



ASSOCIATION EXECUTIVES COUNCIL

Tuesday, July 16th

6:00 PM **Welcome Reception & Dinner**

Wednesday, July 17th

8:00 AM **Breakfast**

9:00 AM – 12:00 PM **Morning Program Session**

9:00 – 9:45 AM **Adopting a Project Management Mindset**

Zachary Perge, Vice President of Distribution Strategies, HARDI

Terry Roberts, Project Management Institute

Carol Walsh, Chief Operating Officer, NAW

Transform how your association approaches tasks and projects by embracing a project management mindset to enhance productivity and achieve strategic goals.

9:45 – 10:30 AM **Mastering Communication and Creative Marketing in the Information Age**

Meghan Cieslak, Chief Communications & Marketing Officer, NAW

Lorne Silver, Director, CREATIVE, Communications & Marketing, HRAI

Megan Foote, Executive Vice President & COO, IMGE

This thought-provoking session bridges the essential disciplines of effective communication and innovative marketing, offering a toolkit for cutting through the noise without overspending.

10:30 – 10:45 AM **BREAK**

10:45 AM – 12 Noon **Shaping the Future: Strategic Planning for AEC's Next Chapter**

Eric Hoplin, President & CEO, NAW

Set a powerful course for the AEC! Through breakout discussions and strategic voting, collaborate to determine actionable steps for advocacy, networking, and leadership initiatives. Your insights today will directly influence the community's direction and future success.

12:00 PM **Lunch**

1:00 – 4:00 PM **Strategy Execution Workshop**

Steve Shroud, Executive Coach, Steve Shroud Coaching & Consulting

This interactive workshop will provide practical and effective methods for developing and executing strategies within your organization. (cont.)

First hour:

- Defining strategy within the leadership team
- The 5 A's of Strategic/Critical Thinking

Second hour:

- Understanding the importance of execution
- Team dynamics and strengths relevance

Third hour:

- Association Case Study
- Implementing the 5 A's
- Team composition (strengths-based)
- Team transparency

4:00 – 5:30 PM Networking Break

5:30 PM Group Activity & Dinner

Thursday, July 18th

8:00 AM Networking Breakfast

9:00 AM – 12:00 PM Morning Program Session

9:00 – 10:00 AM Networking Roundtables

Whether seeking advice, sharing success stories, or exploring potential collaborations, these sessions facilitate meaningful conversations, foster new relationships, and strengthen existing ones.

10:00 – 10:45 AM Measuring Success: Association Report Cards and KPIs

Geoffrey Thacker, Executive Partner, The Portage Group

Learn to effectively measure and evaluate your association's performance through report cards and Key Performance Indicators (KPIs). This topic will cover the development of meaningful metrics that reflect organizational health and progress.

10:45 – 11:00 AM BREAK

11:00 AM – 12 Noon Elections Have Consequences: Implications for Distributors

Brian Wild, Chief Government Affairs Officer, NAW

Delve into how changes in political landscapes can create new challenges and opportunities for trade associations and their members.

12:00 PM Conclusion + Grab & Go Lunch