



# Reed and Christine Halladay Executive Lecture Series

#### Thursdays at 11:30AM in the Ragan Theater, UVU Main Campus

JANUARY 9	Class Introduction Tom Macdonald, Assistant Dean Woodbury School of Business
JANUARY 16	You Already Know How to Be Great: Unlock Your Potential Alan Fine, New York Times Bestselling Author, Performance Coach, and Speaker, InsideOut Development
JANUARY 23	It's Up to U: Making Sure Your University Years Get You the Job—And the Life—You Want John Beck, <i>President, North Star Leadership Group</i>
JANUARY 30	Looking Ahead Through the Rearview Mirror O Randall Woodbury, <i>President &amp; CEO</i> , Woodbury Corporation
FEBRUARY 6	The Unbearable Lightness of Innovation Randy Rasmussen, <i>President, BioFire DX</i>
FEBRUARY 13	The Power of Living Your Brand Laurel C. Day, VP of Product & Consumer Experience, Deseret Book Company
FEBRUARY 20	Healthcare Affordability is an Ethical Imperative Dr. Marc Harrison, <i>President &amp; CEO</i> , <i>Intermountain Healthcare</i>
FEBRUARY 27	Business Ethics In the Information Age Scott Smith, <i>Co-Founder, Qualtrics</i>
MARCH 5	Lessons Learned Greg Miller, Director, Larry H. Miller Group of Companies; Gover- nor, National Basketball Association; Founder, Land Cruiser Heritage Museum, Presidential Lecture
MARCH 12	Growing Through Adversities David Simmons, <i>Chairman, Morris Murdock Travel</i>
MARCH 26	Set Goals and Go Big Corey Baggett, CEO, Midigator
APRIL 2	Jukebox Stories Mike Leavitt, Former Governor of Utah, Leavitt Equity Partners
APRIL 9	Digitally Transforming the Shopping Experience April Lane, <i>Director of Marketing and Product Management, Amazon</i>
APRIL 16	Lessons Learned in Economic Development Theresa A. Foxley, <i>President &amp; CEO</i> , <i>Economic Development Corp</i> .
APRIL 23	Lessons Learned in Building a Real Estate Empire Scott Keller, President & CEO, Keller Investment Properties



"

Success is walking from failure to failure with no loss of enthusiasm." – Winston Churchill

The lives of top executives seem almost like fairytales with riches beyond the average person's wild imaginings and what appears to be a carefree existence. But if you ask any executive, the money is good, yes, but it doesn't come without its fair share of challenges to overcome.

During the course of this lecture series, you will hear from seasoned executives about such challenges and how they've created careers around navigating various opportunities. Join us and learn from the best so you can avoid some troubles of your own. We're going to cover topics as varied as unlocking your potential to real estate and these lessons can benefit anyone who works in business—and that's all of

I look forward to seeing you each week.



Tom Macdonald
Assistant Dean, Woodbury School of Business

### **LOCATION**

The Reed and Christine Halladay Executive Lecture Series takes place weekly on Thursdays at 11:30 AM in the **Student Center Ragan Theater**, on the Main UVU Campus. (See maps below.)

#### **Guest Parking**

Visitor parking is available in the parking garage for \$1 per hour.







January 16, 2020 YOU ALREADY KNOW HOW TO BE GREAT: UNLOCK YOUR POTENTIAL

#### Alan Fine

New York Times Bestselling Author, Performance Coach, and Speaker

A lan Fine is a New York Times
Bestselling Author, performance
expert, and coach to Fortune 100
business executives and professional
athletes. He has dedicated the
past 35 years to helping people
from all walks of life elevate their
performance and unlock potential.

Register to attend at http://bit.ly/uvu-els-s20

January 23, 2020

IT'S UP TO U: MAKING SURE YOUR UNIVERSITY YEARS GET YOU THE JOB—AND THE LIFE—YOU WANT

John Beck
President

John Beck has advised presidents, prime ministers and CEOs; started up and sold two data/technology companies; and worked as a professor, dean, trustee, and senior advisor for twenty top ranked universities on three continents.





January 30, 2020

LOOKING AHEAD THROUGH THE REARVIEW MIRROR

O Randall Woodbury President & CEO



President & CEO of Woodbury Corporation, one of the oldest, most respected full service real estate development companies in the Intermountain West.



February 13, 2020
THE POWER OF LIVING
YOUR BRAND

Laurel C Day Vice President of Product & Consumer Experience

Deseret Book

Laurel C. Day holds a
Masters of Communications
Management & is currently the
Vice President of Product &
Consumer Experience at Deseret
Book Company.

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February 6, 2020

THE UNBEARABLE LIGHTNESS OF INNOVATION

Randy Rasmussen
President



Bio C.E.O. Who grew a company fast Wonders how it's done



February 20, 2020
HEALTHCARE
AFFORDABILITY IS AN
ETHICAL IMPERATIVE

**Dr. Marc Harrison**President & CFO



Marc Harrison, M.D., president and CEO of Intermountain Healthcare, is a pediatric critical care physician with a proven track record as a top operations executive and global thought leader on transformation and innovation.





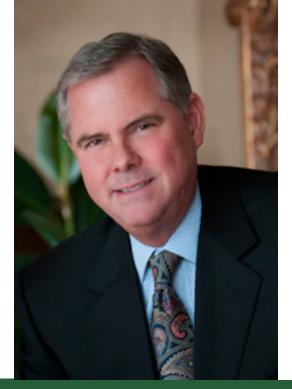
February 27, 2020

BUSINESS ETHICS IN THE INFORMATION AGE

Scott Smith Co-Founder

qualtrics.\*\*

I t would take the statistical capabilities of a cutting-edge company like Qualtrics to measure all of Scott M. Smith's accomplishments. It's lucky, then, that Smith cofounded that company, run by two of his sons and recently sold to SAP for \$8 billion.



March 12, 2020

GROWING THROUGH ADVERSITIES David Simmons

Chairman



avid Simmons is chairman of Morris Murdock Travel and has invested in the media, communications, and travel management industries for nearly 40 years.

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March 5, 2020 LESSONS LEARNED

Greg Miller
Director, Larry H. Miller Group of
Companies; Governor, National
Basketball Association; Founder,

Land Cruiser Heritage Museum

reg Miller is an American businessman, philanthropist and adventurer. His career has encompassed leadership responsibilities in such diverse areas as real estate, auto dealerships and professional sports. His efforts to strengthen communities have impacted many, and his travels have yielded unprecedented feats.



March 26, 2020

SET GOALS AND GO BIG

Corey Baggett



orey has founded multiple successful companies and is currently the CEO of Midigator, a tech company that helps businesses manage credit card disputes.



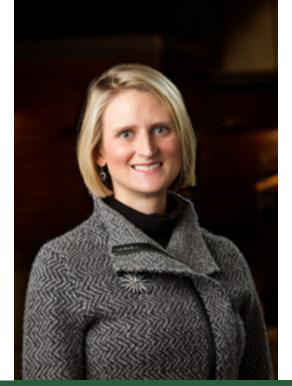


April 2, 2020 JUKEBOX STORIES

Mike Leavitt Former Governor of Utah



overnor Mike Leavitt served three terms as the 14th governor of Utah. He then moved to Washington, DC, where he served as 10th administrator of the EPA and 20th secretary of health and human services.



April 16, 2020 LESSONS LEARNED IN ECONOMIC **DEVELOPMENT** Theresa A. Foxley President and CEO



heresa Foxley has served as EDCUtah's President and CEO since 2017. Prior to that, Theresa was a senior leader at the Utah Governor's Office of Economic Development. She holds a JD from the University of Utah.

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April 9, 2020 **DIGITALLY** TRANSFORMING THE SHOPPING EXPERIENCE

**April Lane** Director of Marketing and Product Management



pril Lane is a Director of April Lane is a Director of Marketing and Product Management in the Physical Stores division of Amazon. Prior to this role, she led the Perishables, Private Label and Pickup business for AmazonFresh and Prime Now.



April 23, 2020 LESSONS LEARNED IN BUILDING A REAL **ESTATE EMPIRE** Scott C. Keller President & CFO



KELLER PROBERTY

ver the past 35 years, Scott C. Keller has become one of the largest single-private apartment owners in the Western United States. During this period of time, he has specialized in the acquisition and management of thousands of multi-family units throughout the intermountain and northwest areas of the U.S.







## **Talent Sourcing**

Become #CareerReady



■ Woodbury School of Business Talent Sourcing