



HOSPITALITY MINNESOTA CONFERENCE 2025
OCTOBER 5–7, 2025
DULUTH, MN

Join hospitality leaders from across the state for three days of inspiration, strategy, and connection. This year's conference delivers fresh insights, powerful conversations, and actionable takeaways designed to move your business forward.

SUNDAY, OCTOBER 5th - Attendee Arrival – All Day

1:00 PM: Registration Opens

4:00 PM: Hotel Check-in (Sheraton Duluth Hotel)

6:00 - 8:00 PM: Welcome Reception (*Greysolon Moorish Room*)

Kick off the conference with drinks, bites, and friendly faces!

MONDAY, OCTOBER 6th - Conference Programming – Greysolon

Morning

Breakfast & Registration

Welcome Remarks

Keynote: Leading Thru Chaos

Speaker: Erik Therwanger; Think GREAT

Erik delivers practical leadership strategies to help you inspire, empower, and rally your team through today's unpredictable hospitality landscape. Get ready to lead with confidence when chaos is the only constant.

Morning Break

Morning Breakout Sessions (*Choose one*)

- **Strategy First, AI Second: A Smarter Way to Create Marketing Content That Connects** (*Boardroom*)

Speakers: Justin Bieganeck & Cheri Quinn; Mercury Creative Group

In this hands-on session for busy hospitality operators, we'll walk through a repeatable framework to identify your primary client and show how strategic thinking + AI can create content that gets attention. You'll leave with messaging clarity, a reusable framework, and a resource to go even further.

- **How to Prepare for Immigration Worksite Enforcement** (*Moorish Room*)

Speaker: Loan Huynh; Fredrikson

Learn how to proactively prepare for immigration-related worksite enforcement actions. environment.

Afternoon

Lunch

Keynote: Creating an Employee-First Approach to Exceptional Guest Service

Speaker: Ryan Minton

Happy teams = happy guests. Hospitality executive Ryan Minton shares how putting employees first leads to unforgettable service, rave reviews, and guests who keep coming back for more.

Afternoon Breakout Sessions (Choose one)

- **Planning Thru Chaos (Ballroom)**
Speaker: Erik Therwanger; Think GREAT
Equip yourself with strategic planning tools to achieve high impact goals during turbulent times.
- **Supporting Employee Wellbeing (Moorish Room)**
Speakers: Maya Johnson; All Square & Sara Stamschror-Lott; Creative Kuponya
Explore innovative approaches to workplace wellness through mental health programming, therapy, and trauma-informed leadership.

Afternoon Break + Vendor Visits

A Conversation with Award-Winning Hospitality Changemakers (Ballroom)

Moderated by Alison Arth & Kimblery Belle; Salt & Roe

Panelists TBD

Join an honest, energizing conversation with values-driven leaders who are redefining hospitality culture, purpose, and impact.

Closing Remarks

Evening

Offsite Dinner Event: Glensheen Mansion

Attire: Casual business + warm layers for lakeside drinks

Enjoy a private tour of the historic estate, a beautifully catered dinner, and a cozy campfire experience along the stunning shoreline of Lake Superior.

TUESDAY, OCTOBER 7th – Conference Programming - Greysolon

Morning

Breakfast & Welcome Remarks

Morning Session

- **Understanding Employer Mandates (Ballroom)**
Panelists: Martin Kappenman; Peters & Kappenman, Paula Soderberg; Morrissey Hospitality
A practical, plain-language breakdown of paid family leave and what your business needs to do to stay ready.

Break + Visit Vendors

Closing Session: Charting the Course - 2025 Lessons & 2026 Legislative Priorities

Panelists: Todd Hill, Tony Kwilas, Senator Grant Hauschild, Representative Dave Baker

Hear directly from a bipartisan group of policy experts and lawmakers as they break down recent wins and the road ahead for Minnesota's hospitality industry.

Closing Remarks

Noon: Conference Concludes

This is a working agenda and is subject to change.