

How Everyday Leaders Build Irresistible Brands with Gair Maxwell: “BIG LITTLE LEGENDS”

EPIC21™ Executive Peers in Conference brings nationally renowned speaker Gair Maxwell to the greater La Crosse area.

Gair Maxwell is recognized as the World’s #1 Expert on the origin and creation of legends. He’s a best-selling author, speaker, and brand strategist with decades of business experience.

Legendary brands rise above the noise and become unforgettable - but what sets them apart? Gair Maxwell offers real-life stories and tools to unlock your brand’s full potential and carve out a distinct, unrivaled position: a true “Category of One.”

Join us for an experiential journey with Gair Maxwell into the timeless and universal principals that create *Big Little Legends* and a morning of networking and celebrating those who give their time and talent to Junior Achievement in the Coulee Region.

**Thursday, May 14, 2026
7:30am - 9:30 a.m.**

In-Person Breakfast



**UW - La Crosse
521 E Avenue North
La Crosse, WI 54601**



Purchase tickets or Sponsor online
at: bit.ly/CouleeJASpeaker26

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