

BUSINESS DAY IN MADISON



March 1, 2017

Monona Terrace Community & Convention Center, Madison, WI



ROBBIE BACH

Innovation Expert, Former Chief Xbox Officer for Microsoft & Author

Former Chief Xbox Officer, Robbie Bach, is the expert that business leaders, entrepreneurs and organizations turn to for insight on strategy, innovation, leadership and people management.

During his illustrious 22-year career at Microsoft,

Bach served as the Business Operations Manager for Microsoft Europe, Vice President of Marketing for Microsoft Office, and President of Entertainment & Devices, responsible for offering consumers new and branded entertainment experiences across music, gaming, video and mobile communications. In 1999, as Chief Xbox Officer, Bach led the team that developed and launched Xbox and Xbox 360, and in turn, built a successful consumer business within Microsoft. Today, Bach shares his insights on leadership, his 3P Strategic Framework for simplifying complex problems based on purpose, principles, and priorities, and offers a refreshingly intimate view of the struggles and triumphs of a chief executive.



JONAH GOLDBERG

Syndicated Political Columnist, National Review Senior Editor, FOX News Contributor & Bestselling Author

A bestselling author and widely syndicated columnist, Jonah Goldberg is one of the most prominent political commentators in America today. A Fox News contributor and regular "Fox

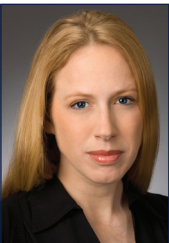
News All Star" on *Special Report with Bret Baier*, is known for blending humor and insight on the pressing issues of the day. Goldberg is a contributing editor to *National Review*, was the founding editor of *National Review Online*. He is also weekly columnist for the *Los Angeles Times* and his syndicated column appears regularly in the *Chicago Tribune*, *Philadelphia Inquirer*, *San Francisco Chronicle*, *Kansas City Star*, *St. Louis Post-Dispatch*, *Washington Examiner*, *Miami Herald*, *Manchester Union Leader* and scores of other newspapers. A fellow at the American Enterprise Institute, Goldberg was named by *The Atlantic* as one of the top 50 commentators in America.



HUGH HEWITT

Prominent Conservative Political Commentator, Nationally Syndicated Radio Host and Bestselling Author

Hugh Hewitt is a lawyer, law professor and broadcast journalist whose nationally syndicated radio show is heard in more than 120 cities across the United States. He has been a frequent guest on CNN, Fox News Network, and MSNBC, and has written for *The New York Times*, *The Wall Street Journal*, and the *Los Angeles Times*. He has received three Emmys for his work as co-host of the ground-breaking Life & Times program, and also conceived and hosted the PBS series, *Searching for God in America*. He is the author of a dozen books, including two *New York Times* best-sellers. Hewitt is a weekly columnist for *The Washington Examiner* and *Townhall.com*, and his blog, *HughHewitt.com*, is among the most visited political blogs in the U.S.



KIMBERLEY STRASSEL

Author, Member of the Wall Street Journal Editorial Board and Columnist

Kimberley Strassel is a member of the editorial board for *The Wall Street Journal*. She writes editorials, as well as the weekly *Potomac Watch* political column, from her base in Washington, D.C. Strassel joined Dow Jones & Co. in 1994, working

in the news department of *The Wall Street Journal Europe* in Brussels, and then in London. She moved to New York in 1999 and soon thereafter joined the *Journal's* editorial page, working as a features editor, and then as an editorial writer. She assumed her current position in 2005. Strassel, a 2014 Bradley Prize recipient, is a regular contributor to Sunday political shows, including CBS's "Face the Nation," *Fox News Sunday*, and NBC's "Meet the Press." She is the author of the upcoming book "The Intimidation Game: How the Left Is Silencing Free Speech," which chronicles recent attacks on conservative nonprofits, businesses and donors.



GOV. SCOTT WALKER (Invited)

Governor Walker remains committed to helping Wisconsin's private sector create jobs. After years of record job losses, Wisconsin has gained jobs during the Walker Administration. In WMC's recent annual survey of job creators, 95 percent said Wisconsin is headed in the right direction compared to just 10 percent who said the same thing in 2010.

REGISTRATION OPENING SOON!

Visit www.businessdayinmadison.com for updates or contact Brittany Rockwell at WMC, brockwell@wmc.org or 608.258.3400.

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