

2015 Iconic:Chicago

PRE-CONFERENCE DAY—MONDAY, MAY 18

2 p.m. **Registration Open** (*Inc.edu attendees only*)

Location: [1871 \(222 W. Merchandise Mart Plaza, 12th Floor, Chicago, IL 60654\)](#)

3 - 6 p.m. **Inc.Edu Courses**

Supercharge your learning experience by attending a pre-event Inc.edu class. Each MBA executive-level classroom-style session is led by a business thought-leader. *Seats are limited and pre-registration is required. There is an additional fee to participate.*

I. **Pragmatic Leadership Skills to Move Your Agenda**

The difference between a good idea and a successful one is execution. But moving agendas of any kind depends on your leadership competence. The Bacharach Leadership Group specializes in training executives learnable skills. In this hands-on workshop, you will be introduced to the skills of political competence, develop an action plan to master moving agendas ahead, and learn how to strategically put a good idea in place.

Instructor: **Sam Bacharach**, professor, Cornell University's ILR School; founder, Bacharach Leadership Group; author, *Get Them on Your Side* and *Keep Them on Your Side*; and columnist, Inc.com

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II. **The Strength of Mind: What You Need to Succeed**

Learn how to craft the life and business you want by radically changing the way you think. This session is a booster rocket that will propel you and your company's growth to a trajectory that you cannot even conceive. Discover how your mental models may be holding you back. Learn how to get unstuck and change these models to become a different person and enhance your relationships, career, and business.

Instructor: **Srikumar S. Rao**, former Columbia Business School professor; creator of the Creativity and Personal Mastery (CPM) course; and author, *Happiness at Work* and *Are You Ready to Succeed?*

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6 - 8 p.m. **VIP Welcome Reception** *Presented by T-Mobile*

Kick off Iconic:Chicago at this exclusive pre-conference event. Sample some of the finest craft beers from locally owned breweries while indulging in a delicious Chicago-inspired menu. This is your time to chat, chew, and sip with fellow entrepreneurs and business leaders, senior members of the *Inc.* and CNBC teams, as well as Iconic speakers, including Bert Jacobs, Neil Blumenthal, Matt Maloney, Eric Ryan, and Howard Tullman, among many others. *Cocktails, local craft beers, and hors d'oeuvres will be served throughout the evening. There is an additional fee to participate.*

Special Remarks: **Deputy Governor Trey Childress**, the State of Illinois

Speakers: **Phil LeBeau**, reporter, CNBC; and **Rick Santelli**, on-air editor, CNBC Business News

Hosts: **Tyler Mathisen**, co-anchor, CNBC's *Power Lunch* and *Nightly Business Report*; and

Eric Schurenberg, president and editor in chief, Inc.

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CONFERENCE DAY – TUESDAY, MAY 19 – THE CHICAGO THEATER (175 N State St, Chicago, IL 60601)

- 8 a.m. - 5 p.m. **Registration open**
The Chicago Theater – Foyer and Lobby
- 8 a.m. **Theater doors open**
- 9 - 9:08 a.m. **Welcome to Iconic**
Remarks: **Tyler Mathisen**, co-anchor, CNBC's *Power Lunch* and *Nightly Business Report*; and **Eric Schurenberg**, president and editor in chief, *Inc.*
Theater
- 9:15 - 9:55 a.m. **Do What You Love, Love What You Do**
Brothers Bert and John Jacobs took \$78, their stick-figure mascot, Jake, and a simple yet powerful slogan and built The Life Is Good Company—a \$100 million lifestyle brand committed to spreading the power of optimism. Today, Life Is Good combines its for-profit and nonprofit businesses into a forward-thinking model for success. By sharing his inspiring entrepreneurial story, Bert Jacobs will help you shape your own journey. Discover how to reinvent a brand without losing what makes it special. Also, learn how to effectively manage multiple bottom lines (i.e., business, brand, people, and community) and what it takes to set a course that will far exceed expectations.
Speaker: **Bert Jacobs**, co-founder and chief executive optimist, The Life is Good Company
Theater
- 10:05 - 10:35 a.m. **How Warby Parker Sees Disruption**
Neil Blumenthal along with his co-founders prescribed a business model that would disrupt an industry. Warby Parker's unique sales strategy offers eyewear priced ridiculously lower than competitors'. Another focal point is giving back: For every pair of glasses sold, another goes to someone in need. Discover the secrets behind Warby Parker's profitability and philanthropy. And learn how technology can improve the customer experience and how you can compete with giants while transforming an industry.
Speaker: **Neil Blumenthal**, co-founder and co-CEO, Warby Parker
Theater
- 10:40 - 11:10 a.m. **Networking Break**
If you haven't already done so, use the conference app (via Topi) to connect and network with fellow Iconic attendees. Also, follow @IncliveEvents and #IconicTour15 throughout the day for live coverage.
Foyer and Lobby
- 11:15 a.m. - Noon **Entrepreneurial Ecosystems**
Speakers: **J.B. Pritzker**, co-founder and managing partner, Pritzker Group and **Howard Tullman**, CEO, 1871; and general managing partner, G2T3V
Interviewer: **Eric Schurenberg**, president and editor in chief, *Inc.*
Theater
- 12:05 - 1 p.m. **Brands You F**king Love**
Founders from some of the most popular and admired businesses of today discuss the power of brand identity. Using their respective marketing prowess and entrepreneurial insights, this brand-savvy all-star panel will share how to make a lasting impression on your customers. Learn relevant brand-building best practices and why the art of storymaking is the future of marketing. This session is all about the good, the bad, and the brilliant of brand strategy.
Speakers: **Elizabeth Cutler**, co-founder, co-creator, and co-owner, SoulCycle; **Hilary Folger**, partner-brand strategy, Lippincott; **Eric Ryan**, co-founder, Method; and **Bayard Winthrop**, founder and CEO, American Giant
Interviewer: **Eric Schurenberg**, president and editor in chief, *Inc.*
Theater
- 1 - 2 p.m. **Networking Lunch**

Please note: Programming is subject to change and may exceed scheduled time. Download the official event app Topi presented by T-Mobile for the current schedule.

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Exchange contact information and sharp observations about what it means to run and grow a business in the current environment. Enjoy the meal as you make lasting connections with potential partners, colleagues, and friends.

[Foyer and Lobby](#)

2:10 - 2:40 p.m.

The Reinvention Game: A Conversation with Marlo Thomas

Award-winning actress, author, and cultural icon Marlo Thomas will reveal, through stories of her business trials and triumphs, what it really takes to thrive throughout your personal and professional life. Also, discover how you too can develop a long-lasting impact.

Speaker: **Marlo Thomas**, actress, philanthropist and author, *It Ain't Over: Reinventing Your Life—and Realizing Your Dreams—Anytime, at Any Age*

Interviewer: **Tyler Mathisen**, co-anchor, CNBC's *Power Lunch* and *Nightly Business Report*

[Theater](#)

2:45 - 3:35 p.m.

Swimming with a Shark: You Only Have to Be Right Once

The NBA's Dallas Mavericks owner Mark Cuban may not be an NBA player, but off the court he calls all the shots. And so far, it's been nothing but net for the serial entrepreneur and investor extraordinaire. In this exclusive no-holds-barred conversation, Cuban opens up about his business philosophies and entrepreneurial audacity. Learn from the man who lives a full-court life. Cuban will teach you how to boldly embrace your vision, build and lead a winning team, and make strategic decisions in crunch-time. Also, find out why competition may be the best thing for your business and what it really takes to be the most valuable player within your industry.

Speaker: **Mark Cuban**, serial entrepreneur and investor; owner of the NBA's Dallas Mavericks; star, ABC's *Shark Tank*; and author, *How to Win at the Sport of Business*

[Theater](#)

3:35 - 3:55 p.m.

Networking Break

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[Foyer and Lobby](#)

4 - 4:45 p.m.

Chicago's All-Star Innovators

Speakers: **Jason Fried**, founder and CEO, Basecamp; author, *Remote*, *Getting Real*, and *Rework*; and columnist, *Inc.*; **Matt Maloney**, founder and CEO, GrubHub; and **Richard Melman**, founder and chairman, Lettuce Entertain You Enterprises

Interviewer: **Kayla Tausche**, co-anchor, CNBC's *Squawk Alley*

[Theater](#)

4:50 - 5:50 p.m.

Lessons From Business-Turnaround King Marcus Lemonis

Marcus Lemonis, host of CNBC's *The Profit*, is in the business of helping others. In this closing session, Lemonis will not only share just how he became the Business-Turnaround King, but he'll also select members of the audience to discuss some of the biggest challenges faced by entrepreneurs and how to overcome them. Got a question? Bring it.

Speaker: **Marcus Lemonis**, chairman and CEO, Camping World and Good Sam Enterprises; and host, CNBC's *The Profit*

[Theater](#)

6:10 - 8 p.m.

Closing Cocktail Reception Presented by T-Mobile

Spend your remaining time at Iconic:Chicago conversing with your peers, Iconic speakers, local business leaders, *Inc.* editors and columnists, and CNBC reporters and anchors. Grab a bite, enjoy a drink, and continue to make lasting connections and share your thoughts on the Iconic experience during this fun and casual soiree. *Cocktails and hors d'oeuvres will be served throughout the evening. All registered conference attendees are invited to attend.*

[The Chicago Theater – Foyer and Lobby](#)