

FALL 2024 EAA CEO & STAFF CONFERENCE SESSION DESCRIPTIONS			
Monday, Sept. 9 - CEO Conference			
Time	Audience	Session	Speaker
9:00 - 10:00 a.m. General Session 1	CEO	The United States Economic Outlook This session will provide an overview of the state of the U.S. economy, with a specific emphasis on each of the “big topics.” This will include a discussion on the likelihood of recession, the expectations for where interest rates and inflation are headed, the evolving nature of the national labor shortage, and the general outlook for the United States in the coming months. The session will also illustrate the economic metrics that best serve as leading indicators.	Dr. Joseph von Neesen, University of South Carolina
10:15 - 11:15 a.m. General Session 2	CEO	Thriving in a Multigenerational Organization For the first time in American history, there are five generations present in the workforce and most organizations are serving customers from six generations. As a result, leaders and employees are faced with unique challenges and opportunities due to differing mindsets, workstyles, and communication preferences. This fun, engaging session will provide knowledge, skills, and strategies to recruit, retain, engage, and serve customers and employees across multiple generations.	Dr. Melissa Furman, Career Potential
11:30 a.m. - 12:30 p.m. General Session 3	CEO	Collaborative Advantage: Transforming Revenue Growth with Partnerships & Perks In this keynote, Mary Grothe, a seasoned former CEO and bestselling author, will explore the transformative potential of partnerships in driving revenue growth within the Employer Associations of America (EAA) community. Drawing from her experience in scaling over 100 businesses with her prior consulting firm and 10+ years of experience in payroll and human resources, Mary will dive into the strategic integration of holistic revenue growth and dynamic Go-To-Market (GTM) strategies, with a special focus on partnerships to increase and diversify revenue and perks that increase membership. Mary will offer a practical, step-by-step guide on how CEOs can initiate and nurture partnerships that boost revenue, enhance member engagement, and diversify income streams.	Mary Grothe, PNI•HCM
1:30 - 2:55 p.m. General Session 4	CEO	Roundtable: Navigating the Future of Associations & Shared Services Our industry is continuously evolving, and new threats will continue to test the way we've always done things. As workplaces transform and new challenges emerge, CEOs have a lot to navigate from membership growth and retention, consulting services, digital transformation, sustainability, regulatory changes, HR products, data and surveys, and so much more. In this roundtable, we'll discuss some of the trends shaping our industry and how our EAs stay ahead of workforce trends. Come prepared to share your insights and best practices for membership engagement, leveraging technology, community building, survey and data needs, and other strategies of your Association to remain relevant.	Facilitators: Cheryl Richards & Kelly Keefe
3:00 - 4:30 p.m. General Session 5	CEO	Sailing to Success: Ultimate Boat Regatta Team Building Challenge Ahoy! Get ready for a splash-tastic adventure at the Ultimate Boat Regatta Team Building Challenge! Dive into creativity as you and your team design and build your own cardboard boat and race them across the pool in a high-energy showdown of speed and ingenuity. This event is all about fostering teamwork and innovation in a fun, relaxed setting. So, set sail for success, build lasting connections, and enjoy an afternoon filled with laughter and learning. Anchors aweigh!	

Tuesday, Sept. 10 - Combined Conference			
Time	Audience	Session	Speaker
8:30 - 8:50 a.m. General Session	Combined	Welcome to Hilton Head Island Explore Hilton Head Island's coastal culture, vibrant history, top attractions and industries, and learn what makes this southern gem a unique destination blended with tradition and modern allure.	Charlie Clark, Hilton Head Chamber
9:00 - 9:45 a.m. General Session 1	Combined	Get to Know Your Network How well do you know your colleagues or the resources and knowledge within your EAA peers? Whether you've been in the industry for decades or are new to Associations, this fun and interactive session will uncover common interests and shared experiences across the EAA network. No prep required. Be ready to move, laugh, commiserate, and say, “I had no idea you....”	Facilitator: Cheryl Richards
10:00 - 11:00 a.m. General Session 2	Combined	AI: How it's Creating New Value and Changing HR Forever Depending on who you ask, artificial intelligence is either going to destroy everything or solve all our problems. Wouldn't it be great to know which one? In the very practical world of work, most leaders are wondering the same thing: what can AI really do? In this session, the author of the world's most-cited book on AI applications for HR will share some of the established and emerging areas where AI is influencing the HR profession and evolving it over time. Attendees will hear about examples across learning, hiring, employee engagement, retention, benefits, and more in order to advise their members on best practices and usage. Plus, participants will see real examples of concepts like rapid training generation or personalized communications from tools like ChatGPT for immediate value. In addition, the discussion will touch on some of the practical ways that AI tools can be leveraged by employer associations to increase member satisfaction, create better communications, and tailor support to each member, ultimately encouraging more meaningful renewals over time.	Ben Eubanks, Lighthouse Research & Advisory
11:15 - 12:15 p.m. Breakouts 1	Combined	Marketing & Membership - AI Adoption for Marketing & Membership In this discussion, we will explore the impact of AI and how it can impact marketing. Through a small group discussion we will explore such topics as the potential, challenges, and strategic decisions EAs face when integrating AI into their marketing efforts. Join this interactive discussion to learn how EAs are using AI for marketing to enhance efficiency, maintain brand integrity, and complement human talent rather than replace it.	Joni Holmes, Catapult
		Training - The Future is Now: AI in Learning & Development AI is a hot topic, but its impact on HR and Learning and Development remains uncertain. How can we navigate this emerging landscape and harness its benefits? This roundtable discussion with your peers will explore how they are using AI in training and events. You'll discover ways EAs can leverage AI to enhance their offerings and improve efficiency. We'll discuss key points from Ben Eubanks' keynote session and learn how to apply these insights to your L&D function, strategy, process, and approach.	Valerie Harlow, EANE
		Consulting Services - The Strategic Value of AI in Consulting AI is quickly becoming a standard in the workplace. How do we leverage the use of AI in our day-to-day HR consulting to improve efficiency and provide the best results? This roundtable discussion will help you learn how other EAs use AI and identify potential tools to use in your organization. We'll discuss key points from Ben Eubanks' keynote session and learn how to apply these insights to your role, consulting strategy and processes.	Jackie Throop, HR Source
		Research & Surveys - ChatGPT Failed Me: Surveys and AI This session is a directed roundtable discussing the ever increasing issue of AI and how it correlates to surveys. In this session, we will strategize how to use AI to our best advantage while also considering the concerns it poses to our members. Topics that may be covered include: tools to improve our surveys and processes, how to differentiate surveys from AI tools, concerns about open-source AI with data sensitivities, bias in AI survey templates, how to communicate concerns about AI data and the differences in our surveys to members, etc.	McKenna Arnold, Cascade
		CEO Session 4 - What is EOS and How Can it Help Our Association Grow? During this panel discussion, participants will gain an understanding of what “Running on EOS” means for your Association. The panelists have all successfully implemented the EOS framework into their businesses and will share their experiences. An overview of definitions, how-to, cost and timing will all be discussed. The facilitator will prepare questions to help frame the discussion but audience questions and participation will be welcome.	Todd Bailey, Carrie Morse, Doug Blizzard, Kelly Keefe

1:15 - 2:15 p.m. Breakouts 2	Combined	Marketing & Membership / Consulting Services - Identifying & Capturing New Opportunities (JOINT SESSION) In this joint session between the Consulting and Membership & Marketing tracks, we'll explore various strategies for capturing and nurturing membership and consulting leads. Through small group discussion we will identify our unique value proposition, share innovative marketing strategies, and explore the ways non-business development staff impact lead generation. Join this interactive discussion to learn how other EAs are marketing membership and consulting services, tracking leads, and getting their entire teams involved in the process. Training - Navigating the Future of Conferences The landscape of conferences has evolved dramatically over the past four years and members find themselves in a new world overflowing with unlimited learning opportunities in a variety of formats. Join your peers in an engaging roundtable discussion to explore how we, as employer associations, can cut through the saturated market and appeal to member needs through targeted conferences and events. Explore event trends and gain valuable insights to enhance your conference planning as we move into the next decade.	Nick Corrado, ASE Dana Weidinger, ASE
		Consulting Services - Identifying & Capturing New Opportunities (JOINT SESSION) (see above) Research & Surveys - Creation, Collection, Conclude: Overview of our Surveys and Processes This session will be a directed roundtable discussion about the current surveys our EAs offer, what trends we are seeing in our surveys, what we are planning for the future, and ways we can collaborate. This is meant to be an overview session for us all to gain an understanding of what surveys each EA offers so that we can face the remaining sessions with this information in mind. Topics that may be discussed include: types of surveys offered, trends seen in surveys recently, shifting views of compensation and trend data, changes made to surveys as a result of trends, alternative use for surveys/survey platforms, changes due to antitrust laws, long-term impacts of COVID on surveys, etc.	Laura Woods, Employers Council Nick Corrado, ASE Dana Weidinger, ASE
		CEO Session 5 - So Now What.... Do you need from the EAA? Over the course of the conference, we'll explore the state of economies and workforce trends, multi-generational impacts in the workplace, impacts of technology and AI, ways to optimize business operations, and learn from our colleagues about trends that are shaping the future of associations. So, what do you do with all that information? We'll discuss key take aways that you plan to implement, and The Navarro Group will join to learn what you need from the EAA to add value to your Association.	McKenna Arnold, Cascade
		Session 3 - Optimizing Marketing Department Structures: Insights from the Inside Explore the intricacies of marketing department structures in this engaging panel discussion. Panelists who represent varied approaches from in-house to outsourced, and hybrid operational models will share their experiences and strategies for optimizing marketing performance. Gain insights into the advantages and challenges of each approach and explore what might be the best fit for your organization's current and future needs. No matter your association's existing marketing mix, this session offers diverse perspectives that could enhance your marketing success.	Facilitators: Cheryl Richards & Kelly Keefe
		2:30 - 3:30 p.m. General Session	Combined

Wednesday, Sept. 11 - Staff Conference

Time	Audience	Session	Speaker
8:30 - 9:30 a.m. General Session 4	Staff	Driving Engagement: Building Connections and Improving Teamwork Through Better Communication In this dynamic and interactive session, participants will explore the essential skills needed to foster meaningful connections through effective communication. Led by Bret Hood, a seasoned expert with 25 years of experience as an FBI Special Agent investigating complex cases, this session emphasizes active listening, emotional intelligence, and creating psychological safety. Bret's unique background provides invaluable insights into recognizing and mitigating biases, enabling participants to navigate conversations with greater awareness and inclusivity. By the end of this session, you'll be equipped with the tools to enhance engagement, build trust, and promote a culture of connection and understanding in any setting.	Michael 'Bret' Hood, 21st Century Learning & Consulting
9:45 - 10:45 a.m. Breakouts 3	Staff	Marketing & Membership - Membership or Service First: How Do We Position EAs? In this roundtable discussion, we will explore how we classify ourselves as EAs. Through a small group discussion, we will explore if we are a membership organization or a service organization. Does this mean membership is a type of service and not a leading point, or can only members use various services? Join this interactive discussion to learn more about how we view ourselves, the services we offer, and how that impacts EA's marketing strategies. Training - Micro-Learning: What's It All About? Our members and audiences are increasingly requesting shorter, more "bite-sized" learning sessions. How can we deliver meaningful and engaging experiences within these limited time frames? Join your Learning & Development colleagues to share data, strategies, and ideas. We'll discuss the tools you're using, the pros and cons, and how you're measuring success. Bring your insights and be ready for a dynamic conversation on making the most of these compact learning opportunities.	Dana Weidinger, ASE Valerie Harlow, EANE Andy Sprenger, The EA
		Consulting Services - The Rock Star HR Consultant: Sharing Best Practices for Recruiting, Retaining and Engaging Your Best Talent Join us for an engaging roundtable discussion where we'll explore effective strategies for finding and nurturing excellent HR Consulting talent. We'll facilitate a discussion around topics like: Sourcing & recruiting your best consultants, staffing models-FT vs. PT, professional development, engagement and total rewards. Come share your experiences and gain insights from your peers in this unique industry.	Kendra Stewart, Catapult
		Research & Surveys - The Future of National Surveys: Compensation, Benefits and Trends This session will be a directed roundtable discussing the current use and future plans of national surveys. Topics that may be covered include: Payscale Peer and its impact on the EAA national compensation surveys, national data importance to members, are there topics that need a national survey that don't currently have one, do existing national surveys need updating to be relevant to your members, etc.	McKenna Arnold, Cascade
		Marketing & Membership - Death by a Thousand Emails: Alternative Methods of Outreach In this discussion, we will explore alternative marketing strategies. As the world evolves, email has become the main form of communication. Through a small group discussion, we will explore other marketing tactics to reach members aside from emails, whether this is content, newsletters, resources, or social media. Join this interactive discussion to learn what other EAs are doing, what works, and explore how much is too much. Training - The Power of Upskilling Your Teams (JOINT SESSION) Why is it crucial to provide ongoing upskilling opportunities and guidance for your teams, and what does this entail? In this combined roundtable discussion between the Training and Consulting tracks, we'll explore how we can offer upskilling to ensure we deliver the most current and effective HR and training services that our members depend on. Whether it's internal cross-training, job shadowing, co-facilitation or other forms of learning, we'll discuss the ways we expand our team's knowledge and deepen our talent bench to better serve our members when new project opportunities arise.	Joni Holmes, Catapult Seta Tchobanian, The EA TBD
11:00 a.m. - 12:00 p.m. Breakouts 4	Staff	Consulting Services - The Power of Upskilling Your Teams (JOINT SESSION) (See above) Research & Surveys - Survey Says, Your Input Counts! Participation Strategies in 2024 This session is a directed roundtable discussing participation trends in surveys and current EA strategies for increasing participation. Topics that may be covered include: recent participation trends in surveys, strategies for increasing participation, incentives for participation, participation difference between free versus paying surveys, survey relevance & timing and its impact on participation, etc.	Seta Tchobanian, The EA TBD McKenna Arnold, Cascade
		Marketing & Membership - Member Communities and Online Portals In this discussion, we will explore various tools, best practices, and how portals are marketed to their members. Through a small group discussion, we will explore the uses of portals, how various EAs encourage use from their members, and how communities were built through them. Join this interactive discussion to learn how EAs portals engage members, and help various processes.	Matt Roessler, MEA Darlene Morse, EANE

1:00 - 2:00 p.m. Breakouts 5	Staff	<p>Training - Staying Relevant Through Innovative Training Programs</p> <p>In today's rapidly evolving business climate, staying relevant is a challenge for training and organizational development professionals. Join your peers for this roundtable discussion to explore innovative strategies for developing new, engaging training programs tailored to current workplace dynamics. We'll share emerging training topics that matter now and what will be relevant in the future. Additionally, we'll examine criteria for deciding when to retire a class, ensuring your training offerings remain fresh and impactful. Join us to exchange ideas and insights with peers on keeping your curriculum up-to-date and engaging.</p>	Lauren Michaud, MRA
		<p>Consulting Services - Aligning Services to Member Needs</p> <p>In this roundtable discussion, learn how to leverage your HR experience to better serve your members by adapting your offerings to their needs. We'll discuss how EAs can update and develop new services (and retire outdated ones) in response to changing business climates and member needs. We'll share methods for regularly evaluating whether your EA is offering the right products and services considering profitability, member usage, and overall viability. Assess whether your services align with the needs of both your organization and your members.</p>	Julia Paris, Employer Council
		<p>Research & Surveys - Building Bridges: Engagement Surveys to the Future</p> <p>This session is a directed roundtable discussing engagement surveys, their trends, and possible changes we see coming to them in the future. Topics that may be covered include: outsourcing versus internal engagement surveys, what norm data sets are being used, what survey template does your EA use, are there changes needed to the survey template/engagement questions/drivers, trends from engagement surveys, how to use engagement surveys to drive other services/sales, etc.</p>	Joy Lynn Hyer, HR Source
2:15 - 3:15 p.m. General Session 5	Staff	<p>The State of DEI: Keep Your Eyes on the Prize</p> <p>This insightful and engaging talk on the State of Diversity, Equity, and Inclusion (DEI) will explore the rich history of DEI, look at the current DEI landscape, and discover actionable strategies organizations can implement to keep DEI initiatives thriving. This session will provide valuable perspectives on the evolution of DEI, highlight the progress made, and address the challenges that still lie ahead.</p>	Daryl Dixon, Cascade Employers Association

Thursday, Sept. 12 - Staff Conference			
Time	Audience	Session	Speaker
8:30 - 9:30 a.m. General Session 6	Staff	<p>Adapting with Agility</p> <p>Join us for an insightful discussion with Shari Simpson, forward-thinking HR leader and well-known speaker, as she shares the top HR trends for 2025. She'll dive deep into one of those trends – change management – and will highlight ways we can lead our internal teams through transition while guiding our members in their change management journeys. You'll leave equipped with strategies and resources to support your team through changes and face future challenges head-on.</p>	Shari Simpson, Paylocity; Julie Belloli, HR Source
9:45 - 10:45 a.m. General Session 7	Staff	<p>The Adaptive Advantage: Customizing Your Natural Style for Effective Interactions</p> <p>Everyone communicates differently. A superpower is learning how to adapt your natural style to meet the needs of someone else. In this session we will review your natural style (using the Predictive Index Behavioral Assessment) and review the typical style of ideal advocates in the EA ecosystem. Participants will learn how to have more effective interactions with members, clients, and decision makers to create better results for their individual organizations.</p> <p>Takeaways:</p> <ul style="list-style-type: none"> - Learn about your unique communication style - Learn about alternative communication styles and the associated needs of these individuals - Provide recommendations for communicating more effectively to get buy-in and results 	Holly DePalma, MEA & The Predictive Index