

SNUG 2017

BLAST FROM THE PAST | REMEMBERING THE FUTURE

SNUG's 25th Annual Healthcare Information Technology Summit & Expo

May 21-25, 2017



SNUG 2017 Keynote Speaker: Mark Scharenbroich



Mark Scharenbroich
CSP, CPAE

SNUG 2017 Opening Session
Monday, May 22
9:15 A.M., Grand Ballroom

It's all about making connections.

SNUG 2017 keynote speaker, Mark Scharenbroich (pronounced "Sharon-brock") wants to know, "Are your people fully connected to the mission, each other, and the customer?"

Mark believes that strong connections are vital in our lives, yet in today's "virtual world" it is often difficult to make meaningful connections. When team members are truly connected—to each other, their mission, and their core values—retention improves, sales increase, customer loyalty soars, and our business grows.

*"If you want to energize your business,
then engage your people"*
~ Mark Scharenbroich

During Mark's presentation Monday morning during the SNUG 2017 Opening Session, you will hear messages that are designed to fuel our passion to both connect with and serve others. Mark has spent his career working in education and business and has discovered how some of the best organizations and industry leaders build a culture that encourages personal and professional growth.

Combine one part business speaker with one part pure entertainer, mix in a cast of characters, add a blend of motivational stories and actionable ideas ... and you have Mark Scharenbroich. A native Minnesotan, Mark is an Emmy award-winner (writer/producer for an ABC TV special), Hall of Fame speaker, and award-winning author and filmmaker.



His award-winning book on connecting, *Nice Bike – Making Meaningful Connections on the Road of Life*, is a collection of stories based on making meaningful

connections with others. It's about being a part of a community, knowing that contributions matter, and experiencing a greater affiliation with others.

Mark developed the Nice Bike metaphor to drive home the power of connecting in a more genuine way. But, what does "Nice Bike" mean?

Mark shares that his "ah-ha" moment came while traveling to an engagement when he stumbled upon the Harley-Davidson Motorcycle Company's 100th year anniversary celebration in Milwaukee, Wisconsin. As he drove his beige rental car around thousands of black leather, bandana wearing, hardcore Harley riders, Mark kept noticing the two words that really connected rider to rider:

"NICE BIKE"

Mark made the connection, and this unforgettable metaphor inspired him to write *Nice Bike: Making Meaningful Connections on the Road of Life*. More than passing compliment, Nice Bike is a powerful, memorable principle that acts as a catalyst to help build stronger, more effective teams. The Nice Bike principle helps individuals become more engaged and passionate about serving others.

Audience members continually note that Mark's Nice Bike messages take them on a motivating, thought-provoking, fun, and engaging roller coaster ride experience with brilliant comedic timing, stories that touch the heart, and actionable strategies.

Mark's Nice Bike messages teach his listeners to make connections using these three principles:

ACKNOWLEDGE	"You must be 'present' to win."
HONOR	"Create remarkable experiences."
CONNECT	"Make it personal."

According to Mark, it's CONNECTIONS that drive customer loyalty, remarkable experiences, growth, retention, performance, attitudes, and team spirit. If you engage your people, you energize your business.

You won't want to miss meeting Mark and experiencing this keynote presentation.