

# STAND OUT!

KEYNOTE & WORKSHOP



**ERNIE HARKER**  
BRANDING EXPERT • AUTHOR • CONSULTANT

## Abstract

Create a unique look and feel and marketing strategy for your brand fast!

Branding expert Ernie Harker shares the fastest and most effective way to build a remarkable brand that helps business stand out by drawing on over 30 years experience developing brands like Chuck Norris' C-Force water and re-branding Maverik, a tired old country store into a multi-billion dollar adventure brand.



*"Best session on branding in NACS history!"*

*"This was a college marketing semester in 50 minutes."*

*"I've attended 296 educational sessions. Best ever by far!"*

*"Knowledgeable, actually knows retail business, hilarious!"*

## Learning Objectives

- 1 Discover why do most brands get off to a bad start and how to avoid it.
- 2 Learn the four steps of accelerated brand development *you can use today*.
- 3 Learn how to use your brand to stretch your advertising budget.
- 4 Learn how your brand creates company focus and builds culture.



## References

Henry Armour, President and CEO of NACS [Hank\\_Armour@convenience.org](mailto:Hank_Armour@convenience.org)

Cody Adent, President of Southern Utah Travel and Tourism [cody@zionnationalpark.com](mailto:cody@zionnationalpark.com)

More upon request.

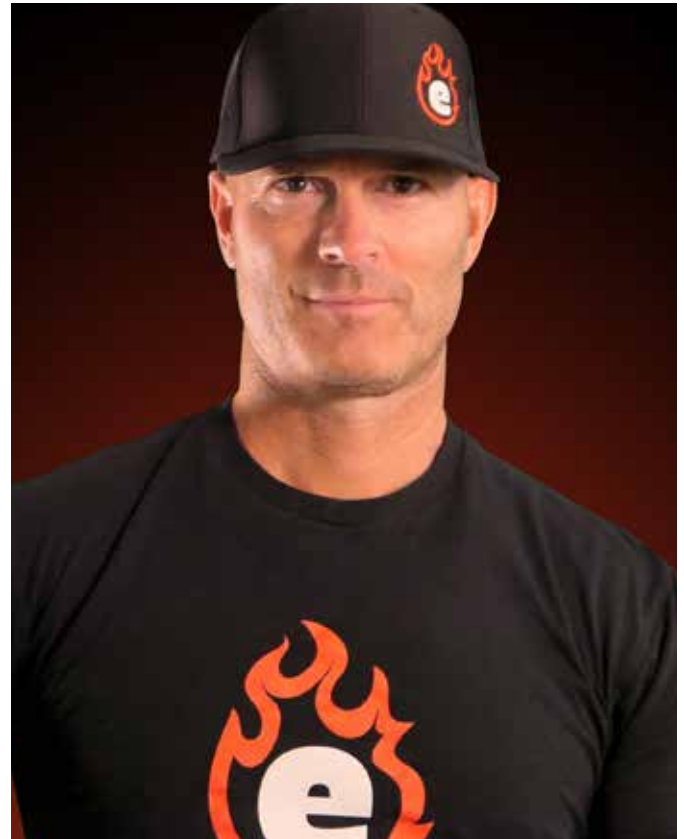
## About Ernie

Ernie began his career in 1993 as a storyboard artist for a large ad agency in SLC, UT after studying illustration at Utah State University.

Two years later he founded a creative production studio called Ernburn that built a reputation for illustration, animation, video production, ad design, writing, and brand development for a variety of clients. During that time he produced a season of travel television episodes called *Xtreme Tourist*, an animated story series called *FHE on DVD, Inc.*, an illustrated children's book called *"They're Waiting For Me"*, and several other projects.

Ten years later he was hired to lead the marketing and branding efforts of one of his clients, Maverik, a regional retail company as their Executive Director of Marketing which catapulted the company into a \$3 billion brand.

Ernie left Maverik in 2018 to consult, write the book, *"Your Brand Sucks"*, and teach kids to draw on his YouTube channel, *Sketch-e*.



*Ernie loves to draw, run, wake board, do yoga, hit the gym, mountain bike, watch movies, eat junk food, and spend time with his family and 7 brothers.*



*"Ernie helped CForce shift the focus of our Brand Spark. Our amazing executives adopted it and sales took off. We love it!"*

Gena Norris CEO- CForce

