

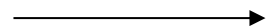


## 2018 Chapter Leadership Conference (A Conference of Chapter Leaders)

Thursday, September 13, 2018 | 9:00am – 2:30pm  
Renaissance Phoenix Glendale Hotel & Spa, Solana I

### AGENDA

8:45am	Doors Open
9:00am – 9:05am	<b>President's Welcome</b> <i>Rick Giles, ACA, BC-HIS</i>
9:05am – 9:15am	<b>Review of Agenda</b> <i>Alissa Parady, IHS Government and Chapter Affairs Director</i>
9:15am – 9:30am	<b>AM Governor Roundtables</b>
9:30am – 9:45am	<b>Chapter Tools and Updates</b> <i>Alissa Parady, IHS Director of Government and Chapter Affairs</i>
9:45am – 10:30am	<b>Work Session: Strategic Planning</b>  —GROUP PHOTO—
10:30am – 10:40am	Break
10:40am – 11:30am	<b>IHS Staff Flash Updates</b> <ul style="list-style-type: none"><li>▪ Association Membership &amp; Marketing <i>Fran Vincent, MM, IHS Director of Membership and Marketing</i></li><li>▪ What's Hot in Professional Development <i>Joy Wilkins, IHS Director of Professional Development</i></li><li>▪ Current Happenings in Government Affairs <i>Alissa Parady, IHS Director of Government and Chapter Affairs</i></li><li>▪ Public Relations &amp; Corporate Sponsorships <i>Tara Douglass, IHS Sales Manager</i></li><li>▪ Q &amp;A/Ask the Experts</li></ul>
11:30am – 12:00pm	<b>Board/Association Legal Obligations</b> <i>John Hessburg, Esq., IHS Legal Counsel, The Kitch Firm</i>



12:00pm – 12:45pm	<i>Lunch</i>
12:45pm – 1:15pm	<b>Work Session: Managing Volunteers/Delegation</b>
1:15pm – 1:45pm	<b>Hot Topics</b> <ul style="list-style-type: none"> <li>• Expanding Your Impact via Public Relations <i>Jason Murphy, President, Georgia Society of Hearing Professionals</i></li> <li>• Developing an Effective Membership Engagement Plan <i>Alissa Parady, IHS Director of Government and Chapter Affairs</i></li> <li>• Top Tips for Hosting Successful Events for the Small Association <i>Aaron Wolowiec, MSA, CAE, CMP, CLEA, CTA, CTF/QT, Chief Executive Officer, Event Garde</i></li> <li>• Open Forum</li> </ul>
1:45pm – 2:20pm	<b>PM Governor Roundtables</b> , <i>hosted by IHS Regional Governors</i>
2:20pm – 2:30pm	<b>Closing Remarks, Prizes, &amp; Announcements</b> <i>Alissa Parady, IHS Director of Government and Chapter Affairs Alissa</i>

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*Plan to attend the Licensing Board Conference,  
September 13 from 3:00pm – 5:00pm in Solana H.  
Engage in discussions around important licensing issues, and much  
more!*