



# 2025 MSC Annual Conference

July 10-11, 2025

The Inn on Lake Superior - Duluth, MN

*\*Agenda subject to change*

*All sessions are in the Northern Lights Ballroom unless otherwise noted.*

Wednesday, July 9, 2025	
3:00 - 7:00 pm	<b>Registration &amp; Check-In</b> <i>Hotel Lobby / Conference Atrium</i>
Thursday, July 10, 2025	
6:30 - 9:00 am	<b>Breakfast</b> <i>Lobby Dining Area</i>
7:30 - 9:00 am	<b>Registration</b>
9:00 - 9:15 am	<b>Conference Welcome</b>
9:15 - 10:30 am	<b>Erik Therwanger - "Next Level Leading"</b>
10:30 - 10:45 am	<b>Break</b>
10:45 am - 12:00 pm	<b>MASA, MREA, MSBA, AMC, Legislative Updates</b>
12:00 - 1:00 pm	<b>Lunch</b>
1:00 - 2:00 pm	<b>MSC Collaboration Showcase - "5 in 50"</b>
2:00 - 2:15 pm	<b>Break</b>
2:15 - 3:30 pm	<b>Erik Therwanger - "Next Level Planning"</b>
3:30 - 7:00 pm	<b>Free Time</b>
3:30 - 4:30 pm	<b>MSC Executive Council Meeting</b> <i>Eagle Harbor Room</i>
7:00 - 9:30 pm	<b>Dinner &amp; Outstanding Service Awards</b> <b>Music Entertainment by Reed Grimm</b>
Friday, July 11, 2025	
6:30 - 9:00 am	<b>Breakfast</b> <i>Lobby Dining Area</i>
8:00 - 8:50 am	<b>MSC Board of Directors Meeting</b> <i>Eagle Harbor Room</i>
9:00 - 10:30 am	<b>Rick Olson - "Are You Fun to Work With?"</b>
10:30 - 10:45 am	<b>Closing Comments</b>