

2019 CEO Academy

January 27-30, 2019 | Atlantic Beach, FL

Agenda:

Sunday, January 27, 2019

6:00 – 8:00 p.m. **Welcome Reception**

Monday, January 28, 2019

8:00 – 9:00 a.m. **Breakfast Served**

9:00 -- 9:15 a.m. **Opening Devotion and Welcome**
Pastor Mark Huber, Sanctuary Marshfield Church (MA); Alesia Frerichs, Vice President of Member Engagement, Lutheran Services in America

9:15 – 10:30 a.m. **Reimagining Health and Human Services**
How do successful leaders identify opportunities, compete for market share and drive innovation in an increasingly complex, under resourced sector? Join David Morey, renowned corporate strategist and advisor to Fortune 500 executives, as he explores proven change leadership strategies, in an interactive session designed to share best practices, and create “offense” tactics.

Keynote Speaker: David Morey, Chairman & CEO, DMG Global

10:30 – 11:00 a.m. **Break**

11:00 a.m. – 12:30 p.m. **Reimagining Health and Human Services (continued)**

Keynote Speaker: David Morey, Chairman & CEO, DMG Global

12:30 – 1:30 p.m. **Networking Lunch**

1:30 – 2:00 p.m. **Speed Networking with Luanne Fisher, President and CEO, Liberty Lutheran**

2:00 -3:00 p.m. **Think Like an Insurgent**
This session makes the case for the power of thinking differently and underlines the importance of playing offense to help stay ahead of and lead change.

Keynote Speaker: David Morey, Chairman & CEO, DMG Global

3:00 – 3:15 p.m.

Break

3:15 – 4:15 p.m.

Repositioning Your Organization, Reimagining New Solutions

Join fellow CEOs as they describe ways they have reimagined their services, achieved market differentiation and refined their brand.

Moderator: David Morey, Chairman & CEO, DMG Global

Panelists: Larry Bradshaw, President and CEO, Héctor Colón; President and CEO, LSS of Wisconsin & Upper Michigan, Inc; David Gentner, President & CEO of The Wartburg Adult Care Community

4:15 -- 4:30 p.m.

Devotion

Pastor Mark Huber, Sanctuary Marshfield Church, Massachusetts

6:00 – 9:00 p.m.

Group Dinner

Opportunity to network, introduce new CEOs and celebrate member milestones.

Tuesday, January 29, 2018

- 7:30 -- 8:30 a.m. **Breakfast Served**
- 8:30 -- 8:45 a.m. **Devotion**
Pastor Mark Huber, Sanctuary Marshfield Church, Massachusetts
- 8:45 – 10:30 a.m. **The Leadership Campaign**
Explore techniques rooted in political campaign strategies to provide focus and urgency to your organization, stay laser focused on the targets you need to hit, guard against drift and get the win.

Keynote Speaker: David Morey, Chairman & CEO, DMG Global
- 10:30 – 11:00 a.m. **Break**
- 11:00 a.m. – 12:00 p.m. **The Leadership Campaign (continued)**

Keynote Speaker: David Morey, Chairman & CEO, DMG Global
- 12:00 – 1:00 p.m. **Networking Lunch**
- 1:15 – 2:45 p.m. **The Power of Possibility: Exploring Greater Impact through Strategic Partnerships**
Join Scott Townsley, leading authority on nonprofit partnerships and affiliations, as he explores the growing role mergers, acquisitions and partnerships are playing and when should they be pursued.

Keynote Speaker: Scott Townsley, Principal, Trilogy Consulting
- 2:45 – 3:00 p.m. **Break**
- 3:00 – 4:00 p.m. **Exploring Greater Impact through Strategic Partnerships**
Hear from fellow CEOs on the role mergers, acquisitions and partnerships have played in their overall strategy

Moderator: Scott Townsley, Principal, Trilogy Consulting

Panelists: Bob Dahl, President and CEO, Elim Care; Kristen E.M. Gay, CEO, Silver Springs-Martin Luther School; Thomas Syverson, Executive Vice President and Chief Operating Officer, The Evangelical Good Samaritan Society
- 4:00 -- 4:15 p.m. **Devotion**
Pastor Mark Huber, Sanctuary Marshfield Church

4:30 -- 5:30 p.m.

One-to-One Walks

New and experienced CEOs are matched together for a short outing to discuss issues, share ideas and foster relationships.

4:30 --6:30 p.m.

LSA Partnerships

At Lutheran Services in America we are committed to putting the multiplier effect of the network to work for you—to leverage the shared knowledge and resources of over 300 member organizations and enable you to access national partnerships, and expertise. Please join us in this discussion to share your thoughts and ideas of ways to pool resources and leverage the network to deploy innovative models or solutions.

7:00pm

Optional Networking Dinner

Please join us for an optional networking dinner (participants cover their own meal costs) with your fellow CEOs. We will meet in the hotel lobby at 7:00 p.m. and walk the short distance to the restaurant together.

Wednesday,
January 30, 2019

- 7:30 – 8:30 a.m. **Breakfast**
- If you were asked to meet with a new or experienced CEO as part of the One-to-One Walks and were unable to previously meet, please plan to meet during breakfast.
- 8:30 – 8:45 a.m. **Devotion**
- Pastor Mark Huber, Sanctuary Marshfield Church
- 8:45 – 10:30 a.m. **Workforce Strategy**
- This session, facilitated by Scott Townsley, explores innovative approaches to attracting and retaining employees and how CEOs across the network are thinking of workforce engagement through a strategic lens.
- Keynote Speaker:** Scott Townsley, Principal, Trilogy Consulting
- Panelists:** Linda Timmons, President and CEO, Mosaic; Adriene Iverson, President & CEO, Elder Care Alliance
- 10:30 – 10:45 a.m. **Break**
- 10:45 am – 12:00 p.m. **Charting a Path Forward: The CEO and Board Moving Forward Together**
- Join us in this highly engaging facilitated session to discuss how CEOs can lead their boards to achieve impact. Hear their successes, challenges, what they would do again, and what they hope to avoid next time.
- Moderator:** Scott Townsley, Principal, Trilogy Consulting
- Panelists:** Ted Goins, President and CEO, Lutheran Services Carolinas; Chris Stevenson, President and CEO, Cedar Lake
- 12:00 – 1:30 p.m. **Closing Lunch, Open Forum and Benediction**
- A discussion of participant-driven topics as the CEO Academy draws to a close.
- Charlotte Haberaecker, Lutheran Services in America; Pastor Mark Huber, Sanctuary Marshfield Church, Massachusetts