



Brian J. Schoenborn

Partner

Contact

St. Cloud

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Overview

Brian Schoenborn counsels families and private businesses on multiple elements of business law, business succession, and estate planning, frequently serving as outside general counsel to provide valuable input related to improving operational efficiency or taking advantage of transactional opportunities. Specifically, he helps prevent problems where multiple elements of business law converge while supporting clients' current and future planning needs and prioritizing strong foundations rooted in common-sense solutions.

With a comprehensive business background spanning more than two decades, Brian's value-oriented practice capitalizes on strong relationships, visionary strategies, and creative leadership. He has notably been an owner and board member of software technology businesses, real estate development companies, community banks, and sports and entertainment entities, and believes his expansive business experience is key to his current legal success.

Brian frequently works with startups and high-growth businesses and their leaders to identify hidden opportunities and develop strategies which prioritize individual objectives and lay the groundwork for upward growth trajectories. Throughout all focus areas, he quickly and efficiently navigates around factors which typically stall progress to consistently achieve favorable outcomes.

Additionally, Brian has a distinguished track record in the niche area of hockey business law, regularly assisting hockey-related businesses, organizations, and families. Over the past two decades, he has owned six U.S. Hockey League teams, founded and co-owns the Sioux Fall Stampede, and has worked in the development, ownership, and operation of sports facilities throughout the upper Midwest.

Education

- University of Minnesota Law School (J.D.), *cum laude*
- St. Cloud State University (B.A.), *summa cum laude*

Bar Admissions

- Minnesota

Court Admissions

- U.S. District Court for the District of Minnesota

Community Involvement

- Greater St. Cloud Development Corp., Founding Director
- All Saints Academy, Founding Board Member
- Great North Labs, Advisor
- Anderson Center Leading Negotiations Forum, Forum Leader
- United Way of Central Minnesota, Former Board Member
- Stearns History Center, Former Board Member
- Minnesota Real Estate Foundation, Former Board Member
- Thrivent Financial, Central Minnesota Region, Member Network Board
- Central Minnesota Community Foundation, Former Board of Trustees Member
- CentraCare Health, Capital Campaign Committee
- Boy Scouts of America, Lawn Social Committee
- S. Hockey League, Executive Committee and Board of Directors
- College Hockey Inc., College Hockey Expansion Committee
- Hockey Day Minnesota, Chair
- Cloud State University, Former Board of Trustees Member
 - Herb Brooks National Hockey Center, Founder & Capital Campaign Committee Chair
- USA Hockey, Certified Level 3 Coach

Distinctions

- Minnesota State Bar Association, North Star Lawyer, 2013-2023
 - Pro Bono All Star, 2020
- Cloud Downtown Council/City of St. Cloud
 - Rock On Award & Urban Hero Award, Hockey Day Minnesota, 2018
 - Urban Hero Award, Downtown Revitalization, 2017
 - Heritage Preservation Award, Downtown Revitalization, 2012
- First National Bank of St. Cloud
 - Top Project Award, Finance & Commerce, 2016
 - Project of the Year, Preservation Alliance of Minnesota, 2016
- Minnesota Hockey, President's Award, 2007
- *St. Cloud Times*, 5 Under 40 (inaugural class), 2005
- *Minneapolis St. Paul Business Journal*, Top 25 Business Leaders to Follow on Twitter

Memberships

- American Bar Association, Sports and Entertainment, Business, and Estate Planning Sections
- Minnesota State Bar Association, Business Law Section

- Stearns-Benton Bar Association

Presentations and Publications

- ["How Minnesota Attorney Brian Schoenborn, Who Never Played Hockey, Became One of the Sport's Busiest Business Advisors,"](#) *Athletic Business*
- ["Choosing To Chase My Dream in Rural Minnesota,"](#) *My Town Series*
- "Itch for a Niche: Some Lawyers Thrive in Specialized Practices," *Minnesota Lawyer*
- "Leading Negotiations," Anderson Center
- "Business Succession Planning and Estate Planning," Federated Insurance, Thrivent Financial
- "Farm Succession Planning," Central Minnesota Farm Show
- "Judicial Process, Business Law, and Introduction to Law," St. Cloud State University