



June 13-15, 2022

Make Heartland An Unforgettable Experience

YOU'RE INVITED TO ALL HEARTLAND HAS TO OFFER

As a speaker, you play a key role in making Heartland more than an industry conference. It's an unforgettable experience—for attendees, for VGM employee owners, and for speakers alike. That's why we welcome you to take part in everything the conference has to offer. Please join us for any of the educational sessions or social events that interest you. Here are some of the highlights!

Keynote Speaker

Devin Henderson, CSP

Part magic and mentalism show, part inspirational keynote, take a break from the worries of the day while breaking free of your perceived limits, as you discover the mindset and practices to realize your greatness like never before.

What would you do and who would you be if you believed anything was possible for you? What if you could reclaim and even expand your full potential at any time? What if your truest potential was bigger, richer, and more satisfying than you had previously envisioned?

Join award-winning entertainer and igniter of untapped potential Devin Henderson for an unforgettable experience of entertainment meets inspiration.



Social Events



Monday, June 13



Afternoon at the VGM Farm: Sip and Paint VGM Farm | 2-4 p.m.

Enjoy unbeatable Midwest hospitality and forge new friendships and connections at the VGM Farm. Grab a cocktail. Play some yard games. And, of course, make some memories that'll last a lifetime—all while soaking up some summer sun.



Iconic Hog Roast and Dazzling 3D Fireworks RiverLoop Amphitheatre | 7-10 p.m.

Grab a cold beer or soda and mingle at the VGM's iconic hog roast on the scenic Cedar River. You'll enjoy mouthwatering pork cooked on site, then kick back and relax with live music and a fireworks display unlike any you've seen!

Wednesday, June 15



Grand Slam at the Farm VGM Farm | 6:30-10:30 p.m.

What better way to wrap up a trip to the Heartland Conference than by rounding the bases and joining us for a farewell celebration at VGM's farm. Surrounded by cornfields, this event is sure to be a grand slam as you get to experience a setting reminiscent of the famous movie filmed in Iowa—Field of Dreams. Food, beverages, and transportation from hotels to the farm and back will be provided. Batter up!