

CEO Roundtable Intensives

Helping Your Organization Get On One Page

Test of Fire: Finding Opportunity in Crises

Wednesday, October 16, 2019

The Alliant Energy Center
1919 Alliant Energy Center Way
Madison, WI 53713 (Kegonsa Room, 2nd floor)

7:15 - 7:30 am Coffee
7:30 - 7:45 Setup by Joe Koss, CEO of Culver's
7:45 - 9:15 Facilitated peer discussion



Issue: Crisis readiness, response and lessons

If you can keep your head while all about you are losing theirs... — Kipling

A crisis tests leadership strength *and* management ability. How you respond, what you learn and how you adapt are just as important as how you prepare. There's no playbook for every crisis, but that doesn't mean you shouldn't check the horizon. You'll hear from a peer that defense isn't always the right play.



Setup speaker: Joe Koss

Joe is President & CEO of Culver Franchising System, Inc. Before becoming CEO in 2017, he was Controller and then CFO. During Joe's time at Culver's, system-wide sales have increased from \$58 million to over \$1.2 billion; there are now over 700 restaurants and 28,000 team members. A graduate of Marquette University with a major in accounting, Joe, a father of three, is on the board of the Wisconsin Restaurant Association and the US Farmers and Ranchers Alliance.

Facilitated peer discussion

1. When did a crisis open a small opportunity for you?
2. What's going to be your next crisis?
3. What structural change would improve your crisis readiness?

Register: Events at www.theindex.net or (608) 260-9300. *Members: \$75*