

CBA Distinguished Lecture Series • Past Presenters

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Robert Cervenka	CEO of Phillips Plastics Corp.
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Andrew Duff	President and CEO of Piper Jaffray
Randall D. Eggenberger	President of Wild Wings LLC
Gorton M. Evans	President and CEO of Consolidated Papers Inc.
Norman D. Flynn	Founder and President of Norman D. Flynn Associates Inc.
Robert Fogel	Co-recipient of the 1993 Nobel Memorial Prize in Economic Science
Jonathan Grayer	Chairman and CEO of Kaplan Inc.
Ralph Heath	Author, consultant and keynote business speaker
Robert Kierlin	President and CEO of Fastenal Co.
James Keyes	Chairman, President and CEO of Johnson Controls
Adil Khan	President and CEO of Ampildyne Inc.
Patrick Kuhse	International Speaker, Trainer & Consultant of Business Ethics
Jake Leinenkugel	President of Leinenkugel Brewing Co.
Brett Machtig	Author, Wealth in a Decade
Michael J. McGinley	President, Biologicals and Pharmaceuticals Heska Corporation
Laurence H. Meyer	Board Member, Board of Governors of the Federal Reserve System
Terry Murphy	Executive Vice President of Finance and CFO, A. O. Smith Corp.
Douglass C. North	Co-recipient of the 1993 Nobel Memorial Prize in Economic Science
Daniel T. (Dan) O'Keefe	Senior Project Manager, Global Program Management Group, General Mills Inc
Jonathan P. Otterstatter	CEO, Co-Founder of Preventice
Pravash Patnaik	Retired Director and Senior Vice President of Philips India Ltd.
Mark Poklar	Vice President and Chief Innovation Officer of La Macchia Enterprises
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For more information about our programs, contact the Dean's Office, 138 Wimberly Hall
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If you have a special need/accommodation to aid your participation, contact the CBA's Dean's Office to make appropriate arrangements.



COLLEGE OF BUSINESS ADMINISTRATION

Presents the

2016 Distinguished Lecture Series

"Good grades are not enough: Advice for success beyond grades"

Bryan R. McKeag

Chief Financial Officer, Heartland Financial USA, Inc.

Monday, April 11 | 7:30 p.m.

Stzrelczyk Great Hall in Cleary Alumni & Friends Center
on the UW-La Crosse Campus

Open to Public | No Admission Fee



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The Distinguished Lecture Series (DLS) sponsored by the UW-L College of Business Administration is an excellent opportunity to hear about the latest business ideas and trends facing our ever-changing world. The program coordinators strive to secure powerful speakers who can engage students, faculty and the community. If you are a business or community leader, student, faculty member or anyone interested in furthering your understanding of key issues or just looking to broaden your knowledge base, the DLS is a great event for you.



Bryan R. McKeag

Chief Financial Officer

Heartland Financial USA, Inc.

Bryan R. McKeag joined Heartland USA, Inc. in 2013 as Executive Vice President and Chief Financial Officer. He was also named as a Director of Heartland Insurance Services in 2015. Prior to joining Heartland, McKeag served as Executive Vice President, Corporate Controller and Principal Accounting Officer with Associated Banc-Corp in Green Bay. Prior to Associated Banc-Corp, McKeag spent nine years in various finance positions at JP Morgan and nine years in public accounting at KPMG in Minneapolis. In 2015, he was appointed to the Board of Trustees for the University of Dubuque, where he also serves as a member of the Finance Committee. He is an inactive holder of the certified public accountant certification. McKeag is a graduate of the University of Wisconsin-La Crosse with a bachelor of science degree in accounting.

