



Winter Park, Florida

Association of Leadership Programs
Southeast Regional Conference
April 7-8, 2016



WELCOME

The Association of Leadership Programs expresses grateful appreciation to the host leadership program and the many volunteers who helped to support this regional conference with their time and talent!



Conference Planning Team:

- Chair: Megan Almasi, Leadership Winter Park, FL
- Debra Hendrickson, Leadership Winter Park, FL
 - Jaye Baillie, Leadership Ocala/Marion, FL
 - Ruth Mustian, Leadership Orlando, FL
 - Courtney Curatolo, Leadership Palm Beach Co, FL
 - Debbie Henry, Leadership Blount, TN
 - Vanessa Bennett, Leadership Kingsport, TN
 - Diane Parks, Leadership Chattanooga, TN
 - Myra Goodman Smith, Leadership Metro Richmond, VA
 - Tanya Bittenbender, Leadership Loudoun, VA
 - Tami Miller, Leadership Greenville, SC
 - Kristin Bakke, LEAD Brevard, FL
 - Lura Hammond, ALP Operations Mgr, TX

The Legacy Club members are recognized for their support and belief in the mission and value of ALP and contribute annually above and beyond their regular membership investment.



This year's program includes a "QR Code". Using your smart phone app, scan the QR Code and it will take you directly to the conference page on the ALP website for detailed information about the conference, workshops, session leaders and more!

WELCOME

Welcome Reception

Immediately following the pre-conference will be a welcome reception open to all conference attendees at the Albin Polasek Museum & Sculpture Gardens in The Capen-Showalter House. Join Leadership Winter Park alumni and take in breathtaking views from Winter Park's chain of lakes on the Scenic Boat Tour that will be running through the evening.

Following the reception, please join Leadership Winter Park alumni at one of the fine Park Avenue restaurants offering special discounts to conference attendees.

Courtyard by Marriott

The best of the area is comfortably within reach for guests staying at the Courtyard Orlando Downtown and Park Avenue in downtown Winter Park. The pre-conference will be held in the Magnolia room and attendees should meet in the lobby for all conference transportation for the Thursday welcome reception and the Friday morning commute to Valencia College. Breakfast is included in your reservation, guests amenities like private outdoor balconies, plush bedding, and complimentary Wi-Fi Internet are also part of your stay.

About Winter Park, FL



Winter Park offers a departure from the theme parks and tourist corridor of Central Florida. The area is known for its magnificent tree canopy, tranquil chain of lakes and brick paved streets. "National Geographic Traveler" magazine has recognized the city as one of the world's top historic destinations, noting "This gracious town manages to retain its reputation as an oasis within the helter-skelter growth of Central Florida. Winter Park's small downtown has a commercial district with some interesting historic buildings and small businesses. It also has a nice historic residential area. There is a clear sense that this is very much a place where people live, work, go to school – not just a showpiece for tourists."

AWARDS RECOGNITION

The Preceptor Award

The Preceptor award is intended to recognize a program director (key person who coordinates and implements a leadership program) who has gone above and beyond, has achieved a new standard of excellence, and demonstrates civic and community engagement.

Mary Ligon, Leadership Albany, GA

Mary Ligon has been the Director of Leadership Albany since January 2000. She coordinates class member and alumni relations, the collection of dues and fees, and the maintenance of a membership database; she performs marketing, including design, website maintenance and regular updates on social media; she maintains the event calendar and provides registration support for professional development offerings; and she maintains a repository of records and documents regarding the organization. Mary does an incredible job in all of these roles, literally performing the work of two or three people. Moreover, she is always looking for ways to do things even better such as learning how to conduct a meeting or to create an "elevator speech." Several years ago, she spearheaded CustomerCentric which teaches local businesses and organizations how to provide excellent customer service, available to anyone in the community for a nominal cost.



The Distinguished Leadership Award

The Distinguished Leadership Award (DLA) is designed to recognize exceptional community leadership graduates. Recipients are men and women who have made significant and notable contributions for the betterment of their communities.

AJ Massey, Leadership Jackson, TN

AJ has found various ways to serve the Jackson community upon his completion of the Leadership Jackson program in 2009. He was named one of Jackson's Finest Young Professionals by the Cystic Fibrosis Foundation in 2011. He was recognized in the first class of Jackson's Forty Under 40.



AJ is an active member of the Exchange Club, West Tennessee Society of Human Resources, and Jackson Young Professionals. He is a board member for Madison County CASA, Relay for Life (2015 Co-Chair), Leadership Jackson Alumni Association, Making Strides Against Breast Cancer, and The Exchange Club Carl Perkins Center for the Prevention of Child Abuse.

Brenda Whitson, Leadership 2020 Johnson City, TN

Brenda Whitson, Executive Director of the Chamber's Convention and Visitors Bureau exemplifies the principal of working "one's way to the top". During her nearly 35 years of service from secretary to other administrative positions in the Chamber, Mrs. Whitson's professional development



led her to leadership of a major economic driver for our community. The Jackson City community has become a visitor destination, leveraging our natural and other resources that enables the city to provide authentic experiences.

She is well respected in the hospitality industry and has achieved personal and organizational recognition for her work. Her volunteer efforts in the community provide a means for her to make a difference that matters for local citizens.



KEYNOTE SPEAKERS

LUNCHEON SPEAKER

JOHN MATTONE

John Mattone is widely acknowledged as one of the world's leading authorities on leadership, talent and culture. He advises Fortune 1000 CEO's and senior leadership teams on how to create and sustain a "game-changing" leadership and talent culture that drives superior operating results. John is a powerfully engaging, internationally-acclaimed keynote speaker and top ranked CEO executive coach.

John is the author of seven books and is also the co-author of one of the most respected studies of leadership and talent management in the world, "The Trends in Leadership Development and Talent Management", which is published bi-annually by Pearson. His work is featured in The Wall Street Journal, Fast Company, Businessweek, Inc. Magazine, MarketWatch, The Huffington Post, The CEO Magazine, ChiefExecutive.net, CLO Magazine, CIO Magazine, and other respected global news outlets. He is a trusted advisor and coach to some of the world's leading organizations and brands including AT&T, Amazon, Bank of America, Conoco, CitiGroup, Eli Lilly, FedEx, Macy's, Microsoft, Pearson, Pepsico and many others. Signed copies of one of his best-selling books can be found at www.writersblockbookstore.com.



PRE-CONFERENCE SPEAKER

MARK FREID



President & Creative Director, Think Creative Inc.

Besides driving the Think Creative ship, Mark serves on the Executive Committee for the Holocaust Memorial Resource and Education Center, writes short stories, and directs the occasional award-winning documentary (TradingHatredForHope.com).

Mark earned a Certificate of Leadership from Rollins College in 2012, graduated from the Crummer Management Program in 2011, and graduated from Leadership Orlando in 2010 and Leadership Winter Park, Class XXIII in 2013. He is a graduate of Tulane University.

This session will engage participants in an interactive workshop about community leadership. Identifying the "How" and "Why" of impactful leadership will help align your programs mission and vision with your community. The discussion will blend happiness and leadership while focusing on key aspects such as purpose, autonomy, connections and engagement.

SCHEDULE

Thursday April 7

11:30 pm – 3:30 pm	Registration Open	Marriott Lobby
12:30 pm – 3:30 pm	Pre-Conference <ul style="list-style-type: none">• Presenter: Mark Freid, President & Creative Director, Think Creative Inc.	Magnolia Room
4:30 pm – 7:00 pm	Welcome Reception & Tour <ul style="list-style-type: none">• Winter Park Scenic Boat Tour• Albin Polasek Museum & Sculpture Gardens – Capen House	
7:00 pm	Dinner — On Your Own <ul style="list-style-type: none">• LWP Alumni classes will “host” conference attendees at various restaurants on Park Avenue. A list will be available.	

Friday, April 8

7:00 am – 8:00 am	Breakfast — On Your Own	
7:30 am – 8:30 am	Registration Open	Valencai College
8:00 am – 8:30 am	Commute to Valencia College Winter Park	Marriott Lobby
8:30 am – 9:00 am	Opening Session — Welcome	Room 224
9:00 am – 10:15 am	Learning Sessions	
	Session 1 — Your Best Board Meeting. Ever! <ul style="list-style-type: none">• Presenter: Sara Brady, Leadership Winter Park, FL	Room 108
	Session 2 — Let’s Grow! Taking Your Program to the Next Level <ul style="list-style-type: none">• Presenter: Juliann Jankowski, Leadership South Bend/ Mishawaka, IN	Room 237
	Session 3 — Empowering our Future – Youth Leadership <ul style="list-style-type: none">• Presenters: Daryl Brady, Leadership Knoxville, TN; Vanessa Bennett, Leadership Blount, TN; Debbie Henry, Leadership Kingsport, TN	Room 242
10:15 am – 10:30 am	Break	

CONNECT WITH US!
LET YOUR FOLLOWERS SHARE YOUR EXPERIENCE!
#ALPLEADERS



SCHEDULE

Friday, April 8 Cont.

10:30 am – 11:45 am Learning Sessions

- | | |
|---|----------|
| Session 4 — Prove It! Measuring Outcomes & Impact | Room 108 |
| • Presenter: Myra Goodman Smith, Leadership Metro Richmond, VA | |
| Session 5 — Tips and Techniques for Incorporating Leadership Skills Building into Your Programs | Room 237 |
| • Presenter: Mary Ligon, Leadership Albany, GA; Debra Hendrickson, Winter Park Chamber of Commerce | |
| Session 6 — Show Me the Money | Room 242 |
| • Presenters: Cheryl Carter, Leadership Montgomery, AL; Kristin Bakke, LEAD Brevard, FL; Mark Eddy, Leadership Southern Indiana, IN | |

11:45 am – 12:15 pm Bus to The Alford Inn for Lunch

12:15 pm – 1:45 pm Lunch with Keynote Speaker: John Mattone
Intelligent Leadership Park Ave Ballroom



1:45 pm – 2:00 pm Bus to Valencia College Winter Park

2:00 pm – 3:30 pm Roundtable Discussion Session on Hot Topics Room 224

3:30 pm – 4:20 pm Plenary Open Discussion Session Room 224
Alumni and Community Engagement Strategies

4:20 pm – 4:30 pm Wrap Up and Closing Remarks

Thank you to all of the sponsors who helped make this conference possible!



WHY BE A MEMBER OF THE ASSOCIATION OF LEADERSHIP PROGRAMS?

ALP is a community of leadership programs for professionals who are doing great things in their communities. The Association strives to recognize excellence, foster innovation, share best practices, build networks with colleagues, and provide educational training and development to advance the effectiveness of community leadership programs and professionals.

BENEFITS OF MEMBERSHIP

Opportunity to Attend Regional and National Conferences

- Connect with fellow leadership professionals
- Learn in educational workshops
- Engage with a cadre of national keynote presenters

Instant Access to Advanced Web Tools

- Searchable database directory of community leadership programs
- Monthly electronic newsletter
- Resource library
- Job posting opportunities
- Social media connections: LinkedIn, Twitter and Facebook
- Interactive map listing member organizations on our website

UPCOMING CONFERENCES!

2016 Regional Conferences:

- Jun 16-17, Des Moines, IA
- Oct 27-28, The Woodlands, TX

2017 National Conference

- Jun 22-24, 2017, Phoenix, AZ

SIGNATURE PROGRAMMING

National Conference

The national leadership conference is an opportunity for leadership professionals to come together to network, share ideas and best practices, refresh leadership skills, and attend educational workshops to enhance leadership programs. Also featured during the leadership conference is the recognition of the Distinguished Leader Awards, Preceptor Awards and Excellence in Innovation Awards.

Regional Conferences

ALP conducts several Regional Leadership Conferences that are designed to be affordable for connecting directors, staff, volunteers, and board members of local leadership groups for learning, sharing, and recharging.

Leadership Connection Tele-Classes

These monthly teleconference calls are **free** to members to share best practices and new trends as well as network among colleagues with other leadership program professionals.

eNews

Monthly electronic newsletter contains valuable content for leadership programs, keeping members informed of ALP Happenings. Each edition features an ALP member.



Bright House Networks is the sixth largest owner and operator of cable systems in the U.S. and the second largest in Florida. Bright House Networks serves approximately 2.5 million customers who subscribe to one or more of its video, high-speed data, home security and automation and voice services. The company also offers a strong portfolio of customizable, advanced business solutions for video, voice, data, cloud-based and managed services.



2016 Southeast Regional Conference
April 7–8, 2016 Winter Park, FL

Workshops Details:

Your Best Board Meeting. Ever!

Session Leader: Sara Brady, Sara Brady Public Relations, Orlando, FL

- **Session Description:**

Are you tired of your board meetings becoming “bored” meetings? Do your board members take the reins a little too much? Learn the must-know tools and techniques to develop a board of engaged and passionate participants that help drive the success of your organization. You can nurture a powerful and productive board with these effective tips and management skills.

Empowering our Future - Youth Leadership

Session Leaders: Vanessa Bennett, Daryl Brady, Debbie Henry

- **Session Description:**

Youth Leadership programs take a variety of forms as three successful panels describe in this session. Interactive Discussion will include fundraising, program ideas and open group discussions that focus on best practices.

Let's Grow! Taking it to the Next Level

Session Leader: Juliann Jankowski

- **Session Description:**

It's time to grease those gears and accelerate your program! Many organizations have taken advantage of the opportunity to expand their reach by developing new programs and building upon those already in place. Learn from those who took the risk and experienced the rewards from growing and expanding their program.

Incorporating Leadership Skill Building Into Programs

Session Leader: Mary Ligon, Leadership Albany, GA, Debra Hendrickson, Winter Park Chamber of Commerce

- **Session Description:**

Participants get a behind-the-scenes, in depth view of our communities, make connections with community leaders, and have opportunities to impact others, but are they really experiencing leadership skill development? Attend this session to learn how these program directors have added leadership development curriculum to their programs and hear what the participants are saying!

Prove it! Measuring Outcomes and Impact

Session Leaders: Myra Goodman Smith, Leadership Metro Richmond, VA

- **Session Description:**

Do your leadership programs create change? When they do, how would you know? As organizational leaders, it is so important to be able to prove your outcomes and impact. Attend this interactive session to explore what to measure, what can be measured and what to do with the results.

Show Me the Money

Session Leaders: Cheryl Carter, Leadership Montgomery, AL; Kristin Bakke, LEAD Brevard, FL; Mark Eddy, Leadership Southern Indiana, IN

- **Session Description:**

There is one dilemma shared by every community leadership program: where's the funding? These program directors have mastered the art of asking, created innovative events and found unique solutions to filling the budget gaps. Discover new fundraising ideas, tips and techniques to invigorate your program's quest for funding.

Plenary Open Discussion Session: Community and Alumni Engagement Strategies

Session Leaders: Ruth Mustian and Myra Goodman Smith.

- **Session Description:**

Panel presentations and open discussion on community and alumni engagement.

Session Leaders:

Kristin L. Bakke

- Learning Session(s): Show Me the Money
- Kristin serves as President and CEO for LEAD Brevard (formerly Leadership Brevard) since 2000. LEAD Brevard is Brevard County's leadership and community development organization; the flagship program is Leadership Brevard and provides alumni programming for over 1,000 graduates since 1985. Her non-profit sector career has included leadership positions with chambers of commerce in Virginia and with the former Community Leadership Association as Associate Director in Indianapolis. Bakke has received the Preceptor Award, a national acknowledgement from the (former) Community Leadership Association; she serves as a member of the Board of Directors for the Economic Development Commission of Florida's Space Coast.

Vanessa Bennett

- Learning Session(s): Empowering our Future
- Vanessa Bennett is the Director of Operations of Kingsport Leadership Programs. In addition, she helps to manage the organization's \$4.2 million budget, plans logistics for many Kingsport Chamber events, serves as a primary liaison between the Kingsport Chamber leadership and key business and civic leaders, and coordinates Kingsport Chamber Board and Executive Committee meetings. Vanessa also coordinates projects for the Kingsport Industrial Development Board, ventures that make a significant economic impact on the city of Kingsport. Because of her leadership abilities, Vanessa was appointed to also serve as the Director of Kingsport Leadership Programs. These programs include Leadership Kingsport, S.H.O.U.T.!® Youth Leadership and ENCORE Senior Leadership. Her role to develop community leaders is important for our city and community organizations.

Daryl Brady

- Learning Session(s): Empowering Our Future - Youth Leadership
- Since 2013, Daryl has served as the Program Director for Leadership Knoxville's flagship program and their inaugural Youth Leadership Knoxville program. Daryl served as the first Executive Director of the Tullahoma Area Economic Development Council in Tullahoma, TN where he won a national award for their website from the International Economic Development Council. Mr. Brady wrote the curriculum and implemented the county's Jefferson County, Tennessee's first Youth Leadership program in 1998 and it was recognized by winning the Innovators Award from the Southern Policies Growth Board, a regional coalition of eleven southern states.

Sara Brady

- Learning Session(s): Your Best Board Meeting. Ever!
- Established in 2010, Sara Brady Public Relations, Inc. has earned a reputation for effectively leading communications strategies in high-profile matters including litigation, hostile corporate takeovers, disruptions in municipalities and law enforcement agencies, wrongful death actions, and national cable programming news and controversies. Throughout the course of her public relations career, Brady has provided strategic communications counsel for client matters ranging from brand and product launches, corporate public relations initiatives along with crisis response campaigns affiliated with high-profile controversies. Her clients include healthcare organizations, academia, the hotel industry, municipalities, law enforcement, as well as large and small businesses and non-profit organizations.

Cheryl Carter

- Learning Session(s): Show me the Money
- Dr. Carter currently serves as the Executive Director of Leadership Montgomery. She helped to develop a program designed to attract and retain young professionals to the city, resulting in the formation of Emerge Montgomery, as an organization for young professionals under 40 that currently maintains a data base of over 600 people.

Mark Eddy

- Learning Session(s): Show Me the Money
- In his five years at Leadership Southern Indiana, Mark transformed the organization from a one-stop program to an organization serving all generations of professionals-in-development and diversifying funds to accommodate the growing organization. The organization has added two new programs and funding has increase by 300%. Mark is also dedicated to community service, as he serves on the boards of the Floyd Memorial Foundation, Centra Credit Union Foundation, Metro United Way, and the Indiana Leadership Association, where he serves as Vice President. He also served on the membership committee of the Association of Leadership Programs.

Debra Hendrickson

- Learning Session(s): Incorporating Leadership Skill Building Into Programs
- Debra is a graduate of Florida State University with a BS degree in Fashion Merchandising and Edgewater High School. She began her retail career with Burdines in Miami, opening stores for them in Orlando and Altamonte Springs. In 1983 Debra opened her own retail store, Petite Clothiers, Inc., in Pensacola. By 1986 she had opened three additional branch locations in Mobile, Alabama, Pensacola and Winter Park, Florida. In 1988 Debra relocated her Petite Clothiers, Inc. operation headquarters to Winter Park and joined the Winter Park Chamber of Commerce, serving as president of the Park Avenue Area Association and chamber board member.
In 1999 Debra made a career change and joined Leadership Seminole as the president/CEO and graduated from that program in 2000. With roots in Winter Park, Debra came "home" to the Winter Park Chamber of Commerce as vice-president in July 2003. Debra is a graduate of LWP Class XV.

Debbie Henry

- Learning Session(s): Empowering Our Future
- Debbie Henry is the Executive Director of Leadership Blount in Maryville, TN. As the ED she is responsible for the day to day operations of the organization, developing and implementing program for both the Leadership Blount program (adults) and the Youth Leadership Blount program (youth-sophomores), coordinates Board Meetings for the Leadership Blount Board of Directors, the primary liaison for businesses and community members, assists with planning of events and fund raising efforts. Debbie serves on the Board of Directors for the Tennessee Association of Community Leadership Programs. She was a member of the Leadership Loudon County Class of 2005 and the East Tennessee Regional Leadership Association Class of 2013.

Mary E. Ligon

- Learning Session(s): Incorporating Leadership Skill Building Into Programs
- Mary E. Ligon accepted the role of Director for Leadership Albany, Inc. in 2000 after participating in the Leadership Albany Class of 1990 and having served as a volunteer in several roles with Leadership Albany including Board Chair of the Leadership Albany Alumni Association. In this role, Mary teams with other alumni to design relevant and meaningful programs about community issues and institutions. She serves as facilitator and coach for learning activities, which enhance development of relationships among class members. Since 1984, Mary has volunteered with a variety of organizations and served on numerous community boards in Albany, GA. Her knowledge of these community organizations is valuable in developing program days and connecting class members with organizations that fit their passion.

Ruth Mustian

- Plenary Open Discussion Session: Alumni Engagement Strategies
- Ruth Z. Mustian is President of Leadership Orlando and Director of Communications for the Central Florida Partnership, that guides four lines of business: Regional Entrepreneurship (Orlando, Inc.), Regional Research & Resolves (myregion.org), Regional Public Policy Advocacy (BusinessForce) and Regional Leadership (Leadership Orlando). For thirty years, she was an essential member of the Orlando Regional Chamber of Commerce team. Building her Chamber career from Administrative Assistant to Senior Vice President, she played a significant role as Program Director of the Leadership Orlando program for ten pivotal years (1987-1997), garnering national recognition for volunteers and staff.

Myra Goodman Smith

- Plenary Open Discussion Session: Community and Alumni Engagement Strategies
- Myra Goodman Smith is the President and CEO of Leadership Metro Richmond (LMR). Myra leads our region's community leadership development and engagement organization, which has served the community for 35 years and has a membership of 1900+ individuals, including business, non-profit, and public service leaders. LMR connects a diverse group of community leaders, increases their knowledge and perspectives on regional issues and inspires them to be leaders that serve.