



2020 PEI Young Executives Winter Conference

Registration is open for the **2020 PEI Young Executives Winter Conference**, Feb. 5-7, at the Brown Palace Hotel & Spa in Denver.

PEI members ages 21-45 save \$100 with the \$495 early bird rate, which ends Dec. 20. The conference is limited to 2020 YE members, but you may join YE when you register for the conference [here](#). The PEI reduced room rate at The Brown Palace, a Forbes 4-star hotel, is \$209 a night.

New this year, every attendee may receive a digital copy of his or her professional headshot.

PEI Young Executives Joe DiAndrea and Tracy Emerson also are organizing a Feb. 4 excursion open to YE members and their guests. Joe will email conference registrants details soon so they can book their travel and pack appropriate gear.

Sessions on Thursday, Feb. 6, will focus on the fueling industry. Brian Gray, North American retail fuels lead at Accenture, will deliver an industry overview for the opening keynote.

Afterward, a panel of PEI members will share how they navigate change. Panelists include:

- Bruce Larson, CEO, The Oscar W. Larson Co., and 2008 PEI president
- Charlene Indest-Guidry, CEO, Southern Tank Testers Inc.
- Jalal "Jay" Shehadeh, general counsel, U.S. Century Bank, and owner of several convenience stores.

Thursday will conclude with roundtable discussions on member-selected topics.

Friday sessions will focus on business skills and professional development. Self-described marketing anarchist Bob Mazerov, president of The Mazerov Group, will demonstrate how every employee represents his or her company. Mazerov has helped clients including Walmart, PepsiCo, Southwest Airlines, Coca Cola, AVIS, Discover Card & Discover Financial Services, Red Robin, White Wave (Silk Soy Milk), Beyond Meat and Quiznos develop more than \$10 billion in new products, services and advertising.

Also on Friday, a business profitability expert will share how practices such as Traction and Lean can boost revenue and productivity. And finally, a panel of top Denver-based executives will discuss why

certain leaders stand out from the crowd, what aspiring leaders can do to gain clout and how companies can tap and groom their up-and-comers.

Venue

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February 5, 2020 - February 7, 2020



Denver, United States

Contact information

PEI