



Main Street Institute Kick-Off Event



A PARTNERSHIP OF THE GREATER INDIANAPOLIS CHAMBER OF COMMERCE AND KELLEY SCHOOL OF BUSINESS

Friday, Dec. 1

7:15 - 10:30 a.m.

The Marriott Downtown

\$35 members/students | \$45 non-members

REGISTER ONLINE AT INDYCHAMBER.COM BY FRIDAY, NOV. 24.

REGISTRATION: 7:15 - 8 A.M.

BREAKFAST: 8 A.M.

KEYNOTE: 8:30 - 9 A.M.

EMCEE: Chris Katterjohn, IBJ

KEYNOTE SPEAKER: Peter Dunn, president and chief executive officer, The Steak n Shake Company

BREAKOUT SESSION: 9:15 - 10:30 A.M.

BREAKOUT A: "MARKETING ON A SHOE-STRING BUDGET"

- Susan P. Mantel, associate professor of marketing, Kelley School of Business, Indiana University
- Kirk Stahl, executive vice president and director of client services, MARC USA

BREAKOUT B: "THE ABCs OF A BUSINESS PLAN"

- Todd Saxton, Indiana Venture Center Faculty Fellow and associate professor, Kelley School of Business, Indiana University
- Mark Hill, president emeritus, Baker Hill

WHERE IT ALL COMES TOGETHER

The Kelley School of Business is partnering with the Greater Indianapolis Chamber of Commerce to offer the Main Street Institute – a series workshops and educational programming on areas like sales and marketing, customer relations, and managing growth.

PETER DUNN, PRESIDENT AND CEO, THE STEAK N SHAKE COMPANY

Dunn joined The Steak n Shake Company as president and chief operating officer in September of 2002. Dunn was promoted to chief executive officer by the board of directors in February of 2004. Prior to his tenure with Steak n Shake, Dunn served as president of the Borden Foods Corporation, where he worked from 1993 until 2002. The company was owned by KKR during this time and sold in 2002.

Before joining Borden, Dunn was with Kraft General Foods from 1981-1993 and served in a variety of general management and marketing roles. He served as the general manager of the Claussen Pickle Company. He was responsible at Kraft for Marketing the Oscar Mayer business. He also was responsible for product development at Oscar Mayer and led the team that invented the Lunchables business and expanded it nationally. Lunchables now has worldwide sales of approximately \$1 billion. Dunn began his career at Kraft as an assistant brand manager in the Maxwell House Division.

Dunn earned his MBA at the University of Virginia, the Darden Graduate School of Business and he earned his BA from Harvard College. He currently serves as chairman of the board of America's Second Harvest, the Nation's Food Bank Network.