



**Annual Training Institute
October 25-27, 2023**

**Tuesday Evening (10/24)
Awards Ceremony**

*Sponsored by
Midwest Monitoring & Surveillance*



Exhibitor and Attendee Registration Now Open!

October 25th Keynote: Mark Mayfield



It's pretty simple what Mark Mayfield does: he talks about very serious stuff in a very funny way.

He has one of the most diverse backgrounds in the speaking industry having owned and operated several businesses ranging from livestock production to golf instruction, and spent ten years as a lobbyist for a Fortune 500 company. He co-owns a comedy writing service and is one of the rare individuals in the world who is equally adept at performing comedy shows or high content speeches.

Mark has received rave reviews sharing the stage with a wide variety of celebrities like Peter Frampton, Rachel Platten, Walk The Moon, Colin Powell, and Bob Newhart and has introduced the President of the United States on a live, nationwide television broadcast. He is the author of several business books and two jokebooks, and has spoke to virtually every type of corporation, convention, and trade association in America. He has received the CSP designation from the National Speakers Association and been inducted into their Hall of Fame. A national convention planner recently called Mark "one of the very few, really funny, inspiring men in America today". Mark's mom also said that once after a small bribe.

October 26th Keynote: Joe Nayquonabe

Joe Nayquonabe, Jr. is an American Indian business professional that has spent his career reimagining and reinventing how American Indian tribal economies grow and prosper.

He spent over a decade as a marketing executive growing the Grand Casino brand before ascending to CEO of the Mille Lacs Band's Corporate Commission where he created several companies including Mille Lacs Corporate Ventures, which manages the entire business portfolio of the Mille Lacs Band; 2020 Brand Solutions; Maadaadizi Holdings; Wewinabi Inc., and Makwa Global. He has also kept Grand Casino at the forefront as one of the most valuable brands in Indian Gaming.

In addition to his work, Nayquonabe is a member of YPO (formerly Young Presidents' Organization). He also serves on several boards including: the National Diversity Advisory Board for the University of Minnesota, the American Indian Advisory Board for St. Cloud State University, Herberger School of Business Advisory Board for St. Cloud State University, the American Red Cross Minneapolis Region, the Initiative Foundation, Visit Saint Paul, Saint Paul Downtown Alliance, Saint Paul and Minnesota Foundation, Great River Passage Conservancy, Metropolitan State College, the Minnesota Historical Society, Mille Lacs Health System, and the Federal Reserve Bank of Minneapolis – Advisory Council.

Nayquonabe has a bachelor's degree in marketing from St. Cloud State University, a master's degree in business administration from the University of Minnesota's Carlson School of Management and a master of tribal administration and governance degree from the University of Minnesota Duluth

He and his wife, Chris, live in Onamia with their daughters, Bella, Phoenix-Rose, and Xiana. In his spare time, Joe enjoys running marathons, studying the Ojibwe language, and reading.



October 27th Keynote: John Kriesel



During John's presentation he will describe his decision to join the military at 17 years of age, and his overseas deployments. He will discuss in detail the tragic events of December 2, 2006, and his thoughts and feelings as he laid on a dirt road in Iraq, nearly bleeding to death. He will describe what it was like when he woke up from an 8-day coma in the United States to begin his recovery. John's story, sense of humor, and positive outlook on life will leave our audience inspired.

The guy who wasn't supposed to survive and was told he probably would be in a wheelchair the rest of his life walked out of Walter Reed Army Medical Center after nine months. His transition from military to civilian life offered many challenges, but his amazing support system, positive attitude and sense of humor allowed him to bounce back stronger than ever.

John travels throughout the country sharing his story, inspiring and motivating others. His intensely positive attitude infects every person he shares his story with from students to senior corporate executives as he relays lessons learned overcoming extreme tragedy.

In 2010, he was elected to the Minnesota House of Representatives but decided not to seek re-election when his family said they wanted to spend more time with him. He is director of veterans services for a County in Suburban Minneapolis, MN, a part-time personality on KFAN Radio, motivational speaker, and co-author of the book, "Still Standing: The Story of SSG John Kriesel," winner of 8 national book awards.

Attendee Conference Registration Rates

\$325 - Member Early Rate – if paid by September 1st (If not paid by 9/1, increases to \$450 non-early rate)

\$360 - Non-Member Early Rate – if paid by September 1st (If not paid by 9/1, increases to \$485 non-early rate)

Exhibitor Registration Rates

\$815 – Exhibitor Registration Early Rate – if paid by September 1st (If not paid by 9/1, increases to \$900 non-early rate)

Sponsor Registration

Current Sponsors log-into the [Exhibitor Registration](#) for the complimentary exhibit space registration. Our Sponsorship Team will also be reaching out to Sponsors for registration assistance.

Interested in being a Sponsor that includes free exhibit space – contact [JoAnn Brown](#), Sponsorship Chair for more details!

Hospitality and Networking

Wednesday: An exciting hospitality event is scheduled at The Garden Event Center (425 Lake Ave S). This is an excellent opportunity for networking with exhibitors.

Thursday: An evening with food, activities, and music will take place at the 310 Pub – 310 S Lake Ave. Come celebrate MCA's 90th Anniversary!

Evening Shuttle Service is being *Sponsored by Intoxalock*

Hotel Blocks – Ask for the MCA Conference Block

Holiday Inn \$126/night 218-722-1202

Pier B \$145/night 218-481-8888

The Suites Hotel at Waterfront Plaza \$126/night and up 218-727-4663 or 800-794-1716

Canal Park Lodge \$149/night 218-279-6000

The Inn on Lake Superior \$159.99 Poolside / \$169.99 City view 218-726-1111 888-668-4352

Registration Payment Process:

SEPARATE INVOICES WILL NOT BE SENT TO YOUR AGENCY FOR ANY PAYMENT PROCESSING.

Attendee is responsible for giving invoice to agency for payment processing.

Early Rates must be paid by September 1st to apply.

Cancellation Policy:

Cancellations must be e-mailed to the MCA office at mca-mn@hotmail.com.

****In lieu of refund you may send someone else in your spot.***

100% refund before 09/01/23

50% refund 09/01/23 to 10/01/23

No Refund 10/02/22 and after