

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 Neeson, 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 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 Training - Consulting Services - The Strategic Value of AI in Consulting Research & Surveys - ChatGPT Failed Me: Surveys and AI 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 - Identifying & Capturing New Opportunities (JOINT SESSION) Training - Consulting Services - Identifying & Capturing New Opportunities (JOINT SESSION) Research & Surveys - Creation, Collection, Conclude: Overview of our Surveys and Processes 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.	Facilitators: Cheryl Richards & Kelly Keefe
2:30 - 3:30 p.m. General Session	Combined	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.	Shannon Kavanaugh, Archbright; Shay Prosser, Catapult; TBD

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? Training - Consulting Services - Research & Surveys - The Future of National Surveys: Compensation, Benefits and Trends	
9:45 - 10:45 a.m. Breakouts 4	Staff	Marketing & Membership - Death by a Thousand Emails: Alternative Methods of Outreach Training - Consulting Services - The Benefits of Upskilling Research & Surveys - Survey Says, Your Input Counts! Participation Strategies in 2024	
9:45 - 10:45 a.m. Breakouts 5	Staff	Marketing & Membership - Member Communities and Online Portals Training - Consulting Services - Becoming the Go-To Strategist for Your Membership Research & Surveys - Building Bridges: Engagement Surveys to the Future	
2:15 - 3:15 p.m. General Session 5	Staff	Session 5 - The State of DEI: Keep Your Eyes on the Prize 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.	Daryl Dixon, Cascade Employers Association

Thursday, Sept. 12 - Staff Conference			
Time	Audience	Session	Speaker
8:30 - 9:30 a.m. General Session 6	Staff	Adapting with Agility 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.	Shari Simpson, Paylocity; Julie Belloli, HR Source
9:45 - 10:45 a.m. General Session 7	Staff	The Adaptive Advantage: Customizing Your Natural Style for Effective Interactions 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. Takeaways: - 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