

## 2014 NATIONAL CONFERENCE UPDATE

### KEYNOTE SPEAKER: MARK MAYFIELD

WEDNESDAY MORNING, JUNE 18 • THE COMMONS HOTEL, MINNEAPOLIS, MN

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We are excited to announce our National Conference keynote speaker this year will be Mark Mayfield. Mark is a rare selection in that he is the only speaker I've ever interviewed who actually knew quite well what a grain cooperative was! Besides having a solid background in rural American issues, he is a really funny comedian as well as a captivating speaker. He excites, educates and always entertains.



Mark's presentation will take place on Wednesday morning, June 18th, with the theme: **Discovering The Glass Ain't Half Empty, It's Just Too Big!** at the Commons Hotel in Minneapolis. This is a humorous approach to a very serious subject and emphasizes that creativity is the key component in managing change. Learn change theory and creative exercises in this upbeat, fast-paced program that will leave you laughing and leave you with change management skills.

Known as "The Corporate Comedian", Mark Mayfield has merged together his corporate background as a lobbyist and his comedy background as a nightclub performer to create an extremely unique and comedic presentation style. He gives over 100 presentations annually to a wide variety of Fortune 500 companies and trade associations.

Mark Mayfield's philosophy is simple...say it with humor, and people will take the message home. He has received rave reviews sharing the stage with a wide variety of celebrities like Paul Newman, Peter Frampton, Colin Powell, and Bob Newhart and has introduced the President of the United States on a live, nationwide television broadcast.

Raised on a farm in Caney, Kansas, he received two degrees from Kansas State University and served as National President of the Future Farmers of America. He has spent time as a high school teacher, a farmer, a corporate lobbyist, was partner of an innovative golf instruction facility, was a professional model and spokesperson in print and television commercials, and owned a top rated nightclub.

Mark is author of the popular book, *Mom's Rules*, a comedic yet poignant look at those things Mom said to us as kids. He has also been inducted into the National Speakers Association "Speaker Hall of Fame".

We are currently working on a conference survey to get your input on a variety of potential topics for June, 2014. The survey will be in your email sometime within the next week or two. Or, you may also access it through our website via our home page and/or conference page.

