

# Leading change

## 2019 IAFE MANAGEMENT CONFERENCE

**PRELIMINARY PROGRAM**

**FRIDAY, MAY 3, 2019**

12:00 PM – 5:00 PM

### Registration

◆ *Segerston Lounge*

4:30 PM

### Pre-Event Social Half-Hour

◆ *Terrace Pavilion*

5:00 PM – 7:00 PM

### Wine, Money & Chocolate

◆ *Terrace Pavilion*

Join us for a unique, fun, and enlightening evening (with wine and chocolate) offering tips and training around empowering your leadership. Discover where you hold yourself back in communicating the needs of your organization and learn what creates time and energy leaks.

- Identify your unique strengths and challenges around decision making and leadership
- Uncover blind spots that stifle leadership, revenue, and decisions
- Empowering tips for greater results in your organization
- Enjoy wine and yummy chocolates while you learn

This event is interactive and includes fun and entertaining prizes (as well as a selection of wines and decadent chocolate!)

Lora Newman is the founder/CEO of Zero2Sixty Performance Coaching, LLC, a national company currently serving clients across the U.S. and three countries. Lora has been helping business leaders bust through the barriers holding them back in business and in life for nearly two decades. She holds a B.S. in Psychology and an M.S. in Counseling. She is a graduate of Coach U Coaching School, and a member of the International Association of Women in Business Coaching. She holds dual certifications in EAGALA (Equine Assisted Growth and Learning

Association) as a Certified Professional and a Certified Corporate Professional.

Lora is the author of *90 Days on the Path to Success: Building Health, Wealth & Abundance*. She is a U.S. Army veteran and supports numerous horse welfare and veterans organizations. In addition to Zero2Sixty, Lora also founded HorseBusinessWhisper.com, a company devoted to helping professionals who own equine businesses in service of others.

Co-facilitating the evening's event will be Katie Stankiewicz. Katie lives and works in North Carolina. She is an equine specialist, leadership coach, and holds certifications in iPEC, EAGALA, the Energy Leadership Index, and SMA.  
- Presented by Lora Newman (*Zero2Sixty Performance Coaching*)

7:30 PM

## Make Your Dinner with Friends Plans

**SATURDAY, MAY 4, 2019**

8:00 AM – 9:30 AM

### Breakfast & CFE Presentation

◆ *Costa Mesa*

9:45 AM – 10:45 AM &  
11:00 AM – 12:00 PM

### Saturday Morning Solutions

(3 Topics – Repeated at 11:00 AM)

#### Leadership Transition – Planning for the Future

◆ *Balboa*

Gain insight on planning for the transition of top leadership and strategies to help guide the organization through this process. The panel will share scenarios in which an internal candidate has been identified for a leadership transition as well as recruiting outside the organization. In addition, we will discuss organizational restructuring and how this process can build internal candidates for leadership advancement and how best to work with the organization's Board of Directors in preparation for leadership transition.

- Moderated by Kathy Kramer (*OC Fair & Event Center, CA*)

- Panelists to include Renae Korslien, CFE (*North Dakota State Fair*) and Kathleen O'Leary, CFE (*Wisconsin State Fair*)

#### Profit Centers – New Revenue Streams

◆ *Mesa Verde*

- Moderated by Gary Slater, CFE (*Iowa State Fair*) and Amanda Frigon (*K-Days, AB*)

#### Labor Tomorrow

◆ *Santa Anna*

An open-table conversation dedicated to finding real solutions for our growing labor shortage issues. This brainstorming

session launches ideas that won't simply rest on a shelf; they will aim for implementation.

- Moderated by Lori Cox, CFE (*Nebraska State Fair*) & Ray Allison (*Indiana State Fair*)

12:15 PM

## **Depart Hotel**

1:00 PM – 4:30 PM

## **Lunch & Boat Tour**

We hope everyone is ready to have some fun in the sun with your friends in Orange County, California!

Our hosted afternoon will start with loading the buses and leaving the hotel promptly at 12:30 PM, as we'll be heading to the water in Newport Beach.

We are going down the peninsula to a little area called Balboa Village, where we will meet the folks from Davey's Locker and hop aboard the boat "Legacy" for a light lunch and whale-watching tour (alcoholic beverages will be for sale at your own expense). The Legacy should leave the dock at 1:30 PM sharp and we will be back at the dock by 3:30 PM (tipping the crew is encouraged).

If the weather isn't cooperative, we will do a tour of the harbor and show off all the great celebrity mansions. If time permits before loading the buses, there are some shops to visit and maybe a walk on the pier.

5:00 PM – 8:00 PM

## **OC Fairgrounds: Heroes Hall, Centennial Farm & Farm-to-Table Dinner**

Once back on the buses, we'll be doing a driving tour around the OC Fair & Event Center and giving you a bit of background about the facilities.

We will depart the buses at Heroes Hall (the veterans museum and education center), where we will have some bubbly and seasonal fruit, along with some light hors d' oeuvres, while being entertained by the USO singers from Vanguard University. There will be some time to view Heroes Hall and hear a bit about it.

We will then walk just a few steps away, over to Centennial Farm, where you will get to see a fully functioning educational farm, be entertained by the Pacific Symphony Youth Quartet, and finally sit down to a full farm-to-table banquet buffet served with award-winning wine from the on-site Orange County Wine Society.

EVENTS ARE SUBJECT TO CHANGE

**SUNDAY, MAY 5, 2019**

8:30 AM – 10:00 AM

## **Breakfast & Committee Meetings**

◆ *Costa Mesa*

10:15 AM – 11:15 AM

## **Organizational Succession Planning – Are You Ready for the Future?**

◆ *Santa Anna*

With pending retirements, labor shortages, and gaps in the talent pool, Organizational Succession Planning is one of the most critical issues facing organizations today. Recent surveys indicate that less than 50% of organizations have a plan in place to ensure they are prepared for this exodus of talent. This workshop will share the organizational succession planning “playbook” created by the OC Fair & Event Center and the process they went through to create their plan.

– Presented by Kathy Kramer (*OC Fair & Event Center, CA*)

11:30 AM – 12:30 PM

## **Leading & Scaling Change**

◆ *Santa Anna*

Change is the new normal. There is always an opportunity to do things differently and (hopefully) better. But succeeding as a change agent, especially in well-established organizations, often requires a specific set of skills, behaviors, and mindsets.

This workshop explores what it takes to develop and set a vision, build and leverage your personal brand, connect to and influence the right people, communicate effectively, and lead with purpose. We’ll also cover how to scale change by using thought leadership techniques to build champions, develop frameworks, and mobilize others inside and outside your organization to get on board with the change underway.

This session is one-part inspiration, one-part strategy, and three-parts actionable ideas you can take away and put to work immediately. Perfect for organizational leaders and individual contributors who must be more effective change agents.

Session Outcomes:

- Learn to think and act more strategically
- Create more meaningful connections
- Embrace opportunities to lead change initiatives
- Empower individual contributions and team success
- Advance from leadership to thought leadership

Denise Brosseau plays the unusual role of being a thought leader about thought leadership. She is the CEO of Thought Leadership Lab, based in Silicon Valley, where she works with change agents, executives, and entrepreneurs on building their influence, expanding their impact, and leaving a legacy that matters. She is also a lecturer at the Stanford Business School and the author of "*Ready to Be a Thought Leader?*"

Denise began her career in the technology industry with leadership roles at Broderbund, Kensington, and Motorola before serving as the founding CEO of the Forum for Women Entrepreneurs (now Watermark), a trade association for high-growth, women-led companies, and the co-founder of Springboard, the women's startup launchpad that has led to over \$8B in funding for women-founded and -led businesses.

Denise is a frequent keynote speaker at companies, conferences, and organizations worldwide and has been recognized as a Champion of Change by the White House.  
- Presented by Denise Brosseau (*Thought Leadership Lab*)

12:30 PM – 1:45 PM

## Lunch & Management Interactive Sessions

◆ *Costa Mesa*

(Have a topic you want added for a table? Email your suggestions to [katet@fairsandexpos.com](mailto:katet@fairsandexpos.com))

- Communication Techniques
- Empowering Your Team
- Fairgrounds Security & Use of Cameras
- Going Cashless
- Millennials & Gen Z – Connecting with Future Fairgoers
- Non-Fair Opportunities for Your Grounds
- Self-Management
- Strategies for Digital Marketing & Social Media
- Teaching Leaders to Put Strategies into Action
- Team-Building Activities
- Ticketing Systems vs. Physical Tickets

2:00 PM – 5:00 PM

## Ready to Be a Thought Leader

◆ *Santa Anna*

It is no longer enough to be a leader; now, organizations are looking for thought leaders – visible, recognized, and respected authorities with the ability to build a following around their ideas. But how do you do that?

In this popular, well-researched, and highly engaging presentation, Denise shares what she learned working with hundreds of aspiring thought leaders as well as through her own inspiring "accidental thought leadership" journey. She helps

audiences understand and identify their unique motivations for building a following around their ideas and she shares what every leader and individual needs to know to build visibility for themselves, their team, and their ideas.

This workshop focuses on the 7 steps to unlocking a whole new level of professional accomplishment and achievement as well as career and personal satisfaction.

Session Outcomes:

- Learn how to build a thought leadership reputation
- Build a following for your ideas
- Hone and codify your best ideas
- Embrace and lead change initiatives
- Be more discoverable

- Presented by Denise Brosseau (*Thought Leadership Lab*)

6:00 PM

**Make Your Dinner with Friends Plans**