela Gearhart

Vice President Brand Experience

Sleep Number

*Sleep Number
Setting 35*

Angela Gearhart is shaping Sleep Number's future by leading the brand experience and digital integration in over 600 retail stores and 3,000 national and local experiential marketing events annually. She consistently drives brand engagement and demand, resulting in 92% shareholder return over the last five years and award-winning brand experiences. Recent accolades include design and experience awards from: Retail Design Institute, Shop! Environments Association, Event Marketer, Exhibitor Magazine, PRSA, Interactive Consumer Experience Association and Retail Touchpoints.

Named a 2020 "Remodista" *Women2Watch in Business Disruption*, *Retail Innovator* by "Retail Touchpoints" and *Design Influencer* from "design:retail Magazine", she is a sought-after speaker for innovation events and conferences. She is also a thought leader in the industry and serves on multiple retail advisory boards. Angela has been with Sleep Number for 18 years and previously held leadership positions with retail design agencies, specialty and big box retailers.



Andy Gorski

Vice President of Brand and Promotional Marketing

Best Buy

Andy Gorski is a seasoned marketer with both agency and client experience. As Best Buy's Vice President of Brand and Promotional Marketing, Andy's focus is on finding new ways to share the evolving story of the company, driving deeper connections with key customer groups and establishing a way to deliver and execute promotions that evolve with the industry and consumers alike.

Balancing sales expectations and the customer experience requires leveraging all legal means (and media channels) available to achieve those goals. He believes the best ideas, and ultimately success, are driven from rich data, keen insights and a balanced integrated strategy. He has applied this approach to everything from moving sale consultations from Best Buy's big-box stores into the home, introducing Sasquatch for Jack Link's Beef Jerky and selling Love with Subaru.



Arik Hanson

Principal

ACH Communications

Arik is the principal of ACH Communications, a social media marketing consultancy based in Minneapolis. With more than 20 years' experience in traditional and digital marketing, communications and public relations, Arik brings seasoned, strategic expertise to help Fortune 500 companies like Sleep Number, Walgreens, General Mills, Toro, Cargill and Ingersoll Rand define and deliver on their digital and social media marketing goals through the right mix of tools and strategies.

Within the marketing and PR community, Arik is known as a leading blogger, podcaster, and speaker. Arik's blog, *Talking Points* (formerly *Communications Conversations*), has been in publication for more than 10 years. He is also the co-host of *The Talking Points* podcast (along with General Mills' Kevin Hunt), a monthly discussion about the latest trends and issues in digital and social media marketing.

SPEAKER BIOS



Joanne Henry, SCMP

President
PR for Good

Joanne Henry is president of PR for Good, a consultancy that helps business and not-for-profit organizations achieve greater social impact together. The focus of the work is on greater employee engagement while helping nonprofits find and leverage these partnerships. Joanne has more than 30 years of experience in marketing and public relations. Since 2008, she has focused on mission-focused partnerships for Hunger-Free Minnesota and General Mills; Serve Minnesota and corporate partners; YWCA and community supporters and others. Joanne also founded Common Good Breakfasts, a series in its 11th year, donating all proceeds from each sponsored event to not-for-profit causes. She is a frequent speaker, and an active board member and volunteer. She holds a BA in English and journalism from the University of St. Thomas. In addition, she earned the strategic communications management professional (SCMP) certification through IABC and in 2019, earned a certification in fundraising and development from the University of St. Thomas.



Mary Hills IABC Fellow, ABC, Six Sigma, FRSA

Business Principal
HeimannHills
Marketing Group

Mary Hills, IABC Fellow, ABC, Six Sigma, FRSA, of HeimannHills Marketing Group, Chicago, is an international marketing and communication professional providing expertise to organizations undergoing change and evolution. She also teaches in Loyola University Chicago's MS Global Strategic Communication program and the Centre for Strategic Communication Excellence. HeimannHills is the research partner for the Centre's Communicating AI research initiative launched in 2017.

Mary's career includes service at large, enterprise corporations such as First Wisconsin National Bank—Milwaukee, Federal Reserve Bank of Chicago, Whiteco Advertising, NiSource and Northern Trust. HeimannHills service focus brings marketing and communication expertise to organizations undergoing change and evolution in their growth strategy to ensure sustainability.

Mary holds a BS/Marketing-Finance, Marquette University, Milwaukee, WI and an MA Communication—Organizational, Purdue University, W. Lafayette, IN. Her industry leadership and work in marketing and organizational communication has been recognized by the Royal Society for the Encouragement of Arts, Manufactures and Commerce—Fellow (2018), IABC Fellow (2016), IABC Chicago's Karen Utterback Award (2015), IABC Chairman's Award (2012).



Boyd Huppert

Producer/Host, General assignment reporter

KARE 11's weekly "Land of 10,000 Stories" segment

Boyd Huppert got his start in broadcasting as a 16-year-old announcer at his hometown radio station, WEVR in River Falls, Wisconsin. He majored in Journalism and Political Science at UW-River Falls and began his television career in 1984 at WSAW-TV in Wausau. Boyd worked at two more TV stations, KETV in Omaha and WITI in Milwaukee, before joining KARE 11 TV in 1996.

Boyd produces and hosts KARE 11 TV's weekly "Land of 10,000 Stories" segment, in addition to his work as a general assignment reporter.

Boyd's writing and reporting have been recognized with 19 National Edward R. Murrow Awards. He's also the recipient of a national Emmy for feature reporting, 120 regional Emmys, the Scripps Howard Award, and multiple Sigma Delta Chi and National Headliner Awards. Boyd was also entered into the Emmy Silver Circle for career contributions to the television industry.



Dan Jasper

Vice President of Communications

Mall of America

As Vice President of Communications, Dan is responsible to drive strategy and oversight for all external earned media and awareness for Mall of America. He manages and directs various departments including public relations, social media, ESP communications hub, storytelling, entertainment, tourism and community relations. He manages other external communications efforts including partnership and community outreach and government affairs. Dan is a key member of strategic interdisciplinary development team—working with business development, leasing, marketing and operations—to identify, recruit and integrate new brand, tenant and experience opportunities at the Mall.

His other responsibilities include the overall communications strategy for the Mall, crisis communications management, building strong national, regional and local media connections, and serving as primary spokesperson.

During his tenure, the Mall has secured an extensive list of national coverage, including placements with news outlets such as CNN, *The Wall Street Journal*, *The New York Times*, Bloomberg TV, Food Network, Bravo, PBS, TLC, History Channel, *People*, Good Morning America, The Today Show, CBS This Morning, *USA Today*, and more. The result is more than 2,500 hours of broadcast coverage, 3,000 print clips, and 5,000 online stories about Mall of America annually.

SPEAKER BIOS



Cindra Kamphoff, Ph.D.

Executive Coach
Mentally Strong
Consulting

Cindra Kamphoff, Ph.D. is a keynote speaker and a Certified Mental Performance Coach for leaders, professional athletes, and championship teams around the nation. Her clients range from Verizon Wireless, Target, Mayo Clinic Health System to the Minnesota Vikings.

For the last four years, Cindra has worked with the Minnesota Vikings where she works with the players one-to-one to train their mind for peak performance.

Her work has appeared in *New York Times*, *ESPN the Magazine*, *The Huffington Post*, and *USA Today*. She is the founder of the High Performance Mindset podcast available on iTunes and Stitcher Radio, and is a board member of the Minnesota Chapter of the National Speakers Association.

Based on nearly 20 years of research and coaching, she speaks on how to gain a high performance edge while providing practical strategies that work. Kamphoff is also the founder and director at the Center for Sport & Performance Psychology and professor at Minnesota State University, Mankato.

She has a Ph.D. in performance psychology from the University of North Carolina at Greensboro and a BA in Psychology from the University of Northern Iowa.



Karyn Kroening

Senior Manager
RBA Consulting

Organizational Change Management expert Karyn Kroening is a senior manager at Minneapolis-based digital and technology consultancy RBA, whose clients range from Toro to Post Consumer Brands. Prior to joining RBA, Karyn has served as a Senior Project Manager at Land O' Lakes, Initiative Manager for the M.A. Mortenson construction company and IT Support Manager for Valspar. She has a BA in Economics from the College of St. Catherine and an MBA in Marketing from the University of St. Thomas. She is a Prosci-certified change manager and member of the Project Management Institute.



Michele Landis

Co-Founder
Accessible360

An experienced UX Consultant, Michele consults on creative digital strategies for Accessible360's nation-wide clients, and strengthens community relationships to further A360's mission of making digital content accessible to all.

She educates companies and business associations across all verticals on how to tackle an accessibility audit project, how to build with inclusive design and key points to the true business case for accessibility. Michele speaks monthly on this topic across the nation, teaches Continuing Legal Education and was recently invited to speak at SXSW on the topic of Mitigating Legal Risk in this niche area of technology compliance.



Sebastian James

Owner
PR & Technology
Workshop

Sebastian has spent his career using digital and print media to help organizations communicate brand, mission and success.

Most notably, Sebastian was formerly a Deputy Director of New Media for Cook County Government. There, he led efforts to use the web, social media and data to help local government become more transparent. He has served as print production manager for two large retailers, a PR manager for a Chicagoland PBS channel and started his career managing campaigns for a franchise chain of a national weight-loss program.

In May 2019, Sebastian earned a Master of Science in Global Strategic Communication from Loyola University Chicago. 📖 His focus was on communication strategy, artificial intelligence, content creative, and extended realities (AR, VR & MR). "I think good communicators should tell stories and find opportunity using the tools of the time", he said.

That thinking turned into a Capstone project titled, "AI, XR, CP and PR: How Communicators can Succeed with (and Against) Today's New Technology." It is 17,000 words, 112 citations, interviews and video on how smart communicators can use these tools to advance business strategy.

He is a car guy; especially hybrid turbo powered vehicles like that sweet new Volvo V60 Polestar T8 estate. Graduated from the University of Chicago's Graham School with a Certificate in Integrated Marketing and Valparaiso University too.

SPEAKER BIOS



Dave Mathias

Founder

Beyond the Data

Dave has been advising clients on strategy and data for over 12 years, helping them elevate their products and services with data and analytics. His passion is bringing together people, process, technology, and data to make the world a better place.

Dave has worked for companies like U.S. Bank, Aon, and Solera. His specialty is advising organizations to think about, communicate, and integrate data into everything they do, from daily decision-making to their products and services. Dave regularly speaks at conferences around the world. He currently serves on the Board of Directors for MinneAnalytics. He is also involved in conducting ProductCamp Twin Cities, Twin Cities Data Viz Group, and Customer Focus North.

Dave has spoken on four continents around topics analytics adoption, data visualization, and product strategy and innovation. His strength is authentically delivering human-centered stories and knowledge whether a keynote or a workshop.

His education includes J.D. from Drake University, M.S. in Information Assurance from Iowa State University, B.S. in Chemistry from University of Minnesota—Twin Cities, and MBA core coursework from Carlson School of Management.



Camie Melton Hanily

Director of Marketing and Communications,
Global Hydraulics

Eaton

Camie Melton Hanily is the director of marketing and communications for Eaton's global Hydraulics Business. She has been with Eaton for five years and previously held roles including marketing and communications manager and senior manager communications. Camie has more than 20 years of internal and external communications experience and started her career as a television news reporter before becoming the communications director for Eden Prairie Schools. She later led media relations and communications for the Center of Expertise for Fairview Health Services. Camie is certified in Change Management and has a master's degree in Communications. She is the current President of IABC Minnesota.



[Read about Camie Melton Hanily in the blog. Welcome to CONVERGENCE in your Career.](#)



**Brian
Numainville, PRC**

President
NUMINSIGHTS LLC

An accomplished consultant and the president of NUMINSIGHTS LLC, as well as a principal with Retail Feedback Group, Brian partners with businesses, nonprofits and trade associations, advising on research, stakeholder feedback and public relations/communication efforts. Brian co-authored *Feedback Rules!*, a book designed to provide helpful tips to better listen to customers, employees or business partners.

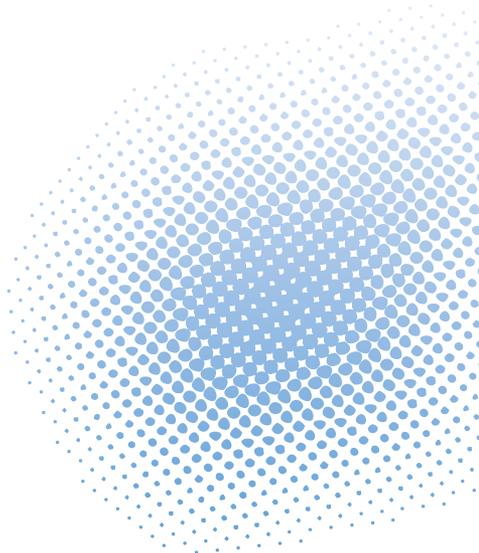
Before moving into consulting, Brian spent 18 years at Nash Finch Company, a Fortune 500 food wholesaler and retailer, where he led public relations, market research and the corporate foundation.



Lee Odden

CEO
TopRank Marketing

Lee Odden is a lightly bearded B2B marketing strategist, world traveler, and CEO at TopRank Marketing. With roots in PR and the early days of online marketing, his work integrating search, social, content, and influencer marketing has been recognized by the *Wall Street Journal*, *The Economist* and *Forbes*. Over the past 15 years, Lee has evangelized an integrated, customer-centric approach to marketing with 250+ presentations in 18 different countries, authoring a book on Content and SEO called *Optimize* and blogging over 1.4 million words at marketingblog.com. By combining a “best answer marketing strategy” together with “do well by doing good” values, he’s attracted top industry marketing talent and clients including LinkedIn, SAP, 3M, Dell, Oracle, Adobe and Content Marketing Institute.



SPEAKER BIOS



**Susan Otten,
MBA, ABC,
SCMP**

Founder/CEO

Otten Associates and
Indie Do Good

After a successful 15 year corporate career at Apple, plus global communications and marketing roles at two agricultural equipment and technology companies, and most recently, as COO at a behavioral health consulting company, Susan founded Otten Associates, the investment parent, and Indie Do Good, a services/consulting company. With the purpose of helping entrepreneurial companies who do good, Susan's passion is helping businesses grow by driving engagement through relationships, well-being advocacy, process improvement, engineering, marketing and delighting (not just "satisfying") their clients. An award winning, accredited business communicator, marketer, business development strategist and avid well-being advocate, Susan helps her clients achieve success faster and with more impact.



**Amelia Reigstad,
Ph.D.**

Faculty

Hubbard School of
Journalism and Mass
Communication,
University of Minnesota

Amelia Reigstad is a university faculty member, researcher and professional speaker with several years of industry experience. She has spoken on a global scale and has taught a variety of PR and communication courses in Canada, the U.S., Europe and the U.K.

Reigstad currently teaches strategic communication in the Hubbard School of Journalism and Mass Communication at the University of Minnesota and is completing her doctorate at the University of Leicester. She has received local, regional and national press coverage about her Ph. D. study focusing on gender differences in communication styles and their influence on workplace communication and the practice of public relations.



**Claire Segijn,
Ph.D.**

Assistant Professor in
Advertising

Hubbard School of
Journalism and Mass
Communication,
University of Minnesota

Dr. Claire M. Segijn is an Assistant Professor in Advertising at the Hubbard School of Journalism and Mass Communication, University of Minnesota—Twin Cities.

Her research interests include synced advertising, multiscreening, media multitasking, attention, and advertising effectiveness. Her work has been published in top tier journals in the field of communication and advertising (e.g., Human Communication Research, Journal of Advertising, International Journal of Advertising, Internet Research, Journal of Broadcasting & Electronic Media). Furthermore, her work has been honored with several awards of the American Academy of Advertising (AAA) and the International Communication Association. In 2017 and 2018, she received the Baschwitz article of the year award for young researchers. Between 2014 and 2017, she wrote a dissertation at the University of Amsterdam entitled "Everyday Multiscreening. How the simultaneous usage of multiple screens affects information processing and advertising effectiveness," which was awarded with the Annie Lang Dissertation Award in May 2018 and the Biennial Best Dissertation Award of the Mobile Communication Interest Group in May 2019. Furthermore, she received several competitive grants from different academic organizations (e.g., AAA, ICA) to support her research and mentoring of undergraduate student research.



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