



**For more information:**

Matt Hunt – 651-343-7371 or [mhunt98@gmail.com](mailto:mhunt98@gmail.com)  
 Kelly Groehler – 612-669-6802 or [kellygroehler@gmail.com](mailto:kellygroehler@gmail.com)  
 Website: [www.phoenixrisingevent.com](http://www.phoenixrisingevent.com)  
 Twitter: @2Phoenix\_Rising

**\*\*\*Media-Event Advisory\*\*\*  
 Phoenix Rising 2016:  
 “Learn From Failure to Create Success”**

**What:** In careers, businesses, and life, things don’t always work out as planned. The second annual Phoenix Rising Event is a one-day conference that showcases leaders in for-profit, nonprofit, government, education, and entrepreneurial sectors, who share their insights and experiences in building resilience and learning from failure.

**Why:** Phoenix Rising tackles failure head-on, embracing it as a strategic advantage for individuals and organizations. Whether starting your own business, leading a new project, or rebounding from a sudden change to your employment, Phoenix Rising delivers the insight, methods and tools you can use to learn from failure.

**When:** Wednesday, May 20, 2016 – 9:00 a.m. – 6:00 p.m.

**Where:**

Carlson School of Management  
 University of Minnesota  
 321 19th Ave. S., Minneapolis, MN 55455  
 Lunch and evening social included

**Cost and registration:**

\$179 Regular Admission, \$129\$ Nonprofit Organizations, and \$99 Student registration – [Register Here](#)

**2016 sample speakers and themes:**

<p><b>Jennifer Ford Reedy</b>, President, Bush Foundation  <i>When the failure of one program launches another</i></p>	<p><b>Jim Schowalter</b>, President &amp; CEO, MN Council of Health Plans  <i>Reinventing healthcare: innovation, risk, &amp; failure</i></p>
<p><b>Jaylani Hussein</b>, Executive Director, Council on American-Islamic Relations (CAIR)  <i>Perceptions and realities of failure when tackling systemic change</i></p>	<p><b>Doreen Bortel</b>, Senior Vice President, Healthcare Executive  <i>The challenges in a corporate innovation role</i></p>
<p><b>Jon Bacal</b>, Edupreneur, CEO &amp; Founder, Venture Academy  <i>The lessons learned when reinventing education</i></p>	<p><b>Sondra Samuels</b>, President &amp; CEO, North Side Achievement Zone (NAZ)  <i>How saying "I was wrong" led to what is right</i></p>
<p><b>Marti Nyman</b>, Vice President, Business Development &amp; Commercialization, United Health Group  <i>Risk and failure when switching from employee to entrepreneur</i></p>	<p><b>Damon Shoholm</b>, Director, James P. Shannon Leadership Institute, Amherst H. Wilder Foundation  <i>The importance of personal values when rebounding from failure</i></p>