



For Immediate Release — Wednesday, February 1, 2017

## **Everest summiteer, Flames CEO, digital marketer headline Student Professional Development Conference**

**WHAT:** The Faculty of Management presents its annual Student Professional Development Conference, featuring keynote addresses from Ken King (President and CEO of Calgary Sports and Entertainment Corporation), Darrell Keezer (CEO and founder of Candybox Marketing) and Dave Rodney (Mt Everest summiteer, writer and photo/videographer).

**WHEN:** February 2-3, 2017

**WHERE:** Coast Hotel and University of Lethbridge (Markin Hall)

The Be Bold, Be Better, Be You two-day event is focused on helping students reach their professional and personal potential and features keynote addresses and facilitator sessions. Ken King's keynote address opens the conference on Thursday, Feb. 2, 2017 at 7:30 p.m. at the Coast Hotel Grand Ballroom. Friday's schedule features two more keynote addresses as well as facilitator sessions. View this link for full details: <http://www.uleth.ca/management/2017-student-professional-development-conference>.

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Contact:

Steve Craig, Director of External Relations & Communications, Faculty of Management  
403-329-5181  
[steve.craig@uleth.ca](mailto:steve.craig@uleth.ca)