

# Business Leaders: Prepare for the Unknown... Here's How

by **MICHAEL SIPE, Mergers & Acquisitions Advisor, Executive Coach — CrossPointe Capital**

As the Hall of Fame football coach Lou Holtz said, "There are three types of people in this world: Those who make things happen, those who watch things happen and those who wonder what just happened." In a world where market shifts can happen overnight, and new threats, both physical and digital, emerge without warning, leaders can't afford to watch what's happening, let alone be left wondering what just happened to their company. Today's leaders face a stark reality: those who prepare and adapt will survive and thrive. Those who wait and react may be left behind. The modern business environment demands more than operational efficiency. It requires strategic foresight, proactive preparation and the courage to act decisively and with resilience when challenges strike.



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We live in uncertain times. Cyber threats powered by artificial intelligence. Natural disasters. Civil unrest. Supply chain disruptions. Economic volatility. Trade wars. Global conflicts. Changing demographics. The risks facing organizations in 2026 are as complex as they are unpredictable. Now more than ever, leaders need sound strategies and proven tools to prepare for and navigate the unknown.

clear, actionable next steps. Networking opportunities will connect like-minded professionals from across the region, fostering relationships that extend beyond the conference room.

## Welcome to Excellerate Central Oregon Business Forum 2025

On September 11, 2025, Central Oregon's most forward-thinking leaders will gather at the Riverhouse Convention Center in Bend for the fourth annual Excellerate Business Forum. Designed for those who want to sharpen their competitive edge, this dynamic four-hour event brings together top voices from business, military and technology for an immersive time of insight, strategy and connection.

### Event Details:

**Date:** Thursday, September 11, 2025

**Time:** 6:30-10am

**Location:** Riverhouse Convention Center, Bend

**Registration:** [ExcellerateCentralOregon.com](https://ExcellerateCentralOregon.com) or [Excellerate2025Tickets.eventbrite.com](https://Excellerate2025Tickets.eventbrite.com)

Breakfast will be served as attendees hear from an extraordinary lineup of speakers:

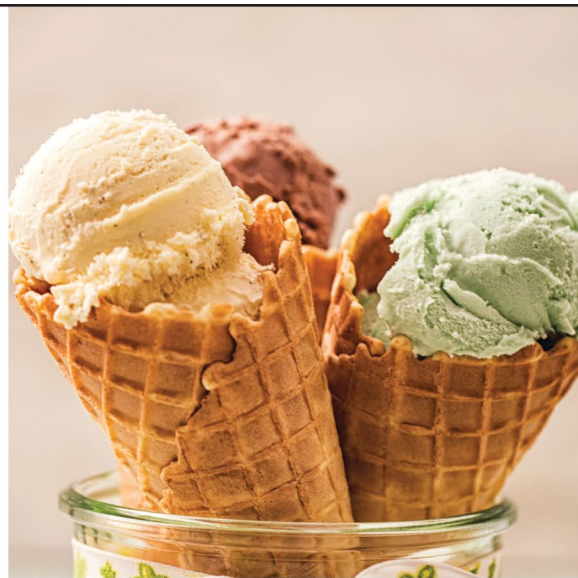
Whether you are looking to get out ahead of potential threats, design contingency plans, strengthen your leadership team, safeguard your business, or position your organization for sustainable growth, join hundreds of other regional leaders committed to making things happen at Central Oregon's premier business conference. It's your opportunity to gain a competitive edge in an unpredictable world.

- **Jordan Smith** — VP, CMIT Solutions, presenting Cyber Security in the Age of Artificial Intelligence
- **Jenn Donahue** – U.S. Navy Commodore (Ret), Entrepreneur and Coach, presenting Building Resilient Teams in Challenging Times
- **Laurence R. Kennedy** — National Security Strategist and Global Secure Logistics Expert, presenting Deterring The Risks You Do Not See Coming

Beyond keynote talks, participants will engage in powerful roundtable discussions and interactive Q and A sessions, designed to equip leaders with

*Michael Sipe is the event producer. He's a local mergers and acquisitions advisor and executive coach.*

*[Michael-Sipe.com](https://Michael-Sipe.com) • [CrossPointeCapital.com](https://CrossPointeCapital.com) • [10xGroups.com](https://10xGroups.com)*



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