



MANAGEMENT SOCIETY
Leadership Conference 2016

Wednesday, September 28, 2016

6:00 pm - 9:00 pm

Steering Committee Working Dinner

Strategic planning meeting and dinner for Global Steering Committee members only

750 TNRB

Thursday, September 29, 2016

8:30 am - 9:00 am

Networking and Light Continental Breakfast

Aspen Grove,
Timpanogos Room

9:00 am - 9:30 am

Welcome to the Conference

Conference Overview, Goal Setting, & Planning

Aspen Grove,
Timpanogos Room

9:30 am - 11:45 am

The Arbinger Institute Workshop

Presented by Jim Ferrell – “The Outward Mindset: Seeing Beyond Ourselves”

Aspen Grove,
Timpanogos Room

12:00 pm - 1:30 pm

Luncheon

Address from Lee Perry, Marriott School Dean

Deans Chapter of Excellence Awards

Aspen Grove,
Emerald Lodge

1:45 pm – 3:00 pm

Corporate Alliance Experience: Learn, Serve, Grow

Power Drills facilitated by Logan Wilkes

Aspen Grove,
Emerald Lodge

3:15 pm – 4:45 pm

Critical Questions: Group Discussion

Aspen Grove,
Timpanogos Room

5:00 pm - 5:50 pm

General Session

“Leadership Resources: What’s Available and Where to Find It”

Aspen Grove,
Timpanogos Room

6:30 pm – 8:15 pm

Dinner

Live Entertainment – “Molly in the Mineshaft”

Presentation of the Benson Award

Keynote Speaker – Marianne M. Jennings:

“Five Things Leader’s Should Know About Ethics”

Aspen Grove,
Timpanogos Room

Friday, September 30, 2016

7:30 am – 8:00 am

Breakfast

W408/W410 TNRB

8:00 am – 9:00 am

Marketing Workshop: Professor Gary Rhoads

“Innovative Marketing Practices for Engaging Members”

W408/W410 TNRB

9:00 am – 9:45 am

Keynote Speaker: Kevin Rollins

“The Road to Character”

W408/W410 TNRB

9:45 am – 10:00 am

Breakout Overview

W408/W410 TNRB

Friday, September 30, 2016

	<p>Breakout Sessions – <i>Choose among the following options</i></p> <p>Knowing Your Audiences</p> <ol style="list-style-type: none"> Segmenting Your Membership Identifying and understanding your membership groups and appealing to their needs. – Chet Harmer Surveying Your Membership Using surveys to understand what you members want. – Professor Eric deRosia. Expanding Your Membership Using Advisory Boards and committees to successfully meet needs and expand membership. – Claudia Walters, Angie Johnson, and Mike Gregory <p>Defining Your Purpose</p> <ol style="list-style-type: none"> Identifying Your “Why” Developing a purpose/vision statement for your chapter. – Troy Romero Choosing a Cause Determining how your chapter can become a channel for good works and focus on service. – Elizabeth Andrews and Sandro Silva <p>Creating a Growth Plan</p> <ol style="list-style-type: none"> Building an Annual Chapter Plan How to set goals and determine a yearly plan with accountability and measurement. – Steve Ashby Envisioning Your Future Chapter Securing a vivid picture of what you want your chapter to look like and translating it into a vision statement. – Ken Gibson Effectively Utilizing Your Chapter Committee Using delegation, shared ownership, and a unified strong committee. – Ross Chiles, Mark Romney, and Paul Abamonte 	<p>575 TNRB</p> <p>625 TNRB</p> <p>674 TNRB</p> <p>675 TNRB</p> <p>W139 TNRB</p> <p>W241 TNRB</p> <p>W459 TNRB</p> <p>W461 TNRB</p>
10:15 am – 11:00 am		
11:00 am – 11:15 am	<p>Break/Transition</p> <p>Breakout Sessions – <i>Choose among the following options. Please note the room changes.</i></p> <p>Knowing Your Audiences</p> <ol style="list-style-type: none"> Segmenting Your Membership Surveying Your Membership Expanding Your Membership <p>Defining Your Purpose</p> <ol style="list-style-type: none"> Identifying Your “Why” Choosing a Cause <p>Creating a Growth Plan</p> <ol style="list-style-type: none"> Building an Annual Chapter Plan Envisioning Your Future Chapter Effectively Utilizing Your Chapter Committee 	<p>W139 TNRB</p> <p>W241 TNRB</p> <p>W459 TNRB</p> <p>W461 TNRB</p> <p>575 TNRB</p> <p>625 TNRB</p> <p>674 TNRB</p> <p>675 TNRB</p>
11:15 am – 12:00 pm		
12:15 pm – 1:45 pm	<p>Lunch and General Session</p> <p><i>“Maintaining Momentum” – What You Need to Do When You Get Home</i></p> <p><i>Regional Meetings and Goal Setting</i></p>	W408/W410 TNRB
1:45 pm	Adjourn	
2:00 pm	Optional Workshop on BYUMS Website Training	W139 TNRB