



MICKEY'S

IBI MEDIA

CAMP 2025



AUGUST 20-22
Bradford Woods Indiana University's Outdoor Center

WELCOME



JOIN US FOR THE 24TH ANNUAL MICKEY'S CAMP!

Mickey's Camp was a long-time dream of mine. In 2001, that dream came true with the inaugural Mickey's Camp. We pulled together 100 campers. In more than twenty years, Mickey's Camp has enabled adults to leave

behind daily pressures, explore new opportunities, perfect old skills, and enjoy the camaraderie of fellow campers in a relaxed, informal atmosphere.

In 2024, women's and men's camps combined raised more than \$110,000 for over 60 charities. This year we are proud to present an extraordinary array of experts for Mickey's Camp, scheduled for August 20-22 at Bradford Woods Outdoor Center. The nightly presentations will be a fireside chat on Wednesday with Jimmie McMillian. Our speaker for Thursday night will be Pete Yonkman, President of Cook Group. Your time will be filled with exciting 90-minute sessions throughout Wednesday, Thursday, and Friday. Options include sculpting, welding, forging steel, pickleball, stand up paddleboard and so much more. You may also relax at the beach, have a massage, or read a good book. Evening activities promise to be equally enjoyable as you will have the opportunity to dine on delicious cuisine, play in a poker or euchre tournament, eat s'mores around the campfire or turn the lights out early and rest up for another exciting day at camp. This year, sponsored meals include Metro Diner, Prime 47, Sullivan Steakhouse's and The District Tap.

Read on to learn about what's in store for you at Mickey's Camp. Sign up soon; reservations are on a first come, first served basis.



IBJ MEDIA AND MICKEY'S CAMP PARTNERSHIP

IBJ Media is once again excited to partner with Mickey's Camp this year to bring campers "only at Mickey's camp experiences." Whether you are in need of a reset and the space to explore new ideas, new connections and

new skills, or you are looking for a more active experience, Mickey's Camp allows you to customize your experience. Start camp with a massage, a cocktail and a session about Indiana film documentaries, or jump start your camp experience by shooting shotguns, or climbing the alpine tower and then learn about the bourbon craze and try rare bourbons.

Not only will you have the opportunity to try new activities, learn new skills and support local charities, but you will have a blast meeting leaders from across the state and take a much-needed break from day-to-day obligations. We have returned with the professional development track which will include sessions on the art of negotiating, finding the right work/life balance and Econ 101 with Pete the Planner. You can also enjoy sessions with IBJ's editor Lesley Weidenbener who will help try to make sense of politics and media, and sessions covering U.S. foreign policy. Join business, civic and political leaders at Mickey's Camp this year who are all working to make Indiana a better place to call home.

FEATURED SPEAKERS



WEDNESDAY EVENING JIMMIE MCMILLIAN

Senior Corporate Counsel and Chief Diversity Officer Penske Entertainment Corp.

Jimmie McMillian proudly serves as Chief Diversity Officer and Senior Corporate Counsel for Penske Entertainment Corp. The

company is comprised of INDYCAR, IMS Productions and the Indianapolis Motor Speedway, home of the Indianapolis 500 Mile Race.

As Chief Diversity Officer, Jimmie leads diversity and inclusion efforts across Penske Entertainment Corp. He's also charged with implementing key pillars of Race for Equality & Change, an initiative to provide opportunities for underrepresented women and men in the motorsports industry and open wheel racing. As Senior Corporate Counsel, Jimmie's work comprises a variety of legal matters including managing litigation and legal risks, drafting new event and facility contracts, vendor and sponsorship agreements.

Jimmie is a graduate of Indiana University - Bloomington and the Robert McKinney Indiana University School of Law. Jimmie proudly serves as a board member for Marion County Public Defender's Agency, the United Way of Central Indiana, the Indianapolis Urban League and the Miracle Ride. More than a simple hobby, Jimmie also serves as President of 317 Ryders Motorcycle Club. He has served as a leader in local, state and national bar associations and has served as the Chair of The Racing Attorneys Conference.

Jimmie has shown a tireless commitment to improve the lives of young people and motivate them to succeed despite life's various obstacles through his outstanding leadership and mentorship of others. As a passionate motorcycle, sports car and racing enthusiast, Jimmie truly enjoys the ability to live his dream of working at the "World's Greatest Racetrack."

Jimmie lives in Indianapolis with his wife Lisa, their four children and four grandchildren.



THURSDAY EVENING PETE YONKMAN

Pete Yonkman is president of Cook Group and Cook Medical in Bloomington, Indiana. He has been with the company for 24 years, starting in 2001 as in-house counsel. Pete has served in a variety of roles for Cook, including

leading one of the local manufacturing sites and as executive vice president for 10 business units. Pete was named president of Cook Medical in 2014. In 2015 added the role of president of Cook Group.

Pete is a born and bred Hoosier originally from Crown Point, Indiana. He graduated Phi Beta Kappa from Indiana University with degrees in psychology and philosophy and graduated with his law degree from the Maurer School of Law at Indiana University in 1998.

Pete is passionate about finding unique opportunities to help Hoosiers reach their full potential.

His leadership philosophy is that businesses are the missing engine needed to drive meaningful and lasting change. He believes that companies have the responsibility to use their core business operations, expertise, and resources to improve the communities where they operate.

CAMP INFO

SPONSORED BY



Indiana University Health



THE NATIONAL
BANK OF INDIANAPOLIS

IBJ BUSINESS TRACK RETURNING

IBJ's partnership with Mickey's Camp brings a new IBJ Business Development Track this year. We have a series of sessions that were developed to help our camper's further their business education and careers. Sessions include Entrepreneurship, Finding Balance, Econ 101, Negotiations and an AI & Leadership Presentation. All IBJ track sessions are **BOLD** in the schedule. Take one or take them all. You do not have to lock into one track at camp.

STATS FROM 20+ YEARS

- Men's and Women's camps combined have donated more than \$3 million dollars to not-for-profit organizations over the last 20+ years.
- More than 700 different not-for-profit organizations have received funding from Mickey's Camp during that time.
- More than 860 men and more than 740 women have attended camp.

REGISTRATION IS OPEN!

You can register and pick your activities online.
See www.mickeyscamp.com

CAMP LOCATION

Bradford Woods—Indiana University's Outdoor Center

ACCOMMODATIONS

Remember, this is CAMP . . . casual and rustic! Sleeping accommodations are available in air-conditioned cabins throughout the Bradford Woods campgrounds. Towels and sheets will be provided. Wi-Fi is available in select buildings.

WHAT TO BRING

Shorts, shirts, jeans, swimming suit, athletic shoes, toiletries, sunscreen, and a flashlight are recommended.

CAMP COSTS

Camp costs \$1,750 per camper. This includes sessions, meals, and lodging in our camp bunks. If campers prefer to stay at our camp hotel, it is an additional \$120/night as space is available.



FOOD SPONSORS



www.thedistricttap.com



www.metrodiner.com



www.prime47.com



www.sullivansteakhouse.com

IN KIND DONORS

- Daytime Treat Cart
National Bank of Indianapolis
- Hospitality Area Wednesday Night
JW Marriott Indianapolis
- Hospitality Area and Shrimp Eating Contest Thursday Night
St. Elmo's
- Late Night Snacks
Indianapolis Business Journal
- Morning Coffee
Mission Coffee, LLC
- Turndown Treats
Sweet Things
- Turndown Treats
Weaver Popcorn
- Welcome Hospitality Wednesday
Blend Bus

2025 CHARITIES

Mickey's Camp is a charitable event. Net proceeds from camp fees will be donated to not-for-profit organizations selected by campers. As a result, a portion of the camp fee is tax deductible (the amount will be determined after camp). Half of your charitable allocation will be designated to a charity of your choice and half may be designated among the camp's chosen charities as you see fit.

The chosen charities for 2025 are:

- Bradford Woods
- Keys 2 Work
- Orr Fellowship



CAMP SCHEDULE

WEDNESDAY

10 — 11:30 a.m.

Arrival and Registration
Hospitality area open
sponsored by Blend Bus

10:30 — Noon

Joint sessions available
with women's camp

- Burglary
- **Community Engagement Panel**
- Rifle & Pistol
- Shotgun
- Tomahawk

Noon

Joint Lunch — hosted by
Metro Diner
Introductory Remarks /
Orientation

1:30 — 3 p.m.

- Archery
- Chef Bex: Food Science
- **Community Engagement Panel**
- CPR
- **Entrepreneurship**
- **Finding Balance**
- Making A Movie
- Massage
- Pickleball
- Poker
- Police Training
- Rifle & Pistol
- Shotgun
- Sushi & Saki
- Tequila Tasting
- Welding

3:30 — 5 p.m.

- Archery
- Chef Bex: Food Science
- **Community Engagement Panel**
- CPR
- **Entrepreneurship**
- **Finding Balance**
- Making A Movie
- Massage
- Pickleball
- Poker
- Police Training
- Rifle & Pistol
- Shotgun
- Tequila Tasting
- Welding

5 p.m.

Hospitality Area —
hosted by JW Marriott
Indianapolis

6 p.m.

Dinner — hosted by
Sullivan's Steakhouse

7:15 p.m.

Evening Speaker —
Jimmie McMillian,
Penske Entertainment

8:15 p.m.

Nefouse Memorial Poker
Tournament
Paracord Bracelet Making

THURSDAY

7:30 a.m.

Breakfast — provided by
Bradford Woods

8:30 — 10 a.m.

- **AI & Leadership**
- Canoeing
- **Econ 101**
- Facials
- Fishing on the Lake
- Fly Fishing
- Golf
- Massage
- Nature Hike - Birds
- **Negotiations**
- **Personal Health & Aging**
- Police Training
- Politics
- Restorative Touch
- Rifle & Pistol
- Shotgun
- Stretch Lab
- Tomahawk
- Watches with Moyer

10:30 a.m. — Noon

- **AI & Leadership**
- Canoeing
- **Econ 101**
- Facials
- Fishing on the Lake
- Fly Fishing
- Golf
- History of Film: Sex on the Screen
- Massage
- Media 101
- Nature Hike - Birds
- **Personal Health & Aging**
- Police Training
- Restorative Touch
- Rifle & Pistol
- Shotgun
- Stand Up Paddleboard
- Stretch Lab
- Tomahawk
- Watches with Moyer

Noon

Lunch — provided by
The District Tap

1:30 — 3 p.m.

- Bourbon Tasting
- Burglary
- Earth Shattering
- Facials
- Forging Steel
- Indiana Music History
- Massage
- Nature Hike - Trees
- Pastries with Chef Ben
- Police Training
- Rifle & Pistol
- Sculpting
- Shotgun
- Stand Up Paddleboard
- Tango Tower
- Tomahawk
- **U.S. Foreign Policy**
- Zipline

3:30 — 5 p.m.

- Bourbon Tasting
- Burglary
- Earth Shattering
- Facials
- Forging Steel
- Indiana Music History
- Massage
- Nature Hike - Trees
- Pastries with Chef Ben
- Police Training
- Rifle & Pistol
- Shotgun
- Stand Up Paddleboard
- Tango Tower
- Tomahawk
- Zipline

5 p.m.

Hospitality Area including
Shrimp Eating Contest —
hosted by St. Elmo's

6:30 p.m.

Dinner — provided by
Prime 47 Indianapolis

7:30 p.m.

Evening Speaker,
Pete Yonkman,
Cook Group

8:30 p.m.

Campfire
Euchre Tournament
Shuttle to Link Observatory

FRIDAY

7:30 a.m.

Breakfast — provided by
Bradford Woods

8:30 — 10 a.m.

- Coffee Tasting
- Krav Maga
- Massage
- Police Training
- Rifle & Pistol
- Shotgun
- Tomahawk

10:30 a.m. — Noon

- Coffee Tasting
- Krav Maga
- Massage
- Police Training
- Rifle & Pistol
- Shotgun
- Tomahawk

Noon

Lunch — Pizza

1:30 p.m.

Camp Ends

You can register and pick your
activities on-line this year.
See www.mickeyscamp.com



For full session descriptions
please see our website
www.mickeyscamp.com or
email ekstro@yahoo.com to
request a PDF version.