

The  
*Reed and Christine Halladay*  
Executive Lecture Series  
SPRING 2020



The  
*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, *President, North Star Leadership Group*
- JANUARY 30** Looking Ahead Through the Rearview Mirror  
O Randall Woodbury, *President & CEO, Woodbury Corporation*
- FEBRUARY 6** The Unbearable Lightness of Innovation  
Randy Rasmussen, *President, BioFire DX*
- 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, *President & CEO, Intermountain Healthcare*
- FEBRUARY 27** Business Ethics In the Information Age  
Scott Smith, *Co-Founder, Qualtrics*
- MARCH 5** Lessons Learned  
Greg Miller, *Director, Larry H. Miller Group of Companies; Governor, National Basketball Association; Founder, Land Cruiser Heritage Museum, Presidential Lecture*
- MARCH 12** Growing Through Adversities  
David Simmons, *Chairman, Morris Murdock Travel*
- 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, *Director of Marketing and Product Management, Amazon*
- APRIL 16** Lessons Learned in Economic Development  
Theresa A. Foxley, *President & CEO, Economic Development Corp.*
- 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 us.

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

Alan 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



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

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*February 13, 2020*

THE POWER OF LIVING  
YOUR BRAND

**Laurel C Day**  
Vice President of Product &  
Consumer Experience

Deseret Book

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

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

*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 & CEO



**M**arc 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



It 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 co-founded that company, run by two of his sons and recently sold to SAP for \$8 billion.

Register to attend at  
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*March 12, 2020*

## GROWING THROUGH ADVERSITIES

**David Simmons**  
Chairman



David 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

Greg 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**  
CEO



Corey 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



**G**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.

Register to attend at  
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*April 16, 2020*

## LESSONS LEARNED IN ECONOMIC DEVELOPMENT

**Theresa A. Foxley**

President and CEO



**T**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



**A**pril 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 & CEO



KELLER INVESTMENTS

**O**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.





**UVU** WOODBURY  
SCHOOL *of* BUSINESS  
UTAH VALLEY UNIVERSITY

**Talent Sourcing**  
*Become #CareerReady*



**DESIGN YOUR CAREER**

Woodbury School of Business Talent Sourcing