



AGENDA

9:00 a.m. Breakfast Reception & Registration

9:30 a.m. Welcome & Featured Presentation: Resilience & Renewal: Owing Your PowerSM

Joscelyn A. Davis, President & CEO, JADE Strategies

Roy. E. Wilbanks Ballroom

Resilience is the ability to be strong under conditions of enormous stress and change. What are the most effective techniques for managing the pressures that accompany the responsibilities of leadership – including internal stress, such as imposter syndrome? The key to success is the alignment of awareness (of self and others), authenticity (presence), and emotional management, and it all begins with a commitment to your emotional wellbeing... and a personal strategic plan.

10:45 a.m. Concurrent Sessions:

A. Navigating Difficult Conversations: Change, Negotiations & Small Talk

Joscelyn A. Davis, President & CEO, JADE Strategies

Salon II

Influence can be defined as one's ability to persuade others to cooperate and support them, their ideas and their success. How, then, do we achieve this when we're in the somewhat vulnerable position of introducing others to radical change or convincing them to conform? In this breakout session, we'll explore effective negotiation techniques and ways to build valuable alliances.

B. Panel conversation: Building Your Network to Support You on Your Journey

Panelists:

- Debbie Denyer, Group Sales Specialist, Mission Point Resort
- Erin McDonough, Executive Director, Insurance Alliance of Michigan
- Amanda Toy, CGMP, CMP, CTA, GMS, VP of Membership and Partnership, Michigan Chamber

Moderator:

- Chelsey Martinez, Chief of Staff, Michigan Association of Superintendents & Administrators

Salon III

Join us for an engaging panel discussion where we will explore effective tips and strategies for building a strong support network to empower you personally and professionally. Our panelists will share insights and experiences to help you cultivate a supportive community for career growth and personal development.

C. Balancing Act: Wellness, Work, and Family Life While On-the-Go

Ariel Backus, CMP, MHRM, CTA, Director of Sales, National Accounts, Choose Lansing

Kelli Careathers, Certified Health and Wellness Coach

Salon I

Are you a busy professional who constantly juggles work, family, and conference travel? This session is designed to help you prioritize your well-being and maintain a healthy balance in your life. Discover practical strategies for managing stress, optimizing your time, and nurturing your relationships while on the road. Learn how to create a sustainable self-care routine, pack efficiently, and find moments of peace amidst the chaos. Leave feeling empowered and equipped to thrive as a traveling professional.

SHE LEADS: EMPOWERING WOMEN IN ASSOCIATIONS | AGENDA (con't)

11:45 a.m. Lunch and Featured Panel Conversation: Leadership on Her Terms – Aspirations & Reflections

Panelists:

Roy. E. Wilbanks Ballroom

- Bonnifer Ballard, CAE, CEO, Michigan Veterinary Medical Association
- Amy O'Leary, CAE, Executive Director, Southeast Michigan Council of Governments
- Wendy Zdeb, EdS, Executive Director, Michigan Association of Secondary School Principals

Moderator:

- Sarah Jennings, CPA, CFE, CAE, Principal, Maner Costerisan

1:15 p.m. Concurrent Sessions:

A. How the Microsoft To-Do/Planner App Changed My (Work) Life

Salon I

Chrissy Baginski, VP, Organizational Strategy, Michigan Association of CPAs

Are you drowning in a sea of daily requests scattered across emails, chats, posts, meeting notes, and assigned project tasks? Don't let the chaos overwhelm you! Join me for an enlightening session where I share how using Microsoft's To-Do/Planner app allows you to capture requests in one, well-organized list (or two, if needed). Learn how effortless delegation and collaboration with your team can be achieved, ensuring tasks are swiftly completed and progress is tracked in real-time. Elevate your and your team's efficiency and reclaim those precious minutes in your day for a well-deserved wellness break.

B. You're Worth It: Discussing Your Compensation & Benefits with Decision-Makers

Donna Oser, CAE, President & CEO, MSAE

Salon II

In this session, we will explore the importance of advocating for ourselves when it comes to professional roles, responsibilities, compensation, and benefits. We'll discuss strategies for building a compelling case to help leaders understand our true worth. By learning to effectively advocate for ourselves, we can ensure that our contributions are recognized and properly rewarded. This session aims to empower you to confidently communicate your value within the professional landscape.

C. The Power of One Good Habit

Zonya Foco, RDN, America's Nutrition Leader

Salon III

How can you ditch the diet mentality yet still eat healthfully to combat obesity, heart disease, type 2 diabetes, Alzheimer's, and cancer? Let America's Nutrition Leader show you how the tiniest, painless habits, when done daily, can add up to a huge change in the way you look and feel. Without dieting or deprivation, you can rev up your metabolism, drop your blood pressure, lose 50 pounds or take 50 points off your cholesterol in just one year! The math is really quite simple. It's you and the complete adoption of one good habit after another that adds up to success, a lower number on the scale and a much healthier you!

2:15 p.m. Featured Presentation: Thriving in Your Career Without Sacrificing Your Health

Zonya Foco, RDN, America's Nutrition Leader

Roy. E. Wilbanks Ballroom

Is your job hijacking your energy, stamina and resistance to disease by forcing your self-care to the back burner? It's Celebrity Nutritionist Zonya Foco to the rescue with her four-point plan that blasts through the "no time to be healthy" roadblock. You'll get the competitive edge with simple strategies to sneak in exercise and consume foods that work like high-octane fuel to increase your energy and focus. Discover desk-drawer delights and briefcase bites that will help trim your waistline while dropping your risk for the big killers like heart disease, cancer and type 2 diabetes. You can be your best possible self at work and at home. Right now is a great time to start!

3:00 p.m. Refreshments & Mixer

5:00 p.m. Group Fun, Food, and Games at Eagle Crest Golf Club, Reception to follow at the Hotel