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2020 was an unpredictable time, but it also taught us the flexibility of our chapter leaders and the value of our AMA volunteers. In this crucial year, chapters collaborated and made deeper connections than ever before. Throughout this unprecedented time, the bonds of community brought us even closer together.

Many chapter leaders found themselves responding to cultural events and dedicating themselves as agents of change within and outside their community. You proved that chapter leaders with valuable knowledge and the resources to build a successful chapter are the foundation of the program of Leadership Summit.

This year, Leadership Summit looks a bit different than previous years. While we can’t physically come together in Chicago, we’ve created a virtual space for engagement, networking and world-class marketing content. With live interactions, inspiring keynotes and some fun activities sprinkled throughout, you might not even miss being served blue desserts!

**Megan Mathy**  
*Manager, Professional Communities*
TO OUR FELLOW CHAPTER LEADERS:

We’re not the first to say it, and we won’t be the last: the past year has been CRAZY, for the world, our industry, our organization, our chapters and each individual leader among us. As professional marketers, chapter leaders and people, we have struggled, thrived, internalized, innovated, isolated, connected, challenged and FLEXED in ways we never imagined a year ago. We have pushed our creativity and comfort zones to the limit, and many of us are (let’s be honest) a little tapped out.

But make no mistake. These times have brought out the best in us. The best of us. Our organization and our employers have started to embrace change that was nascent at the beginning of 2020. That’s because the times and certain courageous leaders among us have finally forced that change. The impact of marketing and the value of community, a truly diverse and inclusive community, has been more visceral and essential than ever. And we will continue to grow. The future is not going to slow down or turn around. We are moving forward — fast.

The AMA Leadership Summit has always been a time for us to come together and be with people who share our challenges and celebrate our successes. We always learn from one another, and during this year when most of us have been distant and working from home offices, that learning and connection — albeit virtual — will be essential. We will miss seeing each other in person, but we can still see each other’s faces and share our ideas freely, as we have always done. And for many of you who have wanted to participate in the past but were resource-constrained, this virtual offering has made the conference accessible to you for the first time. We can’t be mad at that!

As always, we present you with a program developed, curated and presented by your peers. It represents the best thinking about our experiences over the past year and beyond, and how to help see our way forward. For the first time in a long time, we updated the Board in a Box to reflect current challenges and opportunities, technologies and best practices — and, above all else, our integral commitment to diversity, equity and inclusion across the organization, within our chapters and in every moment that matters. Take advantage of all that the program has to offer and engage freely with your colleagues. We need each other.

Thank you for joining us. We hope you leave prepared, refreshed, inspired and energized for what will surely be a world of opportunity, fulfillment and impact if we do it right!

Wishing you success,

Gina Bonar and BJ Gerjes
2021 Leadership Summit Co-Chairs
## AGENDA AT-A-GLANCE*

### Monday, May 10

**On-Demand Content Becomes Available**

### Thursday, May 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>3:00-3:30 pm</td>
<td><strong>Welcome to Leadership Summit 2021</strong></td>
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</table>
| 3:30-4:15 pm  | **Opening Keynote**  
Get Big Things Done: The Power of Connectional Intelligence  
*Erica Dhawan  
*Sponsored by YM Careers*
| 4:20-5:10 pm  | **Speed Networking: 45 Connections in 45 Minutes**                                |

### Friday, May 14

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<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>11:00-11:10 am</td>
<td><strong>Day 1 Welcome Address</strong></td>
</tr>
<tr>
<td>11:15 am-12:30 pm</td>
<td><strong>Leadership Summit 101 for New Chapter Leaders and Summit First-Timers</strong></td>
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| 11:15 am-12:30 pm | **DEI as a Critical Chapter Function**  
*(opportunity 1 of 3)*  
| 11:15 am-12:30 pm | **Digital Body Language Workshop with Erica Dhawan**  
*SAVVY: For Past Presidents and 5+ Year Attendees* |
| 12:15-1:00 pm | **Lunch and Learn: Networking and Expo**                                          |
| 1:00-1:10 pm | **Welcome to the Inner Circle**                                                   |
| 1:15-2:15 pm | **Keynote Panel: Perfect Blend of Practitioners**  
*Katie Hotze, Ivonne Kinser, Robin Laylin  
*Moderator: Michael Fleischner* |
| 2:30-3:15 pm | **Networking and Expo**                                                           |
| 3:15-4:45 pm | **Roles Breakouts**                                                               |
| 4:30-5:25 pm | **Glam Time Break**                                                               |
| 5:25-5:30 pm | **Red Carpet Chapter Photo Opp**                                                  |

*All times are CDT*
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<th>Time</th>
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<tr>
<td>5:30-6:30 pm</td>
<td>Volunteer Recognition, Awards and the Ric Sweeney Volunteer of the Year</td>
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<td>6:35-7:35 pm</td>
<td>Volunteer of the Year After-Parties</td>
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**Saturday, May 15**

<table>
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<th>Time</th>
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<tr>
<td>9:00-9:45 am</td>
<td>Rise and Shine Activities</td>
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<tr>
<td>10:15-10:20 am</td>
<td>Day 2 Welcome Address</td>
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<tr>
<td>10:20-11:10 pm</td>
<td>LOUDTables <em>(in Real Time Only)</em></td>
</tr>
<tr>
<td>11:30 am-12:00 pm</td>
<td>Networking Break/First Challenge</td>
</tr>
<tr>
<td>12:00-12:45 pm</td>
<td>AMA Support Center Townhall</td>
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<tr>
<td>12:45-1:30 pm</td>
<td>Chapter Excellence Awards – Winners Panel</td>
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<tr>
<td>1:30-2:00 pm</td>
<td>Networking Break/Second Challenge</td>
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<tr>
<td>2:00-2:45 pm</td>
<td>Make a Plan Breakouts</td>
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<tr>
<td>2:45-3:30 pm</td>
<td>Leadership Academy Sessions</td>
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<td>3:30-3:45 pm</td>
<td>Final Break</td>
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<tr>
<td>3:45-4:00 pm</td>
<td>Thank Yous and Pre-Closing Huddle</td>
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| 4:05-5:05 pm | Keynote                                               
  | Success Is a Journey, Not a Destination               |
  | Dominique Dawes                                       |
  | *Sponsored by Bob Cargill*                            |
| 5:10-5:25 pm | That's a Wrap!                                        |

*All times are CDT*
DETAILED AGENDA

Monday, May 10

On-Demand Content
All on-demand content will be made available on Monday, May 10 to kickstart your week of Leadership Summit. To access this content, visit the Resource Center in 6Connex. Below is a list of the sessions you’ll find, along with the presenters.

State of Diversity, Equity and Inclusion
A brief recap of what has happened in the diversity, equity and inclusion space over the past year, what we’ve accomplished as an organization and what’s coming next.
Vanessa Torres, San Antonio Chapter, PCC

Board in a Box: 2021 Refresh and Relaunch
A brief overview of what Board in a Box is, how you can use it to support your chapter and how it has changed this year.
Sarah Morris, Omaha Chapter, PCC
Joey Taylor-Moon, Iowa Chapter, PCC

Board in a Box Overviews
In these informative recordings, we’ll share overviews of Board in a Box sections. You’ll hear proven “truths,” best practices and metrics, and receive helpful resources and tools to support your chapter’s success. These presentations set the stage for the interactive Role Breakouts that will take place on Friday during the conference.

Chapter Leadership and Operational Excellence
Michael Fleischner, New Jersey Chapter, PCC
Will Trevor, New York Capital Chapter

Membership Recruitment and Retention Excellence
Rachel Saltsgaver, Indianapolis Chapter, PCC
Kimberly Strong, Atlanta Chapter

Chapter Communications and Technology Excellence
Sarah Morris, Omaha Chapter, PCC
Karen McFarlane, New York Chapter
Programming Content and Execution Excellence

Vanessa Torres, San Antonio Chapter, PCC
Tracy Russell-Beck, Triangle Chapter

Chapter Sponsorship and Partnership Excellence

Amber McKenna, PDX Chapter, PCC
Jordan Maddex-Kopp, Omaha Chapter

Chapter Excellence Awards Winner Presentations

As we prepare for a few days of lively discussion, sharing of ideas and learning from each other, these focused presentations from our Chapter Excellence Award winners will give you a boost of inspiration and set the stage for our dynamic “CEA Winners Panel” on Saturday during the conference! We hope you’ll take the time to listen in advance.

CEA Gold Winner Presentation

Jordan Maddex-Kopp, Omaha Chapter

CEA Silver Winner Presentation

Angela Long, Washington, DC Chapter

CEA Bronze Winner Presentation

Erika Waters, Houston Chapter

CEA Turn-It-Up Winner Presentation

Maria Gianotti, San Francisco Chapter

CEA Resilience Winner Fireside Chat

Erika Waters, Houston Chapter
Angela Long, Washington, DC Chapter
Jennifer Babin, Richmond Chapter

Moderator:
Holly Zachman, Alaska Chapter, PCC

This special pre-recorded session is ONE OF A KIND! PCC President Holly Zachman sits down with the CEA Resilience Award winners for a chat about what it took to thrive through the early months of the pandemic and into the new chapter year.
AMA Support Center Update

Russ Klein, CEO
Adara Bowen, Vice President, Growth and Brand
Christopher Cole, Director, Diversity, Equity and Inclusion
Elise Melendez, Director, Professional Communities
Matt Weingarden, Vice President, Communities and Journals
Charles Wiggins, Director, Enterprise Technology Operations
Chad Wilson, Director, Professional Development

Thursday, May 13

3:00-3:30 pm CDT | Main Stage
Welcome to Leadership Summit 2021

3:30-4:15 pm CDT | Main Stage
Sponsored by: ymcareers®

Opening Keynote
Get Big Things Done: The Power of Connectional Intelligence

Erica Dhawan, Author and Entrepreneur

During this unprecedented time of change and uncertainty, we are collaborating within and across our chapters faster and more often than ever before. We feel like we’re connected — but are we really? Erica Dhawan teaches you the art and science of working better together using Connectional Intelligence, the key to productivity and collaboration for AMA chapters and marketing professionals in the new normal.

As leaders, how do we master the art of keeping our own marketing teams and our chapter members engaged and on track? How do we build inspired and inclusive cultures remotely? How do we brainstorm, have difficult conversations and even bring in new chapter members digitally? Leaders will learn how to unlock new and unrealized value from our chapters, grow and retain members, improve cross-chapter collaboration and sharpen our skills as marketing professionals in a digital age.

Erica is known as the authority on collaboration in a digital-first workplace, with research and insights on connectional intelligence and digital body language. She’s co-author of Get Big Things Done: The Power of Connectional Intelligence and host of the “Masters of Leadership” podcast.
Opening Keynote continued »

Outcomes:

• Discover new ways to lead, inspire and communicate with diverse teams through uncertainty.
• Learn how to keep cross-team collaborations aligned, build trust and foster motivation.
• Gain specific actions to inspire teamwork, innovation, resilience, revitalization and results-driven progress.
• Behaviors to build trust and connection, no matter the distance.

Learn relevant insights in Erica’s new book *Digital Body Language*, released the week of the conference!

### 4:20-5:10 pm CDT | Meeting Rooms » Speed Networking

**Speed Networking: 45 Connections in 45 Minutes**

Join us for a few quick rounds of introductory chatting to connect with fellow attendees before diving into a number of highly interactive sessions throughout the conference! We’ll randomly scramble you out into small groups for three rounds of 15 minutes each. Collect new LinkedIn connections, talk about what you want to learn/gain, and have some fun as we kick off LS21 together!

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**Friday, May 14**

#### 11:00-11:10 am CDT | Main Stage

**Day 1 Welcome Address**

#### 11:15 am-12:30 pm CDT | Meeting Rooms » Kickstarts

**Leadership Summit 101 for New Chapter Leaders and Summit First-Timers**

This session will provide Summit first-timers and new chapter leaders a foundational understanding of what to expect at the conference, including terminology, technology, interaction, session selection, resources and more. We’ll provide a helpful overview and leave plenty of time for audience Q&A. Come with your curiosity, energy and a way to capture copious notes.

**PRO TIP:** Be sure you’ve set up your profile in the 6Connex conference platform in advance so you can optimize your networking experience!

*Mihali Stavlas*, Triangle Chapter, PCC  
*Stewart Law*, Oklahoma City Chapter, PCC
DEI as a Critical Chapter Function (opportunity 1 of 3)

Diversity, equity and inclusion adds value across AMA chapter functions in a number of ways. It widens the circle for robust membership and volunteer pools, it brings new ideas and innovation to the table, and creates a wholehearted environment to more deeply engage more people. These sessions will touch on a few of the more critical elements of integrating DEI into your chapter and, just maybe, beyond.

NOTE: We’ve scheduled this session three times so anyone who wants to attend can. We’ll present the same material, but different presenters will certainly have their own perspective. We’re reflecting the value of equity and diversity!

Amber McKenna, PDX Chapter, PCC
Vanessa Torres, San Antonio Chapter, PCC

Digital Body Language Workshop with Erica Dhawan

» SAVVY: For Past Presidents and 5+ Year Attendees

As businesses innovate to ensure future competitiveness in our changing world, Erica Dhawan, CEO of Cotential and a leading expert on 21st century collaboration, offers practical research and strategies on how marketing leaders are managing customer experience and guiding teams to lead with adaptability and innovation by mastering what she calls “digital body language.”

Erica will share key takeaways from her research, client work and her new book, Digital Body Language, that decodes the new signals and cues to foster trust, connection and understanding, in the absence of traditional body language, for employees and for brands. Her insights will help marketing leaders avoid groupthink and bias, read digital signals and understand the cues they send, and improve influence with their companies — in and out of the (virtual) boardroom. Attendees will leave with practical actions that transform their teams, improve collaboration across marketing, sales and service, and accelerate the customer experience.

Outcomes:

• Gain specific actions to inspire teamwork, innovation, resilience, revitalization and results-driven progress.

• Gain new, research-based strategies to improve marketing tactics, incorporate powerful digital visual aids and generate client or customer engagement.

• Understand the new signals of the “trust equation” in a virtual context and what cues you broadcast (even if you don’t intend to).

• Most importantly, discover specific ways to improve client or customer urgency and build trust using Digital Body Language, with the goal of driving loyalty, referrals and revenue.
**12:15-1:00 pm CDT | Exhibit Hall**

**Lunch and Learn: Networking and Expo**

Every year, chapter leaders tell us one of the biggest benefits of attending Summit is the fellow chapter leaders they meet. This year should be no different! Use this valuable time to jump into spontaneous one-to-one or group chats and/or visit sponsor booths, explore the Resource Library, and plan the rest of your experience in the 6Connex conference platform. Be sure you have your profile complete prior to the conference so people can find and connect with you!

**1:00-1:10 pm CDT | Main Stage**

**Welcome to the Inner Circle**

**1:15-2:15 pm CDT | Main Stage**

*Sponsored by:* [VideoEnvy](#)

**Keynote Panel: Perfect Blend of Practitioners**

A fast-paced and dynamic conversation about digital transformation and personalization among marketing pros.

**Panelists:**
*Katie Hotze*, Founder and CEO, Grocery Shoppi
*Ivonne Kinser*, Head of Digital Marketing and eCommerce, Avocados from Mexico
*Robin Laylin*, Director, Marketing & Search Solutions, Microsoft

**Moderator:**
*Michael Fleischner*, Founder and CEO, Big Fin SEO

**2:30-3:15 pm CDT | Exhibit Hall**

**Networking and Expo**

Take time to familiarize yourself more with the platform, check out the chat lounge and any other areas you haven’t hit yet!
3:15-4:45 pm CDT | Meeting Rooms » Roles Breakouts

Roles Breakouts

President-Elect for Small and Medium Chapters
INCOMING PRESIDENTS-ELECT from chapters with 200 members or less will gather to get acquainted with their cohort, share challenges and expectations, and get grounded in best practices as they head into their year as an Executive-level Chapter Leader. This group will be a vital resource and support network for you in the coming year — don’t miss this collegial connection opportunity!

Vanessa Torres, San Antonio Chapter, PCC
Maria Gianotti, San Francisco Chapter

President-Elect for Medium and Large Chapters
INCOMING PRESIDENTS-ELECT from chapters with 200 members or more will gather to get acquainted with their cohort, share challenges and expectations, and get grounded in best practices as they head into their year as an Executive-level Chapter Leader. This group will be a vital resource and support network for you in the coming year — don’t miss this collegial connection opportunity!

Michael Fleischner, New Jersey Chapter, PCC
Kimberly Strong, Atlanta Chapter

President for Small and Medium Chapters
INCOMING PRESIDENTS from chapters with 200 members or less will gather to reconnect and/or get acquainted with their cohort, share challenges and expectations, and get grounded in best practices as they head into their year leading the chapter. This group is already connected via the President Elect Slack Channel, and the bonds will only get tighter during the year as President. It will be a vital resource and support network for you in the coming year — don’t miss this collegial connection opportunity!

Holly Zachman, Alaska Chapter, PCC
Will Trevor, New York Capital Chapter

President for Medium and Large Chapters
INCOMING PRESIDENTS from chapters with 200 members or more will gather to reconnect and/or get acquainted with their cohort, share challenges and expectations, and get grounded in best practices as they head into their year leading the chapter. This group is already connected via the President Elect Slack Channel, and the bonds will only get tighter during the year as President. It will be a vital resource and support network for you in the coming year — don’t miss this collegial connection opportunity!

Joey Taylor-Moon, Iowa Chapter, PCC
Angela Long, Washington, DC
Let's Talk Membership! Sharing Best Practices, Challenges and Opportunities
Join this facilitated discussion with your incoming MEMBERSHIP-focused peers. We'll dive into recruitment and retention, member value, volunteer engagement and whatever YOU want to explore. This is the time to build on the Board in a Box principles you learned from the pre-recorded BiB session, hear some great examples, learn from each other, and form bonds that will be a vital resource and support network for you throughout the coming year. Don't miss this collegial connection opportunity!

Rachel Saltsgaver, Indiana Chapter, PCC
Jordan Maddex-Kopp, Omaha Chapter

Let's Talk Communications! Sharing Best Practices, Challenges and Opportunities
Join this facilitated discussion with your incoming COMMUNICATIONS-focused peers. We’ll dive into all things communications, from email, websites and social media to enabling technology and whatever YOU want to explore. This is the time to build on the Board in a Box principles you learned from the pre-recorded BiB session, hear some great examples, learn from each other, and form bonds that will be a vital resource and support network for you throughout the coming year. Don't miss this collegial connection opportunity!

Gina Bonar, Cincinnati Chapter, PCC
Tracy Russell-Beck, Triangle Chapter

Let's Talk Programming! Sharing Best Practices, Challenges and Opportunities
Join this facilitated discussion with your incoming PROGRAMMING-focused peers. We’ll dive into speaker recruitment, topic selection, winning formats, live and virtual, pricing, operations and whatever YOU want to explore. This is the time to build on the Board in a Box principles you learned from the pre-recorded BiB session, hear some great examples, learn from each other, and form bonds that will be a vital resource and support network for you throughout the coming year. Don’t miss this collegial connection opportunity!

Debra Pack, Columbus Chapter, PCC
Robin Tooms, Houston Chapter

Let's Talk Sponsorship! Sharing Best Practices, Challenges and Opportunities
Join this facilitated discussion with your incoming SPONSORSHIP-focused peers. We’ll dive into sponsorship packages, delivering sponsor/partner value, in-kind and cash sponsorship development, and whatever YOU want to explore. This is the time to build on the Board in a Box principles you learned from the pre-recorded BiB session, hear some great examples, learn from each other, and form bonds that will be a vital resource and support network for you throughout the coming year. Don’t miss this collegial connection opportunity!

Mihali Stavlas, Triangle Chapter, PCC
Erika Waters, Houston Chapter
Let’s Talk Research and Insights — Surveys and Understanding the Data
Join this facilitated discussion with your RESEARCH AND INSIGHTS-focused peers. We’ll dive into surveys, qualitative research, response rates, analytics, annual surveys, event feedback and whatever YOU want to explore. This is the time to build on the principles you have practiced or planned for your chapters, hear some great examples, learn from each other, and form bonds that will be a vital resource and support network for you throughout the coming year. Don’t miss this collegial connection opportunity!

Stewart Law, Oklahoma City, PCC
BJ Gerges, Houston Chapter, PCC

Let’s Talk Collegiate and Mentorship — Building a Stronger Community
Join this facilitated discussion with your COLLEGIATE AND MENTORSHIP-focused peers. We’ll dive into student and advisor outreach, mentorship programs and whatever YOU want to explore. This is the time to build on the principles you have practiced or planned for your chapters, hear some great examples, learn from each other, and form bonds that will be a vital resource and support network for you throughout the coming year. Don’t miss this collegial connection opportunity!

Amber McKenna, PDX Chapter, PCC

DEI as a Critical Chapter Function (opportunity 2 of 3)
Diversity, equity and inclusion adds value across AMA chapter functions in a number of ways. It widens the circle for robust membership and volunteer pools, it brings new ideas and innovation to the table, and creates a wholehearted environment to more deeply engage more people. These sessions will touch on a few of the more critical elements of integrating DEI into your chapter and, just maybe, beyond.

NOTE: We’ve scheduled this session three times so anyone who wants to attend can. We’ll present the same material, but different presenters will certainly have their own perspective. We’re reflecting the value of equity and diversity!

Aaron Templer, Colorado Chapter, PCC
Karen McFarlane, New York Chapter, PCC

4:30-5:25 pm CDT
Glam Time Break

5:25-5:30 pm CDT
Red Carpet Chapter Photo Opp
5:30-6:30 pm CDT | Main Stage

Volunteer Recognition, Awards and the Ric Sweeney Volunteer of the Year

Tonight is all about celebrating our amazing volunteers, with lots of appreciation and special recognition leading up to a keynote speech from this year’s Volunteer of the Year, Robin Tooms. Think of it like the Golden Globes of the AMA. There are a LOT of people and chapters to recognize, but we will shine a special light on those invested in Diversity, Equity, and Inclusion (DEI) efforts as well as Volunteer of the Year nominees, honorable mentions and of course, our beloved winner, Robin Tooms. Robin will tug at all our heartstrings with a message of love and support that you will never forget. PRO TIP: Have a tissue handy.

6:35-7:35 pm CDT | Lounges » Volunteer of the Year After-Parties

Volunteer of the Year After-Parties

• Ole Smokey Whiskey Bar with Nashville’s Jen Renshaw
• Mocktail and Kombucha Cafe with Cincinnati’s Afton Palmer
• Microbrew Smackdown with Colorado’s Aaron Templer
• Margarita Madhouse with Houston’s Stephen Mendoza
• Blue Motorcycle Cocktail Lounge with Richmond’s Jennifer Barbin
• Tasting Notes Wine Bar with Chicago’s Marnie Thompson
• Coffee and Community with PDX/Portland’s Michelle Gerber

Saturday, May 15

9:00-9:45 am CDT | Lounges » Rise and Shine Sessions

Rise and Shine Activities

• Coffee Talk *(In Real Time)*
• Walk the Talk *(On Demand)*
• Gentle Yoga *(On Demand)*
• Meditation *(On Demand)*

10:15-10:20 am CDT | Main Stage

Day 2 Welcome Address

Don’t be late! LOUDTables are an AMA crowd favorite. First, we’ll recap the conference so far and preview the day, but then it will start moving fast!
LOUDTables

If this is your first Summit, we hope you attended Summit 101 on Friday so you know what a LOUDTable is, but in case you didn’t, these are concurrent “table” discussions where you hop in and out at least every 20 minutes. Each topic will be repeated three times within the hour and will be facilitated by a host, but the idea is quick sharing of best practices, key learnings, challenges and opportunities with other attendees. In the end, you’ll have a great list of takeaways and new go-to contacts! You can join three (or more) topics:

Board Recruitment and Succession Planning
Michael Fleischner, New Jersey Chapter, PCC

Member Value and Retention
Joey Taylor-Moon, Iowa Chapter, PCC
Robin Tooms, Houston Chapter, PCC

Volunteer Recruitment and Appreciation
Mihali Stavlas, Triangle Chapter, PCC
Jennifer Babin, Richmond Chapter

Financial Management
Stewart Law, Oklahoma City, PCC
Erika Waters, Houston Chapter

Board Management and Operations
Aaron Templer, Colorado Chapter, PCC
Kimberly Strong, Atlanta Chapter

Offering the Right Programming Mix
Vanessa Torres, San Antonio Chapter, PCC
Will Trevor, New York Capital Chapter

Speaker Recruitment Strategies
Debra Pack, Columbus Chapter, PCC
Tracy Russell-Beck, Triangle Chapter

AMA Support Center Resources
Rachel Saltsgaver, Indiana Chapter, PCC
Amber McKenna, PDX Chapter, PCC
Creating Sponsorship Packages
Karen McFarlane, New York Chapter, PCC
Holly Zachman, Alaska Chapter, PCC

Enabling Technology
Angela Long, Washington, DC Chapter
Maria Gianotti, San Francisco Chapter

11:30 am-12:00 pm CDT

Social Break/First Challenge
We challenge you to get in 500 steps and drink at least 8 oz. water, snap a selfie that shows us your energy level and post it to #AMASummit, grab a healthy snack and get right back into the platform to have a few sidebar conversations before we get back to the rest of the day!

12:00-12:45 pm CDT | Main Stage

AMA Support Center Townhall
In the AMA Support Center Update video shared with you earlier this week, members of our leadership team shared an overview of what we’ve accomplished together, what’s brewing next and what this means for you in the upcoming year.

As an organization, the AMA has shifted to digital-first and curation-first orientations with a broader emphasis on diversity, equity and inclusion as well as new perspectives on member value and experience. What has not changed is our core purpose and vision — we still strive to be the essential community for marketers including a robust network of active chapters.

This session is your opportunity to ask questions you have for staff about the information shared in the AMA Support Center Update.

You can also dive deeper into the AMA Support Center Update with this companion resource packet. Please do not hesitate to fill out this form with your questions throughout the week, especially if you cannot make this live conversation.

Russ Klein, CEO
Jeremy Van Ek, COO
Jerod Clark, Director, Brand Experience
Elise Melendez, Director, Professional Communities
Julie Schnidman, Vice President, Alliances
Molly Soat, Vice President, Professional Development
Charles Wiggins, Director, Enterprise Technology Operations
Matt Weingarden, Vice President, Communities and Journals
Chad Wilson, Director, Professional Development
12:45-1:30 pm CDT | Main Stage

Chapter Excellence Awards - Winners Panel

You’ve watched the winner videos. You’ve heard the accolades. Now it’s time to hear from the winners themselves. Immediate Past Presidents from our top four CEA Award-winning chapters take the stage with incoming PCC President Holly Zachman to discuss how they rose above the challenges of a most challenging year; what they delivered for their communities, members, and volunteers; where they succeeded; and what they learned. You’ll have a chance to ask them questions too. Get ready to FLEX with the best!

**Gold Chapter of the Year:** Jordan Maddex-Kopp, Omaha Chapter

**Silver Chapter of the Year:** Angela Long, Washington, DC Chapter

**Bronze Chapter of the Year:** Erika Waters, Houston Chapter

**Turn-It-Up Chapter of the Year:** Maria Gianotti, San Francisco Chapter

**Moderator:** Holly Zachman, Alaska Chapter, PCC

1:30-2:00 pm CDT

Social Break/Second Challenge

We challenge you to get in 500 more steps, drink another 8 oz. of water, get creative and tweet how you’re feeling in 6 words to #AMASummit, and get right back into the platform to have a few more sidebar conversations before we continue with the program!

2:00-2:45 pm CDT | Meeting Rooms » Make a Plan Breakouts

Make a Plan Breakouts

**Annual Strategic Planning**

A strong strategic plan is the foundation for a successful board year. Gain a better understanding of the elements of a powerful and actionable strategic plan, and how to use your plan as a roadmap for the year ahead. Summit is the place you become energized with new ideas and creative collaborations. Take that energy back to your team as you build your strategic plan together.

**Debra Pack**, Columbus Chapter, PCC

**Angela Long**, Washington, DC Chapter
Succession Planning

Succession planning sets your chapter up for success in the long run and peace of mind in the short run. When you have a solid succession plan in place, it means you have a strong bench and a solid pipeline of leaders to jump in when (not if) life and unexpected turnover happen. Incoming Presidents-Elect will be especially interested in this session, as this is the year you build your board for the following year as President! Join us to hear tips and ask questions.

Joey Taylor-Moon, Iowa Chapter, PCC
Tracy Russell-Beck, Triangle Chapter

Committee Action Planning and Execution

Great chapters are built for long-term strength and stability, and committees are an important factor to overall success. During this session, we’ll dive into strategies and tips for building out committees, take a look at chapter committee examples, and share ways to keep committee volunteers engaged.

Karen McFarlane, New York Chapter, PCC
Rachel Saltsgaver, Indiana Chapter, PCC

Preparing a Winning CEA

Whether your chapter is thinking of completing a CEA entry for the first time in a while or has a history of entering but it’s YOUR turn to get it done, this session will help lay the groundwork for a valuable process and positive outcomes. Completing an entry can be a win in and of itself! Join us to hear why, learn more and ask any/all questions of leaders who’ve been there and done that. Especially valuable session for incoming Immediate Past Presidents as it is “your year” to submit!

Michael Fleischner, New Jersey Chapter, PCC
Robin Tooms, Houston Chapter, PCC

DEI as a Critical Chapter Function (opportunity 3 of 3)

Note: This session will run from 2:00 to 3:30 pm

Diversity, equity and inclusion adds value across AMA chapter functions in a number of ways. It widens the circle for robust membership and volunteer pools, it brings new ideas and innovation to the table, and creates a wholehearted environment to more deeply engage more people. These sessions will touch on a few of the more critical elements of integrating DEI into your chapter and, just maybe, beyond.

NOTE: We’ve scheduled this session three times so anyone who wants to attend can. We’ll present the same material, but different presenters will certainly have their own perspective. We’re reflecting the value of equity and diversity!

Kimberly Strong, Atlanta Chapter
Mihali Stavlas, Triangle Chapter, PCC
2:45-3:30 pm CDT | Meeting Rooms » Leadership Academy

Leadership Academy Sessions

**Design Thinking — New Thinking for New Ideas**
We’re here because we want to tackle big changes and move mountains. Your notebook is full of ideas and you have big aspirations but limited time and resources. You’ve probably heard about design thinking, design sprints, agile... but aren't sure how these practices can help you as chapter leaders create new ideas to solve some of your biggest challenges. During this session, you'll learn how to incorporate design thinking and design sprints together as a problem-solving framework to kickstart new opportunities using key principles around empathy and ideation, then learn to how you can test and implement ideas more efficiently in a chapter setting.

Robin Tooms, Houston Chapter, PCC  
Rachel Saltsgaver, Indiana Chapter, PCC

**Antifragile Leadership — Thriving in Times of Disorder**
Now that we have some knowledge of what breaks, what survives and what thrives during an unexpected event with an extreme impact like the COVID-19 pandemic and subsequent economic crises, what will we do with this knowledge? As leaders, we can build strategies that don't just survive but actually gain from disruption, developing value not just for the organizations we serve but for our own life to become indispensable professionals across a variety of situations that our chapters, companies or clients face. Author Nassim Nicholas Taleb coined the term “antifragile” to describe entities and organizations that gain from disorder, and its concepts have been applied to everything from economics to business. This session brings the principles to leadership.

Aaron Templer, Colorado Chapter, PCC  
Will Trevor, New York Capital Chapter

**Confessions of a Recovering Diminisher: Lessons in Leadership from Multipliers**
After an AMA event in Chicago, Stacy Armijo boarded an airplane bound for her hometown of Austin and during the flight, she cracked open Liz Wiseman and Greg McKeown’s book *Multipliers*. By the time she landed, her confidence was shaken by the discovery she was what Wiseman calls an “accidental diminisher,” and her journey to become a more effective leader began. In this session, attendees will learn what Stacy did — which is that the habits she thought supported and empowered her teammates often actually diminished their contributions — and how we can show up differently to create the impact we want.

Stacy Armijo, Austin Chapter, AMA Board of Directors  
Stewart Law, Oklahoma City, PCC
Utilizing Research to Drive Insights

Joy and Wendy of the Research and Insights Cross-Chapter Group and AMA Washington, DC will discuss research initiatives at AMADC, with takeaways that other chapter leaders can use to empower decision-making in their chapters.

Joy Levin, Washington, DC Chapter
Wendy Price, Washington, DC Chapter

3:30-3:45 pm CDT
Social Break/Final Challenge

We challenge you to get in one more round of 250-500 steps and another glass or bottle of water, post your best FLEX selfie to #AMASummit, and hurry back for our closing keynote and announcements!

3:45-4:00 pm CDT | Main Stage
Thank Yous and Pre-Closing Huddle

This is it — the final session. We’ll take a few moments to recap, reflect, thank and honor. Then we are ecstatic to introduce our closing keynote speaker, Olympian Dominique Dawes!
**Keynote**

*Success Is a Journey, NOT a Destination*

*Dominique Dawes, Olympic Gold Medalist, Gymnastics*

Dominique Dawes won Olympic gold. But for her, success is so much more than medals and accolades: it’s something she worked hard to achieve everyday en route to Olympic glory. Her journey in the sport of gymnastics lasted 18 years, and in those years she stood strong on numerous podiums, leaving lasting impressions in the hearts of fans. It’s the moments in between — what she calls the “journey” — that helped her realize the success that she was always striving for. Overcoming the inevitable obstacles, challenges and doubts are the moments in the journey that build the champion in Dawes. Surrounding herself with the right team, developing the mindset to persevere and turning negative situations into life lessons is how Dawes realized that “Success Is a Journey, NOT a Destination.”

*That’s a Wrap!*

Dominique is a motivational speaker who is best known as an Olympic athlete who competed in three Olympic Games. She won four Olympic medals and became the first African American gymnast to win an individual Olympic medal in women’s gymnastics.
CHAPTER AWARDS

2019-20 Chapter Excellence Award Recipients

The Chapter Excellence Awards program was established in 1974 to recognize and reward outstanding achievements in leadership, finance, membership, programming and communications among AMA professional chapters. The Platinum Club of Continuing Excellence includes recipients of a Chapter Excellence Award for at least five consecutive years.

Congratulations to all Chapter Excellence Awards program entrants who now have a permanent record of their chapter year.

Chapters of the Year

**GOLD:** Omaha Chapter
**SILVER:** Washington, DC Chapter
**BRONZE:** Houston Chapter
**TURN-IT-UP:** San Francisco Chapter

Leadership Excellence

Cincinnati Chapter
Iowa Chapter
Triangle Chapter

Finance Excellence

Chicago Chapter
Baltimore Chapter
Nashville Chapter

Membership Excellence

Austin Chapter
Charlotte Chapter
Iowa Chapter

Program Excellence

Austin Chapter
New York Capital Region Chapter
PDX Chapter

Communications Excellence

Atlanta Chapter
Charlotte Chapter
Chicago Chapter

Community Excellence

Atlanta Chapter
Iowa Chapter
Tampa Bay Chapter

Leadership Special Merit

Atlanta Chapter
PDX Chapter
Richmond Chapter

Finance Special Merit

Cincinnati Chapter
Pittsburgh Chapter
Richmond Chapter
2021 Ric Sweeney Chapter Volunteer of the Year

The annual Ric Sweeney Chapter Volunteer of the Year award recognizes and rewards an outstanding professional chapter leader whose contributions have added significantly to the goals of the American Marketing Association.

**Robin Tooms, AMA Houston**

Robin has spent her 20+-year professional career ascending from creative and design roles, to leading strategy for clients and serving as a virtual CMO, to an in-house CMO for a leading financial institution. As an innovative marketer, she has deep expertise in areas including retail and B2B, corporate and product branding, digital marketing and marketing automation, and integrated brand and marketing strategies. Over the years, she has gained a reputation for driving initiatives that capture millions of dollars in brand value and new revenue opportunities.

Robin firmly believes that everyone has a responsibility to support the community that helped their personal and professional success. Her mission has been twofold: to create awareness and value for our design and marketing communities, and to support the organizations and students that will shape the next generation of professionals. To do this, she regularly volunteers for board and leadership positions with organizations, including over 15 years of volunteering for the American Marketing Association in a variety of roles.
FAQs

Where do I go with questions or feedback?
The Help Desk within the virtual environment will be open:

- **Thursday, May 13** — 2:00-5:00 pm CDT
- **Friday, May 14** — 10:00 am-7:45 pm CDT
- **Saturday, May 15** — 8:30 am-6:45 pm CDT

AMA staff will be on hand and ready to help. You may also reach out to us at customersupport@ama.org for assistance at any time.

Do I have to attend the entire event?
Just as with an in-person conference, you have the freedom to pick the sessions you attend at this virtual event. We’ve spread the schedule out over multiple days to ensure you get the most out of your experience. Participating in as much of this conference as you are able is going to give you the best opportunity to connect with other chapter leaders and learn from them.

**PRO TIP:** If you’re attending with multiple leaders from your chapter, consider splitting up during breakouts to ensure you get the most out of the event.

Will the sessions be recorded?
Some, but not all. Sessions that primarily deliver learning and instructional content and do not rely heavily on discussion will be recorded and available to view on-demand after the conference.

What access will I have after the conference?
On Tuesday, May 18, attendees will receive access to:

- On-demand sessions from the event
- Continued access to the Resource Center and Exhibit Hall
- Presentation decks and additional resource documents
Can I ask questions during the sessions?

Yes. Q&A will be available via synchronous chat in all sessions. Breakout and networking sessions will provide the opportunity to speak on-camera as well. We encourage you to participate in Q&As and talk to other attendees throughout the event too.

Do I need to have a webcam?

Although you do not need a webcam to attend the event, you’re encouraged to use your webcam during breakout and networking sessions to allow for a face-to-face experience with other attendees.

Are there ADA accommodations?

We will be utilizing Zoom-enabled live captioning and transcription for this event.

Why aren’t the sessions loading on my phone or tablet?

Laptops, desktop computers (Mac or PC), and tablets and phones (Android or iOS) are supported. While you can access the event on your mobile device, we do not recommend this experience. However, if you must utilize your tablet or mobile device to access the event, you must have the Zoom app installed on your device.

Is there a dress code for the conference (even though we are virtual)?

Please wear your chapter swag for most of the event, including T-shirts, hats, buttons, etc. For the Saturday awards ceremony, grab your cocktail garb and break out your fancy clothes!

How can I keep the PDFs and sessions I want to attend organized and easily accessible?

Use your digital briefcase! Just click on the briefcase icon wherever you see it, and it will add that content to your personal briefcase so you can access it easily. From your briefcase, you can preview and download individual documents — or download your briefcase in its entirety as a .zip file to your desktop.
TECH REQUIREMENTS

The 2021 AMA Leadership Summit is being hosted on the 6Connex platform in conjunction with Zoom Meetings and Zoom Webinars.

Attending Live Sessions

• Zoom is integrated into the 6Connex platform
• It will open the presentation in a new tab
• If Zoom is not already downloaded on your device, a pop-up will appear prompting a download. This is required.
• Attending with your video on, when applicable, is optional but suggested!

Minimum System Requirements

The 6Connex platform recommends the following technical set-up for the best experience:

• 1024 x 768 screen resolution minimum
• 1.4 Mbps internet connection minimum
• Allow Flash
• Allow cookies
• Disable pop-up blockers
• Disconnect from a VPN (if possible)

Devices

Laptops, desktop computers (Mac or PC) and tablets (Android or iOS) are supported.

Important notice: We do not recommend mobile devices for the conference, but if you need to join from a mobile device, be sure to have all pop-up blockers disabled and the Zoom app installed for the best experience.

Internet Browser

This is a virtual, browser-based experience. If you’re using an older or unsupported operating system, internet browser or version of Flash, you may experience decreased performance. We recommend Chrome or Firefox as the most stable and consistent browsers for accessing the virtual environment.
Firewall

An automatic system test is available that will check the connectivity of the domains listed in the detailed System Technical Requirements. Try the System Test and Webinar System Test to ensure you have a great experience.

*Please note:* This system check covers standard platform functionality. It does not cover requirements for any third-party services (like Zoom) that may be integrated into the experience.

Display/Resolution Size

The recommended resolution for your display is at least 1024 x 768. If you are using a PC or Mac, please ensure that your browser zoom level is set to 100% as the presentation is best viewed at that setting. In most browsers, you can use Ctrl + 0 to reset your zoom level. This option can also be found in the tools or view menu.
NETWORKING

You have numerous ways to connect with your peers during the conference. It all starts with your attendee profile...

Attendee Profile

Create your profile so like-minded marketers and sponsors can find you!

This is your conference name tag and the best way to introduce yourself to other attendees. Plus, you can get details about marketers you are curious to meet. This is the bonus of a virtual event!

Just follow these steps:

1) Upon entering the environment, find the gear icon in the upper righthand corner.
2) Select “Edit Registration Info.”
3) Check that your information is accurate and add even more details, such as:
   - Headshot
   - LinkedIn profile
   - Pronouns
   - Chapter/company details
   - Who you are looking to connect with
   - Anything you want your peers to know!
4) Then click the “Attendees” icon in the bottom navigation bar and start searching for new connections.

Lounge

Keep the conversation going on topics that matter most to you.

Visit the Lounge within the virtual environment and connect with others throughout the event.

Direct Messaging

The new way to hold side conversations.

See someone on the attendee list or in a session chat you’d like to talk with more? Reach out! Direct messages are a great way to say hello or pose a question to keep the conversation going.
Live Session Chats

Real-time conversation about the content being shared.

Studies show that engaging in the chatbox during presentations helps you stay present and walk away with more value. So offer your two cents, ask questions and respond to others.

Social Media

Share with your network!

Make sure you’re following us on Facebook, LinkedIn and Twitter to see what your new connections are saying about the conference. Then share your favorite quotes, new ideas and major takeaways. Remember to tag @AMA_Marketing and #AMASummit with each post.

Networking Opportunities

You have multiple chances to network and socialize with your peers throughout the event:

**Thursday, May 13**

**Speed Networking**  
45 Connections in 45 Minutes  
4:20-5:10 pm CDT

**Friday, May 14**

**Virtual Lunch Break**  
12:15 pm CDT  
Grab your lunch and come “hang out” in the Exhibit Hall. Get to know each other using the private and group chats, and connect with our sponsors and solution providers.

**Volunteer of the Year After-Parties**  
6:35-7:35 pm CDT  
Grab a drink or some blue food and join one of our networking rooms to connect with fellow attendees.

**Saturday, May 15**

**Rise and Shine Coffee Talk**  
9:00-9:45 am CDT  
Get your favorite morning beverage and head on in to the 6Connex conference platform early to see who else is hanging out in the AMA Lounge. Start a group or individual chat with other early birds and talk about what you’re attending later. Reconnect with old friends or make some new ones!

**LOUDTables**  
10:20-11:10 am CDT  
Join us for everyone’s favorite networking event — LOUDTables!

**Social Break/Challenges**  
11:30 am-12:00 pm CDT  
1:30-2:00 pm CDT  
3:30-3:45 pm CDT
GETTING AROUND

This section will orient you to the features in the virtual environment so you can easily find your way around the conference.

Upper Navigation Bar

Access Your Information

The gear icon in the upper righthand corner of the upper navigation bar is where you can:

1) Update your Attendee Profile. Select “Edit Registration Info.” Check that your information is accurate and fill out even more details. This is the best way to help the right people find you.

2) Change your Profile Settings. This section allows you to choose what information in your profile is shared with fellow attendees or with AMA Support Center representatives. We recommend sharing as much information as you are comfortable with.

Search

Looking for a specific presentation or document? The search bar will help you find it quickly.

Lower Navigation Bar

Main Stage

This is our keynote auditorium for some of the conference’s most important happenings. For days and times, please see the agenda pages.

• Opening Keynote: Get Big Things Done: The Power of Connectional Intelligence
• Keynote Panel: Perfect Blend of Practitioners
• Volunteer Recognition, Awards and the Ric Sweeney Volunteer of the Year
• AMA Support Center Townhall
• Chapter Excellence Awards - Winner Panel
• Keynote: Success Is a Journey, NOT a Destination
Meeting Rooms

Here, you’ll find theaters for all of our breakout sessions and exclusive content rooms. When in doubt, this is a good place to start. Meeting rooms include:

- Speed Networking
- Kickstarts
- Roles Breakouts
- LOUDTables
- Make a Plan Breakouts
- Leadership Academy Sessions

Exhibit Hall

Don’t miss out on this interactive, engaging space that allows you to meet with our partners and learn about their products and services.

Lounges

Join conversations with your colleagues around the topics impacting your work the most. Visit anytime throughout the event. This is also the place to find Volunteer of the Year After-Parties and Rise and Shine Activities!

Help Desk

Whether you need technical support or have questions about the event, ask an AMA staff member. We’re here for you!

Hours:

- **Thursday, May 13** — 2:00-5:00 pm CDT
- **Friday, May 14** — 10:00 am-7:45 pm CDT
- **Saturday, May 15** — 8:30 am-6:45 pm CDT
Directory

While not the same as roaming a big conference center, it can still be easy to get lost in a virtual event space. This map will help you find where you need to go.

Attendees

Looking for someone? Start here.

Message

Eager to reach out to someone? Connect with a direct message or start a small group chat.

Briefcase

This takes you to your digital briefcase, where you can collect content throughout the conference. Just click on the briefcase icon wherever you see it, and it will add that content to your briefcase. From your briefcase, you can preview and download individual documents—or download your briefcase in its entirety as a .zip file to your desktop.
CREATE YOUR ACTION PLAN

Establish Leadership Summit Goals

Before the Summit begins, take a moment to determine what you need most from the experience.

**Challenges I’m currently facing...**

**Solutions I’m seeking...**
Connections I want to make...

Conversations I want to join...
Build Your Schedule

Now that you know what you need, let’s design your roadmap for the week.

Are you attending Leadership Summit as an Incoming President or President-Elect?
We’ve created recommended agendas for your role. See pages 43-44.

Thursday, May 13
Friday, May 14

Saturday, May 15
Collect Key Takeaways

Throughout the event, keep track of new ideas, skills and solutions.

**Ideas Worth Considering**

**Skills Worth Learning**

**Solutions Worth Exploring**
Questions Worth Asking

Quotes Worth Remembering

Resources Worth Sharing
Turn Insights Into Action

Create a plan to implement your key takeaways and share with the team.

Next 30 Days

Next 90 Days

FY21-22
## Recommended Agendas

### FOR INCOMING PRESIDENTS:

This agenda includes sessions we think Incoming Presidents will benefit from as they prepare for the coming year.

**NOTE:** This does not include Main Stage sessions, which we suggest all chapter leaders attend.

#### Thursday, May 13

- **4:20-5:10 pm**  
  Speed Networking: 45 Connections in 45 Minutes

#### Friday, May 14

- **11:15 am-12:30 pm**  
  Leadership Summit 101 for New Chapter Leaders and Summit First-Timers
  - DEI as a Critical Chapter Function
  - Digital Body Language Workshop with Erica Dhawan*
  *Open to those who have attended Leadership Summit for 5 or more years

- **3:15-4:45 pm**  
  Roles Breakout:  
  - President for Small and Medium Chapters
  - Roles Breakout:  
  - President for Medium and Large Chapters

#### Saturday, May 15

- **10:20-11:10 am**  
  LOUDTable: Board Management and Operations

- **2:00-2:45 pm**  
  Make a Plan Breakout:  
  - Annual Strategic Planning
  - Make a Plan Breakout:  
  - CEA Panel — Preparing a Winning CEA

- **2:45-3:30 pm**  
  Leadership Academy:  
  - Antifragile Leadership — Thriving in Times of Disorder
  - Leadership Academy:  
  - Confessions of Recovering Diminisher: Lessons in Leadership from Multipliers
FOR INCOMING PRESIDENTS-ELECT:

This agenda includes sessions we think Incoming Presidents-Elect will benefit from as they prepare for the coming year.

NOTE: This does not include Main Stage sessions, which we suggest all chapter leaders attend.

Thursday, May 13
4:20-5:10 pm  Speed Networking: 45 Connections in 45 Minutes

Friday, May 14
11:15 am-12:30 pm  Leadership Summit 101 for New Chapter Leaders and Summit First-Timers
   DEI as a Critical Chapter Function
   Digital Body Language Workshop with Erica Dhawan*
   * Open to those who have attended Leadership Summit for 5 or more years
3:15-4:45 pm  Roles Breakout:
   President-Elect for Small and Medium Chapters
   President-Elect for Medium and Large Chapters

Saturday, May 15
10:20-11:10 am  LOUDTable: Board Recruitment and Succession Planning
2:00-2:45 pm  Make a Plan Breakout:
   Succession Planning
2:45-3:30 pm  Leadership Academy:
   Design Thinking — New Thinking for New Ideas
   Utilizing Research to Drive Insights
   Confessions of Recovering Diminisher: Lessons in Leadership from Multipliers
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ymcareers®

For the past 20 years, YM Careers has been leading the pack in innovative career center technology. The YM Careers platform powers the largest association job board network in the world. Associations leverage our job board solution to provide an engaging and valuable member benefit, acquire new members, and generate non-dues revenue through sales and marketing strategy.

Whether your association is looking for a robust career center provider, or a network of sites to drive revenue through job posts, YM Careers is the only resource you need.

YM Careers proudly powers the AMA Job Board.

MEMBERpromos.com

A Branded Materials Solution for your Membership

AFFILIATE PARTNER

Consolidus is a branded materials management company. Utilizing its own proprietary technology, Consolidus offers custom program e-commerce stores featuring promotional products, branded apparel, print material, PPE, and banners and displays.

Bob Cargill, who was the New England Direct Marketing Association’s Direct Marketer of the Year in 2009, is a copywriter, content creator, social media consultant, adjunct professor and public speaker who has worked for some 500 or so different clients over the years.

His work has been recognized with over 40 awards from the New England Direct Marketing Association, including Gold for his blog on marketing, Gold for Best Tweets, Silver for Best Copywriting and two Silvers for his video series about social media on LinkedIn.

Sponsors continued »
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VideoEnvy

VideoEnvy is a full-service video production agency focused on telling your story through high-impact videos. From concept to post-production, we make creating videos easy.

Bayside Printing Company, Inc.

Bayside Printing was established in 1973 with a focus on quality, commitment and superb customer service. Since then, Bayside has become one of the most dependable, award-winning and established sheet-fed commercial printing companies in Houston.