

AGENDA

PRELIMINARY AGENDA - EVENTS SUBJECT TO CHANGE

SUNDAY, OCTOBER 15

5:00 pm - 6:00 pm	Registration
5:30 pm - 7:00 pm	Welcome Cocktail Reception
	Evening Free

MONDAY, OCTOBER 16

7:00 am - 8:30 am	Breakfast
8:00 am - 9:00 am	Registration
8:30 am - 9:30 am	Welcome and Introduction of Members and SMART Updates
9:30 am - 10:00 am	Wiper Chapter Meeting
10:00 am - 10:15 am	Break
10:15 am - 11:15 am	The Art of Crisis Leadership, Rob Weinhold, CEO, The Fallston Group Crises cost time, money, customers and careers (usually in that order); and, in the worst of scenarios, lives. Whether a data breach, social media attack, bad press, litigation, investigation, civil unrest or scandal, great leaders understand how to be predictive and create organizational muscle memory. Fallston Group Chief Executive Rob Weinhold will discuss the key concepts and case studies contained in his book, <i>The Art of Crisis Leadership</i> , an Amazon #1 ranked book in PR and Crisis Management, and a top 100 in Leadership.
11:15 am - 11:45 am	Recycled Clothing Chapter Meeting
11:45 am - 1:00 pm	Lunch
1:00 pm - 2:00 pm	What in the World is Going on in Washington?, Jade West, Senior Vice President, Government Relations, National Association of Wholesale Distributors The 2016 presidential election was one of the most remarkable in modern history. No one predicted Donald Trump would win the GOP nomination ... but he did. And even fewer predicted he could win the presidency. They were wrong again. After his stunning upset win last November, no one expected that the unorthodox twitter-and-rally-based campaign of candidate Trump would instantly morph into a perfectly conventional presidency. They finally got one right! Both the Trump Administration and the Democratic opposition to it have been far from conventional. Despite the bitter partisanship and continued gridlock, a new Justice is sitting on the U.S Supreme Court and the Obama regulatory assault is systematically and effectively being reversed. So what happens now on health care, immigration, tax reform, budgets? Hard to predict, but Jade West will share her insights and best guesses.
2:00 pm - 3:30 pm	Introduction to Cyber Risk and Resiliency, Mike Volk, Cybersecurity Specialist, PSA Insurance & Financial Services The only way to eliminate cyber risk is avoid using technology — clearly not a viable option. Technology is essential to innovate, increase efficiencies and achieve organizational goals. In today's environment, we are often quick to adopt new technology for a variety of valid business reasons. Securing the technology, protecting data and anticipating new cyber risks is not always as simple. The purpose of this presentation is to help participants build a baseline cybersecurity knowledgebase to improve cybersecurity decision-making in today's interconnected environment

\$ COSTS

Fee includes registration, cocktail reception, breakfast, lunch and programming. (Hotel must be booked separate and is NOT included in your registration)

SMART MEMBERS

\$500 USD Early Bird Rate (By Aug. 15, 2017)
 \$600 USD Regular Rate (After Aug. 15, 2017)

NON-MEMBERS*

\$1,500 USD Early Bird Rate (By Aug. 15, 2017)
 \$1,600 USD Regular Rate (After Aug. 15, 2017)

*Non-members who wish to attend must complete a SMART membership application along with the Regional Meeting registration form and pay the non-member rate.

Non-members who join SMART within one week of the meeting will have the difference in cost applied toward their dues payment.

REGISTER BY
AUGUST 15
 AND SAVE!

LAST DAY TO PRE-REGISTER IS OCTOBER 10, 2017 NO ON-SITE REGISTRATION