

# Love Work: Inspire a high-performing work culture at the center of people, purpose, profits and play!

Starting one business is hard enough. Try starting 5,000+. That's what thousands of Anytime Fitness, Waxing the City and Basecamp Fitness owners have done, and done successfully, by following the leadership principles of Anytime Fitness co-founders Chuck Runyon and Dave Mortensen. They have created a vision of leadership that helps business owners maximize the potential of their organization, by teaching them to put culture first. So, what's the secret to their success? They call it the 4Ps. People. Purpose. Profits. Play.

Join us as Chuck shares that for any business to reach its full potential, it must devote time to developing itself in each of these four areas. In addition, how you can both diagnose where your company is falling short, and how you can apply their actionable advice for how to improve. He will share his proudest moments, biggest failures and fears, but also from franchise owners, professionals no different from yourselves, who decided to Love Work, and who found their business, physical, mental, and financial health all the better for having done so. So, are you ready to turn your business around?

All attendees will receive the book **Love Work**, co-authored by Runyon and Mortensen, courtesy of **Cushman & Wakefield**.

## Keynote Speaker:



**Chuck Runyon**  
CEO and Co-founder  
Anytime Fitness, Waxing the City &  
Basecamp Fitness

**DATE:** Wednesday, October 2nd, 2019

**TIME:** 7:30 am - 9:30 am  
7:30 Registration/Networking, 8:00 Program  
9:30 Adjourn/Networking

**LOCATION:** DoubleTree Minneapolis - Park Place  
(1500 Park Place Boulevard, Minneapolis)

**REGISTRATION:** Visit [msca-online.com](http://msca-online.com) or call (952) 888-3491

**COST:** \$35 MSCA member, prepaid  
\$50 MSCA member, at door  
\$70 Non-member  
\$30 Student/Intern

- Pre-registration ends at noon on October 1st
- No shows will be billed
- Substitutions or cancellations are allowed 24 hours in advance