



# THE 2019 SHANE YATES ASSOCIATION LEADERSHIP FORUM

## Ohio Society of Association Executives

Crowne Plaza Columbus North  
Nov. 1, 2019

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### 2019 Schedule of Events – Track 1

- 7:30- 8:00 a.m. Registration & Exhibits
- 8:00-9:00 a.m. **How Economic Uncertainty Can Impact Sponsor Relationships**
- Jim Saling, CIMA, CPWA, AIF, Saling Simms Associates Inc.
- 9:00-9:10 a.m. **Exhibitor Showcase Break**
- 9:10-10:10 a.m. **Educating Your Staff and Board About the Everyday Risks of Cybersecurity**
- Bill Wagg, thinkCSC
- 10:10 a.m.-10:20 a.m. **Exhibitor Showcase Break**
- 10:20-11:20 a.m. **Human Resources: Alcohol and Drug Abuse Among Your Employees**
- Marc A. Fishel, Esq., Stephanie Schoolcraft, Esq., Fishel Downey Albrecht & Riepenhoff LLP
- 11:20-1:30 p.m. **Exhibitor Showcase Break & Luncheon Registration/OSAEF Luncheon**
- Lunch Topic: Understanding How Unconscious Biases Influence Our Interactions, Dr. Jill Lam, Ph.D., LPCC-C, Forest Alliance Coaching
- 1:50-2:50 p.m. **Understanding How to Overcome Unconscious Biases**
- Dr. Jill Lam, Ph.D., LPCC-C, Forest Alliance Coaching
- 2:50-3:00 p.m. **Exhibitor Showcase Break**
- 3:00-4:00 p.m. **Solve the Mystery of Energized Organizations: Power Up and Perform**
- Kathy Parry
- November Webinar: **Navigating an Intergenerational World**
- Terrie Huston, Intergenerational Communication Solutions
- Dec. 2 Webinar: **Effective Messaging & Brand Cohesion**
- Barb Burgie, Burgie MediaFusion



As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for five (5) credits toward your CAE application or renewal professional development requirements. For the additional webinars completed, participants will receive one (1) credit per webinar.



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### 2019 Schedule of Events – Track 2

7:30- 8:00 a.m. Registration & Exhibits

8:00-9:00 a.m. **Board Relations & Member Communications 101**

- Kevin McCray, CAE, Ret., National Ground Water Association; Ric Mazon, CAE, Assurex Global

9:00-9:10 a.m. **Exhibitor Showcase Break**

9:10-10:10 a.m. **Volunteer Management 101**

- Victoria Gresh, CAE, Ohio Physical Therapy Association

10:10 a.m.-10:20 a.m. **Exhibitor Showcase Break**

10:20-11:20 a.m. **Fitness 101**

Michael Borowitz, Clark Schaefer Hackett; Jack Advent, CAE, Ohio Veterinary Medical Association

11:20-1:30 p.m. **Exhibitor Showcase Break & Luncheon Registration/OSAEF Luncheon**

- Lunch Topic: Understanding How Unconscious Biases Influence Our Interactions, Dr. Jill Lam, Ph.D., LPCC-C, Forest Alliance Coaching

1:50-2:50 p.m. **Meeting Planning 101**

- Lori Sockrider, Hilton Columbus Downtown; Kimberly Connor, Ohio Credit Union League

2:50-3:00 p.m. **Exhibitor Showcase Break**

3:00-4:00 p.m. **Membership Engagement/Creating a Strong Value Proposition**

- Mark Bennett, CAE, Bennett Association Management; Denise Ison-Miller, CAE, The Ohio Society of CPAs

November Webinar: **Navigating an Intergenerational World**

- Terrie Huston, Intergenerational Communication Solutions

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