

ARMA SOUTHERN REGIONS LEADERSHIP 2018

Day/Time	Topic	Speaker(s)	Location
Thursday 6/28/18			
7:30	Breakfast		Hidalgo Foyer - Ballroom Level
8:00-8:30	Welcome and Ice Breaker Introductions	Mary Beth Hames & Earl Rich	Hidalgo - Ballroom Level
8:30-9:30	Keynote Presentation "Motivate Me!"	Marie-Pier Clark	Hidalgo - Ballroom Level
9:30-9:45	Break		Hidalgo - Ballroom Level
9:45-10:45	Leadership	Ryan Zilm, President Elect ARMA	Hidalgo - Ballroom Level
10:45-12:00	ARMA: Empowering our Community Come ready to learn about ARMA International's strategic direction and newest initiatives along with the challenges and opportunities the organization faces. CEO Jocelyn Gunter & BOD Members will provide a dynamic update on the resources and programs available to ARMA members. ARMA is evolving as it seeks to empower its community to advance their careers and our profession.	Jocelyn Gunter, CPA, IGP & Bill Bradford & Ryan Zilm, CRM, CIP, IGP, CEDS	Hidalgo - Ballroom Level
12:00-1:00	Lunch		Madero - Ballroom Level
1:00-2:00	Recruiting, maintaining and engaging members	SE & SW Chapter advisors	Hidalgo - Ballroom Level
2:00-2:45	Selling Volunteer Engagement	Mary Beth Hames & Earl Rich	Hidalgo - Ballroom Level
2:45-3:00	Break		Hidalgo - Ballroom Level
3:00-4:00	BOD Role Training (sharing best practices)	SE & SW Chapter advisors	Hidalgo - Ballroom Level
4:00-4:20	AIEF Presentation	AIEF Rep	Hidalgo - Ballroom Level
4:20-5:20	Communications Exercise	Mary Beth Hames & Earl Rich	Hidalgo - Ballroom Level
<p align="center">7-10 pm VRC Social Event @ Hard Rock Cafe San Antonio Riverwalk, Private Floor - HEAVY Hors d'oeuvres, Spirits and plenty of Fun! Complimentary event for RLC attendees</p>			<p align="center">Hard Rock Cafe San Antonio 111 West Crockett St San Antonio, TX 78205</p>
Friday 6/29/18			
7:30-8:30	Breakfast		Hidalgo Foyer
8:30-8:40	Welcome Day 2 Announcements	Mary Beth Hames & Earl Rich	Hidalgo - Ballroom Level
8:40-9:00	ICRM Presentation	ICRM Rep	Hidalgo - Ballroom Level
9:00-10:00	Collaboration Skills - Go from Good to Great, to Exceptional!	John Spencer SW Region	Hidalgo - Ballroom Level
10:00-10:15	Break		Hidalgo - Ballroom Level
10:15-11:30	HQ Resources Working For You - Whether it be membership, programming or governance, there is a lot to do as a chapter leader. This update will help new and seasoned leaders as we review best practices in chapter management and how to make the most of the resources available through ARMA HQ. There will be a special emphasis on the new and newly updated processes.	Heather Lehman, CAE	Hidalgo - Ballroom Level

11:30-1:00	Lunch		Madero - Ballroom Level
1:00-2:00	Social Media: Tools - Creating IN-Person Community	SE & SW Chapter advisors	Hidalgo - Ballroom Level
2:00-3:00	Region breakouts	SE & SW Chapter advisors	Hidalgo - Ballroom Level
3:00-3:15	Break		Hidalgo - Ballroom Level
3:15-4:15	Build your Personal Brand	Earl Rich	Hidalgo - Ballroom Level
4:15-4:30	Wrap up	Mary Beth Hames & Earl Rich	Hidalgo - Ballroom Level

or Liz Icenogle, CAE