



COASTAL CONNECTIONS

YOUNG PROFESSIONALS NETWORK OF SHEBOYGAN COUNTY

www.CoastalConnectionsYPN.com

FOR IMMEDIATE RELEASE

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"Famous" Dave Anderson Keynotes Leadership Conference

Coastal Connections, Young Professionals Network, bring annual Leaderfest to Sheboygan

SHEBOYGAN, WIS. – March 11, 2010 – Coastal Connections, Young Professionals Network (YPN) of Sheboygan County, is hosting the fourth annual Leaderfest at Blue Harbor Resort on Thursday, April 1, featuring a keynote address by "Famous" Dave Anderson, founder of Famous Dave's BBQ restaurants.

DEVELOPING LEADERS

Leaderfest is a one-day leadership development conference organized each year by young professionals networks of the New North. It consists of two morning seminars and a plethora of afternoon breakouts featuring speakers that will inspire greatness in the area's up-and-comers.

"Our goal was to provide our attendees with well-qualified speakers who will give them immediately applicable tools to help make them better leaders," said Meg Roman, Leaderfest chairperson.

Heading up the morning seminars is local self-proclaimed "master pot stirrer" Steve Proudman, owner and president of The Proudman Group and a partner of the Kohler Experiential Learning Center. He will get attendees moving, networking and realizing how relationships are keys to success. An equally enthusiastic morning speaker, Andrés Tapia, Hewitt Associates' chief diversity officer and emerging workforce solutions leader, will demonstrate how today's leaders must evolve their styles to a increasingly diverse global workforce.

After our lunch speaker, attendees will delve into a choice of three out of 13 leadership development workshops ranging from creating a personal brand and building credibility to tips on blending generations in the workplace and lessons learned from experienced leaders.

The evening wraps up with a cocktail/hors d'oeuvres/networking reception followed by a keynote by "Famous" Dave Anderson, one of Wisconsin's most successful restaurateurs and speakers. He will share his story of successes, failures and how leaders can overcome them all.

TRAINING ON A DIME

"We understand that training budgets are not as robust as they have been in the past," said Kari Cox, President – Coastal Connections. "With three registration options—and a close-to-home venue—young professionals in Wisconsin and their employers will benefit from quality development that will work with any budget."

The full day costs only \$100. The daytime option, which includes the morning seminars and afternoon breakouts, is \$75, and the must-see "Famous" Dave address plus the reception is just \$35.

NETWORKING OPPORTUNITIES

In addition to leadership development, Leaderfest connects young professionals from throughout Eastern Wisconsin. Whether interacting during a session, chatting over lunch or connecting during the reception, attendees will be able to meet the emerging leaders from around the state.

"Networking is the hallmark of a young professionals organization. We help our members turn the *community* in which they work into a *home* with friends and business connections," said Cox.

Over the last four years, Leaderfest attendees have gotten a taste of New North communities. The event kicked off in Oshkosh, continued in Fond du Lac and Green Bay, and now Sheboygan. Next year it will travel to Appleton.

"Leaderfest is an opportunity to connect and collaborate with our friends from surrounding YPNs," added Cox, who added that every year the event gets better and better.

REGISTERING

Registering for Leaderfest is easy. Just go to www.Leaderfest.com and click on "Sign up now." You'll fill out a simple form and pay via credit card through a secure site.

If online registration doesn't work for you, stop by the Sheboygan County Chamber of Commerce, 712 Riverfront Drive, Suite 101, Sheboygan, or call (920) 457-9491.

GENEROUS SPONSORS

Leaderfest 2010 is sponsored by the following generous businesses:

Platinum: Kohler Co.

Gold: Sheboygan Press, Sheboygan Radio Group

Silver: WFRV Channel 5 Green Bay, BrownBoots Interactive

Bronze: Vollrath Company

Workshops: Sheboygan Auto Group, Northwestern Mutual Financial, Zimmermann Printing Company, Rohde Dahles, Lakeland College

In-kind: Sargento, Sheboygan Jaycees, Old Wisconsin, Watson's Vending and Lakeside Pepsi

Coastal Connections YPN, a committee of the Sheboygan County Chamber of Commerce, is dedicated to connecting young professionals through educational and social events in an effort to help local businesses retain their young talent and to grow the economic future of Sheboygan County. For more information, visit CoastalConnectionsYPN.com.

Coastal Connections is sponsored by Kohler Co., Schenk Business Solutions and St. Nicholas Hospital.

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