

# Tri-State 2015



TRI-STATE CONFERENCE | SEPTEMBER 30 - OCTOBER 2, 2015 | DOWNTOWN INDIANAPOLIS, IN

# GET IN THE GAME



## Presenting Sponsors:



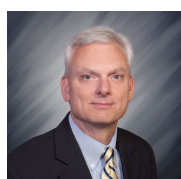
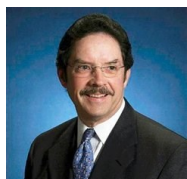
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# CONFERENCE AGENDA FRIDAY

## 10:15 a.m.—11:15 a.m. EST—Breakouts Continued (5 to choose from)

(Non-Dues / Events / Marketing/Communications Track) - Location: Meridian Central / Meridian West  
**What Do Sponsors Really Want?**

*Sponsors are expecting demonstrated ROI for the investments. What are the most attractive areas of sponsorship opportunities that your chamber can offer to exceed expectations from businesses sponsoring your chamber? How do staff professionals communicate that value to potential investors? What can your chamber do to entice additional investors to help increase the non-dues flow through the chamber's budget? Hear from a panel of business leaders about what drives each to say yes to partnership opportunities with local chambers. Panelists include: John Myrland (Sr. Vice President of Old National Bank), Sue Finkam (former VP of Marketing and Communications at Clarion (now IU Health) & currently Director of External Engagement at Indiana Donor Network) and David Borst (Director of Business Development with Barnes & Thornburg).*



## (Advocacy Track) - Location: Ohio (21st floor) **How To Work With Elected Officials**



*Interaction with local, state, and federal elected officials is critical to ensuring your Chamber is advocating on behalf of businesses in your area. In this breakout session, Trey Grayson, former Kentucky Secretary of State and current President of the Northern Kentucky Chamber, will discuss with you the best ways to interact with elected officials and their staffs across the lines of government.*

## (Advanced Management Track) - Location: Illinois (21st floor) **Resonant Leadership, Emotional Intelligence, and You!**

*Are you a resonant or dissonant leader? How do you know? Resonant leaders are attuned to themselves, their teams, their customers and their communities in which they work and play! Great leaders live passionate lives and face challenges and opportunities with hope and a deep belief in themselves and in the talents of others. By developing their emotional intelligence and practicing renewal, great leaders inspire commitment and achieve outstanding results! Join the discussion led by Lauris Woolford on building your self-awareness, maintaining self-control, enhancing your empathy, and developing others on your team to be their ideal self.*



## 11:30 a.m.—12:30 p.m. EST—Closing Keynote **Creating Innovative Organizations**



*Einstein famously defined insanity as doing the same things yet hoping for different results. By that definition, too many of today's chambers are "insane". In this session, Dr. Carolyn Goerner will explore tangible ways to encourage organizations to embrace learning and change to enable them to react positively to their changing environments.*

## 12:30 p.m. EST—Conference Adjournment