



# CONNECT MARQUETTE

FRIDAY, OCTOBER 4, 2019

HOSTED AT



**NORTHERN MICHIGAN UNIVERSITY**

9:00 a.m. - 9:30 a.m.	<b>Coffee Connections &amp; Sign-in</b> Northern Center
9:30 a.m. - 9:45 a.m.	<b>Official Conference Welcome</b>
9:45 a.m. - 10:45 a.m.	<b>Branding &amp; Digital Marketing Panel</b> Discuss relevant and effective digital branding and marketing tactics for a variety of platforms. Q&A to follow. Kelsey Potes—NMU, Joan Kimball-Morgan—Connect2Market, Kelsie Deware—Marquette Food Co-op, John Spigarelli—Elegant Seagulls Moderated by: Pat and Bill Digneit
10:45 a.m. - 11:45 a.m.	<b>Sustainable Business</b> Jes Thompson—NMU
11:45 a.m. - 12:30 p.m.	<b>Lunch</b>
12:30p.m.—1:00 p.m.	<b>Digneit Networking Activity</b> Interactive, facilitated networking activity.
1:00 p.m.—1:45 p.m.	<b>Lifelong Learning</b> A perspective on staying relevant, personal and professional development, and living with a growth mindset. Joe Lubig—NMU
1:45 p.m.– 2:00 p.m.	<b>Networking/Break with Ice Cream Snacks</b>
2:00 p.m. - 3 p.m.	<b>Workplace Culture Panel</b> A panel discussing how to build, support, and foster an outstanding workplace culture. Ruth Solinski—RTI Surgical, Nancy O'Hare-Zika—Swick Media, TBD Moderated by: Pat and Bill Digneit
3 p.m.—4 p.m.	<b>Closing Keynote</b> Developing and preserving relationships and your network. Bill Hawker—Elevate97
4 p.m. - 4:15 p.m.	<b>Closing Remarks—Followed by an Unofficial After Party (aka First Friday) at Barrel and Beam</b>

**REGISTER  
TODAY!**

Space is limited! Register today at <https://connectmarquette.org>

- Full day registration: \$100
- Full day registration - Connect Marquette member: \$75

## ABOUT OUR KEYNOTE SPEAKER



**Bill Hawker**, is an NMU alum and former executive with the Green Bay Packers, Detroit Lions and Chicago Bears. Bill is currently the Director of Business Development at Elevate97, a marketing firm located in Green Bay, Wisconsin. The company is dedicated to showing off world-renowned retail brands, such as Carhartt, New Era,

Calvin Klein, Tommy Hilfiger, Nautica, Pandora jewelry, TaylorMade Golf and the Green Bay Packers.

Bill joined Elevate97 after spending the last two years with the Detroit Lions as Vice President of Corporate Partnerships. He oversaw all corporate sales and partnership activation/service for the Lions of the National Football League (NFL), which included new business planning/sales, retention/growth of existing corporate partners, and department revenue and strategy. During Hawker's time with the Lions, the organization's corporate partnerships team ranked in the top 10 of the NFL's 32 teams for year-over-year revenue growth (YOY) – by percentage and in dollars.

Prior to joining the Lions, Hawker served as the Manager of Corporate Partnerships for the NFL's storied Green Bay Packers for 10 years. His decade of working for the Packers resulted in substantial victories on the business side of the football operations. He guided the sales team as it secured three new gate-naming partnerships at Lambeau Field, the Packers' iconic stadium, with Bellin Health, Shopko and American Family Insurance.

Having also worked for seven years with the NFL's Chicago Bears as their Corporate Sales Manager before he joined the Packers, a team approach to selling excites Hawker. He lives the "Anywhere. Anyhow" credo of Elevate97, which works for brands such as Carhartt, Pandora and, of course, the Packers.

*"At the end of the day, when you peel it back, it's all about relationships to start with. It really boils down to the relationships that you develop and being able to deliver on what you said you're going to deliver,"* Hawker says.

The NMU alumnus calls Howard, Wisconsin home with his wife, Sarah, and two children.

## PROGRAM BROUGHT TO YOU BY



**NORTHERN MICHIGAN UNIVERSITY**  
MARQUETTE, MICHIGAN



UPPER PENINSULA HEALTH PLAN

## OUR PRESENTERS

<b>Bill Digneit</b>	Director of Theater NMU
<b>Pat Digneit</b>	Co-owner — Co-founder Double Trouble DJ's & DIGS
<b>Kelsie Deware</b>	Publicity Coordinator Marquette Food Co-op
<b>Joan Kimball-Morgan</b>	CEO Connect2Market
<b>Kelsey Potes</b>	Marketing Director NMU
<b>John Spigarelli</b>	Executive Producer Elegant Seagulls
<b>Nancy O'Hare-Zika</b>	Owner Swick Media Services
<b>Ruth Solinski</b>	Human Resources Manager RTI Surgical

## ABOUT OUR FEATURED SPEAKERS



**Dr. Joe Lubig** is a Distinguished Professor and Associate Dean in the School of Education, Leadership & Public Service at Northern Michigan University. Joe earned his undergraduate degree from Northern Michigan University and taught at-risk high school and middle school for 13 years. He obtained a doctorate in educational leadership and curriculum design from Central Michigan University, and is expert in the areas of civic education and accreditation. Joe is a leader in national accreditation and advocacy serving on multiple national and state boards for educational policy and research. His own two children, Joey and Olivia, and his wife, Pam, who are always excited about learning and enjoying the small moments in peoples' lives, inspire his professional life.



**Dr. Jes Thompson** teaches courses in environmental and social responsibility, new media and public relations. She is also a trained facilitator and mediator and holds an Interdisciplinary graduate certificate in Adaptive Management of Environmental Systems. Her research is focused on team and organizational communication about complex ecological issues, such as climate change resilience and sustainable development. Dr. Thompson has published more than 35 peer reviewed manuscripts in numerous journals including Science Communication, Environmental Communication, Society and Natural Resources and Journal of Applied Communication Research. Her most recent project is an edited book about place-based learning, America's Largest Classroom: What We Learn From Our National Parks.