



ANDERSON CENTER



NEGOTIATION  
FORUM

June 28-30, 2010  
September 27-29, 2010





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## NEGOTIATION FORUM

To effectively grow and evolve a business over time, business leaders need to develop an enhanced capacity to think and lead strategically in every area of business. Developed by the Anderson Center, in conjunction with business leaders, our Forums have been designed to provide business professionals with functional building blocks used to build a successful organization. The valuable skills obtained can be directly applied to the participants' specific departments and enterprise wide strategies. The Anderson Center offers the following Forums:

Emerging Companies Forum  
Executive Forum  
Finance Forum  
Governance Forum  
Leading Change Forum  
Managers' Forum

Marketing Forum  
Negotiation Forum  
Operations Forum  
Speakers Forum  
Strategy Forum  
Succession Strategies Forum

Honed negotiation skills are critical for all members of an organization. The Negotiation Forum a comprehensive program for practical success and features cases and activities that improve every aspect of negotiation and competitive strategy. The program includes objective self-assessment tactics, negotiation simulations, situation analysis and advanced decision-making skill sets that can be shared across your entire organization.

### Negotiation Forum: [Program Objectives](#)

- Assess negotiation skills, identify strengths and weaknesses, and prepare a development plan.
- Introduce negotiation tools for application in subsequent negotiations.
- Practice negotiating through real-world case studies and role plays and debrief together on these experiential learning processes.
- Provide resources for further learning and application post-Forum.
- Enable networking with Negotiation Forum and other Center alumni for on-going learning and development opportunities.

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## Negotiation Forum: [Discussion Leaders and Facilitators](#)



**Brian Schoenborn**

Brian is the Lead Discussion Leader for the Negotiation Forum and a member of the Anderson Center's Roundtable Forum. Having served as an adjunct professor at St. Cloud State University, Brian feels the case method is a great technique to learn from the experiences of other participants, and he enjoys facilitating case studies. As a Managing Partner at Leonard, Street and Deinard's St. Cloud office, he focuses on family and closely held businesses. Brian is a graduate of St. Cloud State University (BA – Political Science and Communications), and the University of Minnesota Law School (JD).



**Rich Sebastian**

Rich is a Discussion Leader for the Negotiations Forum. When asked about his involvement with the Anderson Center, Rich says, "I thoroughly enjoy working with, learning from, and being stimulated by business professionals in our community." Rich has extensive experience in conflict resolution and mediation in business and university settings. Rich earned his Ph.D. in social psychology from the University of Wisconsin—Madison. He has taught Organizational behavior and Organization theory at SCSU for 26 years and served as the Chair of the Department of Management for nine years.



**Aaron Crandall**

Aaron is a Discussion Leader for the Negotiation Forum. Aaron feels that negotiations skills are used in every aspect of business, and that the case method and role-playing are excellent tools to reinforce strong negotiations skills. Aaron, a shareholder in Leonard, Street and Deinard's St. Cloud office, is a business attorney focusing on the representation of privately owned entrepreneurial companies, with an emphasis on mergers and acquisitions, advertising, e-commerce, privacy and information security practices. Aaron is a graduate of Hamline University (BA) and the University Of Minnesota Law School (JD).



**Eric Nicholson**

Eric is a Discussion Leader for the Negotiation Forum and the Succession Strategies Forum. In Eric's role as an investment banker, he works closely with owners and management teams and the negotiations related to ownership and management succession planning. Eric is currently a member of the Senior Team at Greene Holcomb and Fisher. Eric is a graduate of Carleton College (BA) and the University of Minnesota Law School (JD).



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### Negotiation Forum: [Program Curriculum](#)

The program will use a combination of case study methods, group discussions, and presentations to illustrate concepts of negotiations. An interactive activity will allow participants to practice their negotiations skills.

### Negotiation Forum: [Participant Mix and Size](#)

The Negotiation Forum is designed for entrepreneurs, managers, executives, directors, owners, financiers and professional advisors who negotiate on behalf of themselves and their organizations.

### Negotiation Forum: [Admissions Process](#)

To register, please fill out the registration form provided and return to the listed address.

### Negotiation Forum: [Fees & Payment](#)

The fee for Negotiation Forum is \$1,500. The fee covers tuition, case materials, meals and lodging, if necessary. Non-profit organizations receive a 20% discount. Individuals and small or early stage organizations interested in attending an Anderson Center Forum with limited ability to pay, should inquire about scholarship opportunities.

Negotiation Forum: [Program Dates](#) – [June 28-30, 2010](#)  
[September 27-29, 2010](#)

### Negotiation Forum: [Contact Information](#)

For more information, please contact the Anderson Center.

Venita Wilkes, Director  
Anderson Center  
616 Roosevelt Road, Ste. 100  
St. Cloud, MN 56301

Phone: (320) 251-3215  
Fax: (320) 251-5429  
E-mail: [venita@acmbd.org](mailto:venita@acmbd.org)  
[www.acmbd.org](http://www.acmbd.org)



What factors made the most influence on your decision to apply to this program?

- Anderson Center Board Member- Name: \_\_\_\_\_
- Opportunity to network with other business leaders
- Use of case study method
- Round table discussions
- Small group dynamic
- Other: \_\_\_\_\_

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#### PROGRAM FEE/CANCELLATION POLICY

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The cost for the Forum is: \$1,500. To reserve a spot in the next Cohort, please complete this form and submit it to the address below. You will be invoiced for the amount of the Forum. Payment is required prior to the start of the Forum. *Cancellation Policy - Notification of cancellations or deferrals must be submitted in writing at least 45 business days prior to the start of the program to receive a refund of the program fee. The initial deposit can be credited to another cohort or program. Due to program demand and the volume of pre-program preparation, cancellations received within 30 business days prior to the start of the program are subject to a fee of 35% of the total program fee.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

I certify that all the information and accompanying material provided in connection with this application is authentic and accurate.

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#### PARTICIPANT PROFILE:

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What are some of the challenges facing your organization?

Have you had any experience using case studies as a management tool?

Have you had any experience with the Anderson Center/Forums/Luncheons?

What are three specific tools or skills you'd like to gain or perfect during this Forum?

PLEASE FAX OR EMAIL THIS REGISTRATION FORM TO:

Venita Wilkes, Director  
Anderson Center  
Fax 320-251-5429  
Email: [venita@acmbd.org](mailto:venita@acmbd.org)

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