



IEA Leadership Conference – October 4-6, 2017 Riverside Hotel, Fort Lauderdale, Florida

Conference Agenda

Tuesday, 10/3/17 – Pre-events:

- Attendees welcome to attend the Executives' Association of Fort Lauderdale's Breakfast Meeting at the Coral Ridge Yacht Club – 7:20 am – 8:30 am.
- Golf Outing

Wednesday, 10/4/17 - Day 1 conference:

8:00 am – 4:00 pm	IEA Board Meeting (Lunch 11:45am – 1:00pm)
1:00 pm – 3:00 pm	Business EXPO set-up time
4:00 pm – 9:00 pm	Conference Registration Desk Open and Business EXPO
5:00 pm – 6:00 pm	IEA Ambassadors Meet and Greet
5:00 pm – 6:00 pm	Executive Director Orientation Meeting
5:30 pm – 6:00 pm	New Attendees Orientation
6:00 pm – 8:00 pm	Welcome Cocktail Reception – Riverside Hotel 8 th Floor Ballroom (Entertainment provided)

Thursday, 10/5/17 - Day 2 conference:

7:30 am – 3:30 pm	Conference Registration Desk Open
7:30 am – 8:30 am	Networking Breakfast
8:15 am – 9:00 am	Welcome & Opening Ceremonies <ul style="list-style-type: none"> ○ Welcome from Mayor Jack Seiler, EAFL and IEA Presidents ○ Sponsor acknowledgements ○ Announce Events/Activities around town for spouses and guests ○ Housekeeping, NOVA event (timing/logistics) ○ Introduction of Keynote Speaker

Thursday, 10/5/17 – Day 2 conference (Continued):

9:00 am – 9:45 am	Keynote Speaker - Ginger Martin, President & CEO, American National Bank - “The Climb” – A Motivational Story Of Her Climb Of Mount Kilimanjaro And The Lessons Learned For Personal And Professional Success.
9:45 am – 10:00 am	Mid-morning break
10:00 am – 11:30 am	Association Roundtable Sessions (Three 20 minutes sessions, 5 minutes Q&A, 5 minutes to change tables): Member Retention, Membership Growth, Giving & Getting Quality Leads, Association Committees & Boards, Succession Planning, Executive Director Best Practices, Association Meeting Structure. Networking Roundtables: Profession/Industry, Association size, Geographic Target Markets
11:30 am – 11:45 pm	Wrap-up and Break
11:45 pm – 1:00 pm	Lunch Buffet at Riverside Hotel and Announcement and Video of 2018 IEA Conference
1:00 pm – 2:00 pm	Keynote Speaker – Manuel C. Menendez III, Chairman & CEO, MCM Group - How To Be Successful Doing International Business & Exciting China Market Update!
2:00 pm – 3:00 pm	Association and Networking Roundtables – same choices as morning sessions (Two 20 minute sessions, 5 minutes Q&A, 5 minute break)
3:00 pm – 3:45 pm	Regional Elections/Meetings
3:45 pm – 4:15 pm	Break and gather for transportation to NOVA Oceanographic Center
4:15 pm – 8:30 pm	Annual Group Photo, guest speaker/tours of facility/turtle and shark programs, Cocktail Reception/Bufferet Dinner
8:30pm	Transport back via Water Taxi or Van to Riverside Hotel

Friday, 10/6/17 - Day 3 Conference:

7:30 am – 12:00 pm	Conference Registration Desk Open
7:30 am – 8:30 am	Networking Breakfast
8:15 am – 9:00 am	Morning Announcements: <ul style="list-style-type: none">○ Sponsor acknowledgements○ Events/Activities around town for spouses and guests○ Announcement and Video of 2018 IEA Conference○ Announce Evening event at 15th Street Fisheries○ Announce Keynote Speaker
9:00 am – 9:50 am	Keynote Speaker – Ruth Sirman, CanMediate International – Leading Organizational Culture Change – Creating Healthy Workplaces That Last!
9:50 am – 10:00 am	Mid-morning Break
10:00 am – 11:30 am	Breakout Sessions (two 40-minute sessions, 5 minutes to change rooms): <ul style="list-style-type: none">○ Breakout 1 – Selling & Buying a Business, Andy Cagnetta, Transworld Business Advisors○ Breakout 2 – Priorities, Perspectives and Personalities – Disentangling Intentions, Choices, Impacts and Conflicts, Ruth Sirman, CanMediate International

Friday, 10/6/17 – Day 3 Conference (Continued):

- Breakout 3 – **U.S. Taxation of Canadian Corporations investing in the U.S** – Andrew S. Taubman, CPA, Partner and Carlos Somoza, Esq., Partner, Kaufman Rossin
 - Breakout 4 - **Executive Director Session** – Open to all attendees
- 11:45 am – 1:00 pm Lunch buffet at Riverside Hotel
- 1:00 pm – 1:45 pm **Breakout Business Sessions (one 40-minute session, 5 minutes to change rooms):**
- Breakout 1 – **Labor Laws**, Charlie Caulkins, Fisher & Philips
 - Breakout 2 – **Effective Strategies to Maximize Employee Productivity/Health & Wellness in the Workplace**, Darlene Wooldridge, Back to Health
 - Breakout 3 – **Executive Director Session** – Open to all attendees
- 1:45 pm – 2:00 pm Afternoon break
- 2:00 pm – 3:30 pm **Breakout Business Sessions (two 40-minute sessions, 5 minutes to change rooms):**
- Breakout 1 – **Receivables Recovery Solutions**, Laurie Jones, Voss & Klein
 - Breakout 2 – **Investments/Wealth Management**, Merrill Lynch
 - Breakout 3 - **Marketing Strategies and Company Branding**, Chris Madsen, Mad 4 Marketing
 - Breakout 4 – **Executive Director Session** – Open to all attendees
- 3:30 pm – 3:45 pm Closing Remarks/Wrap-up
- 3:45 pm – 5:00 pm EA Board Meeting
- 5:30 pm – 7:30 pm Happy Hour - 15th Street Fisheries Dockside – Intracoastal Waterfront Restaurant, 1900 Southeast 15th Street, Fort Lauderdale, FL 33316.

