

CONVENTION KEYNOTES

OPENING



Kelly Johnston
Clarity Consulting

HOPE RISING: USING THE SCIENCE OF HOPE TO STRENGTHEN YOUR ORGANIZATION

Hope is the leading predictor of satisfaction and happiness in life. Research across multiple sectors shows that hope is correlated to goal achievement, physical health, academic performance and organizational productivity. Organizations with high hope leaders reach more goals more often and sooner, experience higher productivity, have lower unplanned absences and less turnover and are more resilient to burnout and stress. This engaging keynote will explain hope theory and how you can use this science to strengthen your organization.

THURSDAY CLOSING



Steve Swafford
Leadership Outfitters

THE "WHACK-A MOLE" WORLD OF BOARD GOVERNANCE: A CASE STUDY APPROACH

Have you ever had one of those years where it seemed like each time one challenging board behavior or issue was resolved another governance task/problem popped up elsewhere? As Association Execs, we've experienced years where whacking multiple "moles" such as board ethics, legal, and the relationship between staff and volunteers seem like a never-ending task. This case-study driven session will explore a variety of scenarios with your peers on those multiple governance issues that keep popping up unexpectedly.

CLOSING



Dan Diamond
NogginStorm

TOOLS TO FLOURISH UNDER PRESSURE

People used to talk about engagement but when disruptive change strikes an already high stress environment, engagement falls short. The most successful associations understand that it takes investment and ownership to navigate change and come out ahead. While there is a host of barriers we all know exist, the real issue is we are trying to get more done with fewer resources. Team members are at high risk to burnout and disengage. But focusing on burnout and disengagement only makes it worse. Led by the Medical Director of the Katrina Medical Triage Unit at the New Orleans Convention Center, this workshop explores strategies to lead your team to flourish in high-pressure environments.

PRELIMINARY PROGRAM OF CONVENTION SPEAKERS



EASY WINS FOR BIG PROBLEMS: INFORMATION SECURITY FOR YOUR ORGANIZATION

Andrew Healey, CTO,
Security Officer
ISOsource



MICROSOFT OUTLOOK PRODUCTIVITY HACKS

Laura Leist,
Eliminate Chaos



MOVING FROM THE #METOO SHOCK-WAVE TO #TIMESUP ACTION

LaVonne Olsen,
Insight Services



OVERCOMING NEGATIVE RESPONSES WHEN ASKING FOR SPONSORSHIP DOLLARS

Sylvia Allen,
Allen Consulting Inc.



TOP MARKETING TRENDS FOR ASSOCIATIONS

Chris N. West, MBA,
keynote speaker,
marketing expert,
and President of *LR Training Solutions*



ASSOCIATION COMMUNICATIONS TRENDS

Jocelyn McCabe,
Jocelyn McCabe Public Relations, LLC



RECRUIT, RETAIN, MENTOR, AND MOTIVATE

Shari Storm,
Category 6 Consulting



DEVELOP INCLUSIVE WORKPLACE FOR LGBTQ+ EMPLOYEES, CLIENTS, AND COLLEAGUES

Jen O'Ryan,
Double Tall Consulting



RUNNING LEAN: HOW TO MAXIMIZE TIME AND RESOURCES TO DO THE MOST WITH THE LEAST

Katie Berry,
SBI Association Management



BEATING BURNOUT: MICRO-PRACTICES TO RESTORE YOUR CREATIVITY, CAPACITY AND VITALITY

Tracy King,
InspirED