

WELCOME to the 2025 IEA Conference



IEA HISTORY

IEA has a long history of uniting business leaders, empowering professionals, and fostering profitable relationships. The first Executives Association began in 1916 in San Francisco with the purpose of creating an elite business networking organization to share confidential business leads and information among member firms.

Since 1916, Executive Associations have spread from city to city, started by successful business men and women sharing industry news with others and seeking new ways to gain an edge on their competition. Executive Associations now operate in major cities throughout the United States and Canada, as well as in England, Switzerland, South Africa, and beyond.

Today, there are over 100 Executive Associations across the globe, with 34 of them being official members of the IEA.

Although the first Directors Conference was held in 1937, it was not until 1996 during the Annual Conference in Akron, Ohio that a vote was taken to formalize a way for members to expand beyond their local chapters. In response, the International Executives Association was born.

This year's conference in Detroit marks the 27th IEA Conference since 1996. Historically, local chapters take turns hosting and organizing the conference. This year's conference is being hosted by the IEA Board with support from the Detroit and Windsor Execs.

AGENDA



Wednesday, Sept 17th (Detroit Beer Co.)

- 5:30-9:00pm: Welcome Reception/Cocktail Party Event Registration



Thursday, Sept 18th (Detroit Athletic Club)

- 8:00-8:45am: Breakfast & Networking
- 8:45-9:00am: Conference Welcome | Opening
- 9:00-10:30am: **ReInvent** Your Business | Tony Nuckolls
- 10:30-10:45am: Coffee Break
- 10:45-11:45am: **ReVitalize** Your Networking | Christina Fair
- 12:00-1:15pm: Detroit & Windsor Execs Meeting | Lunch | 50/50 Raffle
- 1:30-2:15pm: **ReThink** Your Marketing | Business Strategy Panel
- 2:15-3:00pm: **ReConnect** Your Chapter | Assoc. Management Panel
- 5:45-9:00pm: Dinner | Detroit Princess River Boat Cruise*

**Meet at DAC front entrance at 5:30 to take charter bus / or meet at Princess launch point. Your name badge is your ticket on the boat.*



Friday, Sept 19th (Detroit Athletic Club)

- 8:00-8:45am: Breakfast & Networking
- 8:45-9:00am: Conference Welcome | 50/50 Raffle
- 9:00-10:30am: **ReImagine** Your Strategy using AI | Scott McIsaac & Len Landale
- 10:30-10:45am: IEA Regional Elections**
- 10:45-11:15am: IEA Annual AGM / Break
- 11:15-12:00pm: **ReVamp** Your Exit Strategy | Sarah Greifenberger
- 12:00-1:00pm: Closing Remarks | Grab & Go Lunch
- 12:30-1:00pm: IEA Board Meeting

Please remember the DAC has a dress code: NO DENIM! Business casual permitted, defined as: collared shirts and tailored slacks.

DAC-WIFI
Password:
3139639200



Join the IEA Board

*Elections held
Friday morning
3-5 Open Seats
Available

Email:
director@ieaweb.com

NEED A RIDE TO THE BOAT ON THURSDAY?

Join us in front of the DAC for a 5:45pm departure via Detroit Bus Company to the Detroit Princess launch point.

Christina will lead a group who wants to walk from the DAC as well.

***PLEASE NOTE:
Your name badge is your ticket!***

The bus will bring us back to the DAC at the end of the evening.



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ReInvent Your Business

Tony Nuckolls

Thursday: 9:00-10:30am

What does it really take to reinvent a business—from the inside out? In this compelling keynote, a 25-year Rocket Mortgage veteran and now small business super hero shares behind-the-scenes lessons from one of the most transformative journeys in modern business.

From paper files and fax machines to industry-defining digital experiences, he's seen firsthand how culture, sales, hiring, marketing, and process must constantly evolve to meet the moment.

Whether you're a founder, team leader, or executive, this session will challenge your assumptions, spark fresh thinking, and offer practical strategies to future-proof your business—without losing what made it great in the first place.

About Tony:

Tony Nuckolls is a seasoned business leader and dynamic professional speaker with deep expertise in Business Development, Training, Marketing, and Leadership Development. He has delivered impactful presentations for organizations such as Blue Pax Pharma, New Home Star, the NS3 Conference, Great Places to Work Forum, and numerous academic institutions, including the University of Michigan and Michigan State University.

Tony began his career at General Motors and Gannett Newspapers before joining a rapidly growing startup that would evolve into Rocket Companies. He started at Rock Financial, the precursor to Rocket, where he quickly rose to become one of the company's top mortgage professionals.

Over the years, Tony has held several key leadership roles within Rocket, including serving on the in-house Marketing Team, as Vice President of Training & Development, and ultimately as Executive Vice President. His leadership has been instrumental in shaping the company's growth and culture.

Tony holds a bachelor's degree from Michigan State University and a master's degree from the University of Phoenix. He lives in metro Detroit with his wife, Heather, and their three children.



ReVitalize Your Networking

Christina Fair

Thursday: 10:45-11:45am

Connection expert, Christina Fair, will guide us in an interactive Speed Networking Session. Get ready to get Connected!

About Christina

Christina Fair is an entrepreneur and strategic leader with 25+ years in technology, communications, and financial services. A former Rocket Companies executive, she was the first female Banking Director at Quicken Loans and helped launch and scale Rocket Fiber. She is the Co-Founder and COO of Hum, an internet service platform, and Founder of Reconnect Detroit, a leadership and wellness coaching practice. Christina also serves as President of the Detroit Executives Association and sits on the boards of Michigan Founders Fund and Bees in the D.





Lisa Woodstock
Moderator

ReThink Your Marketing

Panel Discussion

Thursday: 1:30-2:15pm

Greg Kalikas

General Manager, Eastern Michigan Sports Properties

Greg leads corporate partnerships and multimedia rights for EMU Athletics in collaboration. He specializes in building impactful partnerships that connect brands with college sports fans and the Southeast Michigan business community. Actively involved in local chambers and business networks, Greg is passionate about aligning business objectives with the power of athletics to drive results and community impact.



Marshal Simons

President & Founder, Impakt Digital

Marshal Simons is the founder and president of Impakt Digital, a Michigan-based marketing and web design agency specializing in helping construction, manufacturing, and professional services companies grow through innovative digital strategies. Since founding Impakt in 2013, Marshal has led his team in delivering data-driven solutions that combine SEO, paid media, automation, and content strategy to drive measurable results. Beyond leading Impakt Digital, Marshal is an active business leader and community connector, currently serving as Immediate Past-President of the Detroit Executives Association and participating in the Goldman Sachs 10,000 Small Businesses program. Passionate about helping businesses scale sustainably, Marshal brings a blend of strategic insight and real-world experience to every discussion on modern marketing and growth.



Bohdan Savchuk

CEO & Founder, Kobzza Marketing Agency, Club Corr and AI Award

Bohdan Savchuk is the founder and CEO of Kobzza Marketing Agency, bringing 10 years of experience in custom websites, SEO, and Google Ads for home services businesses. He's also the founder of Club Corr, a networking group for entrepreneurs, and creator of the AI Award. Bohdan is dedicated to driving growth and delivering measurable results through innovative digital marketing strategies.





Allan Robertson
Moderator

ReConnect Your Chapter

Panel Discussion

Thursday: 2:15-3:00pm

Betty Adams

Edmonton Executive Director
since 1996
IEA Managing Director
2005-2019



Lisa Jordan

Charlotte Executive Director
since 2011
IEA Managing Director
since 2020



Patricia Tait

Vancouver Executive Director
since 2017



Reimagine Your Business Strategy

Len Landale & Scott McIsaac

Friday: 9:00-10:30am

Key take-aways include:

- AI Isn't Just for Big Tech: Small businesses are already seeing success using AI in customer service, operations, and sales.
- What is Generative AI? Tools like ChatGPT, Gemini, and Copilot use large language models to automate tasks like writing, summarizing, and customer communication.
- Business Value of AI
- Real-world Examples
- Easy AI Wins
- Adoption Roadmap

About Helios Core AI

At Helios Core AI, I work directly with business and technology leaders to tackle complex challenges through intelligent, agentic AI. As Co-Founder and Chief Strategy Officer, I lead efforts to engage customers, shape AI strategy, and deliver real business outcomes.

My focus is on building strong partnerships and applying practical AI to solve operational, financial, and customer experience challenges.

We help companies move beyond experimentation and into execution. Deploying voice-enabled, action-oriented AI agents that don't just provide insights, but take initiative. Whether in finance, operations, support, or sales, these agents are designed to integrate into your teams and systems to perform real business tasks with transparency and control.

My foundation includes 20+ years leading global IT and application delivery organizations, serving Fortune 500 clients across ERP, infrastructure, and enterprise systems. That experience helps me bridge the gap between AI innovation and enterprise execution.



ReVamp Your Exit Strategy

Sarah Greifenberger

Friday: 11:15-12:00pm

Silver Tsunami Ahead: Exit Your Business on Your Terms

Thousands of business owners are approaching retirement—but are they ready to leave? Whether you plan to sell, succeed, or scale back, the key to a successful exit starts years before your last day. In this dynamic session, learn how to grow your business with the end in mind, maximize its value, and create a succession plan that puts you in control. Ride the wave with clarity and confidence—and make your exit a powerful new beginning.

About Sarah

Sarah has been a Certified Valuation Analyst (CVA) for over 15 years and is also a Certified Exit Planning Advisor (CEPA). Prior to becoming a CVA, Sarah was Director of Financial Planning at United Technologies Corporation. She performed many valuations in that role to support the corporation's mergers and acquisitions activity as well as for purposes of international tax planning. Sarah also prepared financial information for the divestiture of UT Automotive to Lear Corporation for \$2.3B.

She received an MBA with distinction from the Ross School of Business at the University of Michigan and is a magna cum laude engineering graduate of Duke University. In addition to her expertise in finance, Sarah has held positions in product development, manufacturing and strategic planning. She currently serves on the education and case grading committees of the National Association of Certified Valuators and Analysts (NACVA). She received NACVA's 2024 Outstanding Member of the Year award. In addition to her involvement with NACVA, she is a member of the Detroit Executives Association, the Exit Planning Institute, and Vistage Trusted Advisors.

Sarah is committed to helping clients across many industries with their valuation needs. After working with many business owners, Sarah co-founded Q5 Experience, a business succession advisory service. She and her partners are passionate about guiding business owners through the succession process so that they achieve ideal outcomes for themselves, their families and their employees.

