

ESA Leadership Summit Provides Ideas for Company Growth and Change

By Marshall Marinace

It's hard to believe that a little less than a year ago, we were at the 2014 ESA Leadership Summit in Orlando, Fla., listening to five keynote speakers who challenged us to look at the bigger picture and take steps to improve our businesses in the coming year. Like many of you, ESA took what was shared at the Summit to heart and immediately set out on the path that would make us stronger and more significant than ever.



As we gear up for yet another ESA Leadership Summit, I want to look at what steps we're taking to meet our goal of becoming relevant and talk about a few things that you can look forward to at the 2015 event.

If you've ever attended one of ESA's Board of Directors meetings in the past, you understand what I mean when I say that the four hours don't exactly fly by. At this year's Board meeting, that's all going to change. In an effort to make meetings more interesting and valuable to those in attendance, we will be shifting the focus from committee reports to delivering crucial messages to the Board on how to be a better association.

To accomplish these goals, we're enlisting help from Peggy Hoffman, CAE and president of Mariner Management. Peggy

will join us at the Leadership Summit to facilitate the Board meeting and prepare us for what lies ahead on ESA's road to relevance. Going forward, we will continue our meetings in this format so that we have more time to talk about the strategic direction of ESA. It will be a win-win-win for meeting guests, the Board and the association.



Changing the way we conduct meetings is just one drop in the bucket. We still have a long way to go and I'm excited to see what we can learn and implement from the speakers at this year's event. One presenter that I am especially excited to hear is Patrick Thean, an award-



winning entrepreneur and accomplished author. Patrick will hold one general session and two smaller seminars that will help attendees get into the habit of continually achieving success, make the right moves to double their businesses and focus on the right priorities every quarter. If you have a desire to strategically accelerate your company's growth, I encourage you to attend all three sessions on Wednesday, Feb. 11.

Invigorating seminars and keynote presentations aren't the only things you can look forward to this year. The new location at the Pointe Hilton Tapatío Cliffs Resort in Phoenix, Ariz., will breathe new life into the event, highlight our western chapters

and make it easier for members in that area to attend. I have had the privilege of attending a conference at this world class resort several years ago and, believe me, it is awesome. I am confident that the scenic views and fresh atmosphere will be enjoyed by all.

The invaluable networking events at the Summit are always highly anticipated and this year, we're giving you even more opportunities to talk with peers. Make plans now to attend the speed networking session that puts a fun twist on making professional connections. Last, but not least, is the presentation of the Sara E. Jackson Memorial Award and the announcement of the Morris F. Weinstock Person of the Year. It's always a treat honoring deserving individuals for their work and I can't wait to share who I've selected for the Jackson award.

As you can see, there really is something for everyone at the 2015 ESA Leadership Summit. I hope you'll consider joining me and your ESA colleagues this February to "Link. Learn. Lead." Find out more information and register by visiting www.ESA-Summit.com.



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