

# Agenda for Association Leadership through Partnership May 17-18, 2012 Hyatt Fairfax at Fair Lakes, Fairfax VA

## Agenda

- I. Emerging Trends  
The challenges and significance for associations
- II. Governance Best Practices  
Responsibilities of board members, board chair, CEO, and senior staff  
Engaging and recruiting members  
Entrepreneur or caretaker?  
Experimentation and planned failure  
Effective board meetings  
Current challenges in governance
- III. Strategic Direction  
What it is and what it isn't  
Thinking strategically  
The effect of a strategic plan on the "game plan"  
Current challenges in strategic planning
- IV. Assessment  
Guide to better communication *and partnership* by understanding of self and others.  
DISC personal profile
- V. The Successful Association of the Future  
Effective leadership: Intelligent, innovative, and information based  
Interpreting trends  
Remaining relevant

## Facilitators

Paul Duffy, PhD is a consultant with Plexus Consulting Group and an Adjunct Professor of Marketing at Johns Hopkins University and George Mason University. His professional experience includes thirty years in various research and consulting assignments. He applies his expertise in quantitative and qualitative research methods to such management areas as new product development and positioning, strategic business planning, customer satisfaction and total quality management, and advertising and communications.

Ann W. Rosser is a consultant with Plexus Consulting Group and a business coach, facilitator and certified mediator by the Supreme Court of Virginia. She works with individuals and organizations to help them set and achieve their goals and move forward to increased productivity, efficiency and effectiveness.

Steven M. Worth is president of Plexus Consulting Group. He has extensive experience in assisting businesses, governments and associations with their public affairs, government relations, and strategic planning needs. This includes serving as interim executive director of four international associations and designing and implementing strategies to create two world federations of nonprofit organizations, a global educational foundation, a national trade association and numerous trade and political coalitions.