

MAY 18, 2022



# MINNESOTA VIKINGS BUSINESS SUMMIT

Presented by  TWIN CITIES ORTHOPEDICS

9:30 AM

## CHECK-IN & REGISTRATION

### WELCOME REMARKS

*Andrew Miller (Minnesota Vikings)  
Martin Nance (Minnesota Vikings)  
Aaron Johnson (Twin Cities Orthopedics)  
Angela Heikes (SMSC Gaming Enterprise)*

10:05 AM

### CREATE AN UNBREAKABLE MINDSET WITH JAY GLAZER

*Jay Glazer (NFL Insider,  
Mental Health Advocate, and Author)*

10:20 AM

11:00 AM

### A LOOK AHEAD AT U.S. BANK STADIUM & VIKING LAKES

*John Penhollow (Minnesota Vikings)*

11:30 AM

### INTRODUCING: VIKINGS FAN PERSONAS & LIVE Q&A

*Dr. April Seifert (Sprocket) and Vikings Fans*

12:00 PM

## LUNCH

### 2021 ACTIVATION VICTORIES

*Lindsey Schumer (Sleep Number)  
Angel Fields Mitchell (Salvation Army)  
Kayleen Alexson (Caribou Coffee)  
Tara Hanson (Molson Coors)  
Michael E. Jordan (UNRL)*

1:00 PM

1:45 PM

### SOCIAL IMPACT: TOGETHER WE CAN MAKE A DIFFERENCE

*Brett Taber (Minnesota Vikings)*

2:15 PM

## BREAK

*Vikings Table Food Truck*

2:30 PM

### GROW THE GAME: VIKINGS INTERNATIONAL FAN BASES

*Scott Kegley (Minnesota Vikings)*

3:00 PM

### THE BEST PLACE FOR DEI INNOVATION IS...EVERYWHERE!

*Lindsay LaBennett (Wasserman)*

3:30 PM

### REACHING NEW AUDIENCES THROUGH CONTENT

*Bryan Harper (Minnesota Vikings)  
Greg Bostrom (Minnesota Vikings)*

4:15 PM

### A NEW ERA OF VIKINGS FOOTBALL

*Kevin O'Connell (Minnesota Vikings)  
Kwesi Adofo-Mensah (Minnesota Vikings)*

4:45 PM

### NETWORKING RECEPTION PRESENTED BY MOLSON COORS



SCAN CODE TO SUBMIT YOUR  
QUESTIONS TO THE SPEAKERS