



Schedule of Events

WEDNESDAY, JANUARY 30

DRESS CODE: CASUAL

6:00-7:00PM

Chapter Leadership Welcome Mixer

Heartland

THURSDAY, JANUARY 31

DRESS CODE: BUSINESS CASUAL

8:00-9:00AM

Chapter Awards Recognition Breakfast

STAPLES
Business Advantage

Patterson A

9:00-11:00AM

Session 1 – Building a Stronger Chapter

Patterson A

Presented by: Peggy Hoffman

Explore what it takes to strengthen and build our chapters. We'll focus on driving member engagement by expanding how and when members can get involved. We'll look at how engaged members translate to recruitment of new members. In our discussion, we'll walk through key strategies for putting ideas into actions.

11:00-12:00PM

Session 2 – Solutions Circle

Patterson A

A collaborative group activity where each person states a burning issue or challenge. Each challenge will get its turn at the table for the group to help brainstorm ideas and provide advice on each problem. At the end, the group will have a table of ideas and solutions!

12:00-12:45PM

Networking Lunch

Henley

12:45-2:00PM

Session 3 – Affinity Partner Connectivity Zone

GRAINGER
FOR THE ONES WHO GET IT DONE

Patterson BC

Like speed dating on steroids! Learn about all of our different Affinity Partners and what they can provide to your Chapter and each member individually.

- Grainger
- APPI
- Staples
- Heartland/Ovation Payroll
- NTMA Insurance Programs
- Star Chapter
- AVIS/Budget
- PartnerShip
- NFP
- CBIZ

2:00-3:00PM

Session 4 – Leveraging your Advocacy Efforts and Media Marketing Outreach

Patterson A

Presented by: Omar Nashashibi of The Franklin Partnership & Caitlin Andrews of Policy Resolution Group

3:00-3:30PM

Networking Break

Aerotek
Our People Are Everything

3:30-5:00PM

Session 5 - NTMA Connectivity Zone

Patterson BC

Hear from NTMA staff about the value of NTMA

- Training Programs
- Membership Recruitment & Retention Efforts
- Youth Engagement
- NTMA Value Proposition

6:00-9:30PM



Teambuilding Activity & Dinner

APPI
ENERGY

DRESS CODE: CASUAL

FRIDAY, FEBRUARY 1

DRESS CODE: BUSINESS CASUAL

8:00-8:30AM	Breakfast & How to Optimize your Local Associates and our National Associates <i>Presented by: James Mayer</i>	Patterson A
8:30-10:0AM	Session 6 – Roundtables <ul style="list-style-type: none">• Chapter Executives• Trustees & Presidents	Patterson A Patterson BC
10:00-10:15AM	Networking Break	
10:15-10:45AM	Session 7 – Keeping your Communication Relevant <i>Presented by: Andra Huhulea of Star Chapter</i>	 Patterson A
10:45-11:00AM	Summit Wrap Up	Patterson A

Back by Popular Demand: Peggy Hoffman



Peggy M. Hoffman, CAE, is president and Mariner's resident expert on communication, marketing and building community. In addition to managing organizations, Peggy has provided training and consultation on leadership development, component relations and strategic planning to more than a dozen national associations and many local groups over the past 30 years.

From her earlier role as membership director for a trade association with components, Peggy developed a commitment to building strong communities within associations. To that end, she has been very involved in [ASAE - The Center for Association Leadership](#) and is past chair for both the Component Relations Section Council and the Executive Management Council. A key project of the council is the "Rebuilding the Volunteer Spirit", one of ASAE's inaugural Innovation Projects. The intent is to explore how associations can adapt to and build on the changing volunteer and develop tools and strategies that can be a catalyst for rethinking our governance and member engagement models.

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NFP