2017 President Elect’s Conference: Create the Culture
July 23-25, 2017
ADA Headquarters, 211 E. Chicago Ave.
Chicago, IL

Preliminary Schedule-At-A-Glance
(All sessions in the Hillenbrand Auditorium unless otherwise noted)

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>Sunday, July 23</td>
<td>5:30 pm–7:00 pm  Welcome Reception for President Elect Attendees  Ritz Carlton Chicago, 160 East Pearson Street</td>
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<td>Monday, July 24</td>
<td>8:00 am – 8:30 am  Registration and Networking Breakfast</td>
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<td>8:30 am – 8:45 am  Welcome Remarks  Dr. Joseph P. Crowley, ADA President-Elect</td>
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<td>8:45 am – 10:00 am  President-Elects’ Key Challenges and Priorities for 2017  Join your colleagues in an interactive session as each president-elect shares one key challenge and one item their state is doing well. Bring business cards to exchange and continue the conversations into the networking opportunities throughout the conference.</td>
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<td>10:00 am – 10:20 am  Networking Break</td>
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|             | 10:20 am – 11:20 am  Keynote Session: Lead Smart - High Performance Leadership  Jason Young, President, LeadSmart, Inc.  Leaders develop, motivate and empower people to achieve extraordinary results while providing vision and guidance throughout the entire process. Truly smart leaders know that is more than a mere statement of fact, but rather a personal and professional challenge to be met every day. Faced with two choices -- lead smart or die -- learn what to do to achieve your organization's success. Learning Outcomes:  
- Discover the new definition of becoming a person of influence and how that applies to everyone in your organization.  
- Discuss how organizing talent to build effective teams creates an incredible workplace culture and how applying successful coaching skills will help your teams excel.  
- Learn how to handle change -- for better or worse -- and how effective disagreement management can enhance team productivity.  |
|             | 11:20 am—11:30 am  Break  |
|             | 11:30 am – 12:30 pm  Millennial Impact Session  Jason Young, President, LeadSmart, Inc.  Irene Marron-Tarrazzi, First Vice President, ADA  Julie Powell, President Elect, New Mexico Dental Association  Michael Eggnatz, President Elect, Florida Dental Association  Carol Morrow, President, Colorado Dental Association  In a time of multi-generational workforces and organizations, how do you lead and create a culture for new dentists to take on leadership roles at your society? This interactive session will explore tactics and strategies that have worked to foster and engage new dentists in leadership positions at state and local levels.  |
|             | 12:30 pm – 1:30 pm  Networking Lunch  |
|             | 1:30 pm – 3:15 pm  Local/State/National Role Challenges and Opportunities  Facilitated by William D. Pawlucy, CAE, MPA, IOM, Association Options  April Kates Ellison, Director, Client Services, American Dental Association  Angela Nielsen, Director, Component Relations, California Dental Association  Meg Shannon, Executive Director, Greater St. Louis Dental Society  Yolanda Marrero, Executive Director, South Florida District Dental Association  |
The mission of any nonprofit organization is to provide excellent service and deliver a high level of relevance and value to its members both on the ground and through strategic initiatives. This is what drives ADA every day! In this session, a panel of state subject matter experts and Executive Directors will discuss best practices from states that have developed models to create ideal working relationships within local, state and national associations. Please bring your questions to this exciting and action-packed facilitated session where you will be able to bring back ideas and best practices to your association.

3:15 pm – 3:45 pm Networking Break

3:45 pm – 5:00 pm Advocacy Discussion and Updates
Mike Graham, ADA senior vice president, Government and Public Affairs
Dr. Jane Grover, Director, CAPIR, DDS, CAAP, ADA
Sarah Milligan, Director, Political Affairs, ADPAC, ADA

5:00 pm – 6:30 pm Welcome Reception for Management Conference and President-Elect Attendees
ADA Lobby

2017 ADA President Elect’s Conference, Day 2
Tuesday, July 25
All sessions are located in the Hillenbrand Auditorium, unless otherwise noted.
*Note Tuesday is a joint session with the Management Conference

8:00 am–8:30 am Registration and Networking Breakfast

8:30 am–10:00 am Business Model Study
Bill Robinson, Vice President, Member and Client Services, ADA
Ms. Turi McKinley, Frog Design

Interactive Session with Frog Design
Our legacy rests on the meaningful relationship we create with members. But what was valuable yesterday may not be enough to maintain future relationships.

The ADA has entered into an agreement with a company called Frog Design. Frog’s track record is in creating a high-quality, customer-centered experience for a number of successful clients including Disney, GE and Hyatt Hotels. The ADA is their first association client and they are bringing their expertise to the task of identifying the member-centric experience for the future. Part presentation and part activity, this is a session you won’t want to miss. Learn more about Frog Design here.

10:00 am–10:15 am Break

10:15 am–11:45 am Governance in Leadership: Board and Executive Director Relationship
Dr. Kathy O’Loughlin, ADA Executive Director/Chief Operating Officer, MPH, ED
Bill Pawlucy, CAE, MPA, IOM, Association Options
Dr. Hal Fair, Former ADA Trustee

11:45 am–Noon Wrap Up

Keynote Speaker Bio:

Jason Young has been called a “rare breed” when it comes to developing leaders and customer service initiatives. As a former senior-level manager at Southwest Airlines, Jason learned the value of a successful workplace culture. During his 10-years with the airline consistently rated No. 1 in customer service and employee satisfaction, he was a key driver in creating and developing the company’s innovative training programs for its successful leadership and customer service culture that have become renowned in the business world today.

Driven by the need to extend his unique insight in leadership development to others outside Southwest, Jason separated from the pack in 1998, when he left the airline to launch his own consulting practice to focus on corporate training and development services provider specializing in leadership, customer service and team building. Today, as president of LeadSmart, Inc., Jason shares his vision in
developing successful corporate cultures and workplace environments with forward-thinking companies, including Starbucks, Radio Shack, Coca Cola and Tyson Foods, to name just a few. He has even returned to his old turf – Southwest Airlines – to extend his knowledge as a corporate training consultant in leadership development area once again. He has even captured his philosophy of creating high performance cultures in his recent book, *The Culturetopia Effect*.

Capturing the innovative strategies and tactics he created at Southwest Airlines, Jason offers insights and practical information that can be implemented immediately. His keynote presentations and training programs are in demand for audiences of all types – from senior level executives to front line employees. Jason’s messages reach to the core of every audience member with his unique style and engaging presentation skills. Participants are treated to a compelling experience that will change the way they view themselves, their customers and the company for which they work.

Jason’s keynote and workshop presentations are designed to reinforce the concepts and skills geared to increase learning and assist in the transition from the meeting room to the workplace. The result is an inspirational encounter that resonates long after his presentation is over. Learn more about Jason and his most recent work [here](#).

**For more information, contact:**
ADA Membership Team
312.440.2835 or membershipoutreach@ada.org

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