

About the Presenters



Dr. Duncan Simester

Professor, MIT Sloan School of Management

Duncan Simester is an expert on how economics and operations research contributes to the understanding and practice of marketing and strategy. While his work is widely published in academic literature, the findings are also relevant to ESAs. Duncan has a Ph.D. from MIT. Currently, he holds the Nanyang Technological University (NTU) Chair in Management Science. Prior to joining the faculty at MIT, he was a professor at the University of Chicago Graduate School of Business. He is also a qualified lawyer and member of the Bar in his native New Zealand.



Mr. Michael Soules

President, Corwin

Mike Soules' in-depth knowledge of the education industry, both at the K12 and Higher Ed level, has provided him with unique opportunities to work with influential educational leaders. Now, as president at Corwin, he is committed to their business model of partnering with schools, districts, and departments of education to deliver training and tools that build capacity, have a positive change on instructional practices. Mr. Soules brings the perspective of the business partner to the event to help advance the participants' understanding of strategic partnerships.



Dr. Susan Leddick

President, Profound Knowledge Resources, Inc.

Susan Leddick is a consultant in organization design and continuous improvement. She has worked with diverse clientele: from manufacturing firms to colleges, car dealerships, child care agencies, government agencies, hospitals, trucking companies, and school districts. Her primary work today is with the public education system. She has been a high school teacher, an ABE/GED instructor, a community college administrator, a corporate director of quality and training for a manufacturing firm and a training coordinator for a state commerce department. Dr. Leddick's multiple perspectives help her expertly support several groups of leaders to affect entire organization redesign.

AESA Business Partners



The Mission of AESA is to support and strengthen regional educational service agencies.



AESA

ASSOCIATION OF
EDUCATIONAL SERVICE AGENCIES
FOUNDATION

Summer Leadership Conference
July 17 - 20, 2017
Historic Biltmore Hotel
Providence, Rhode Island



"Leading Strategic Partnerships"



CEOs and leadership teams are invited to attend this important AESA event.



Learn from top thought leaders who will speak to the key elements essential to forming and sustaining strategic partnerships for your ESA's organizational growth.



Register online at www.aesa.us/events. Click on Summer Leadership Conference for details and registration links or contact info@aesaus for more information.

www.aesa.us

Why CEOs Attend

 **Expand your knowledge.** This conference features thought-leaders in strategic partnerships. Their presentations are guaranteed to expand your thinking about the core questions you must ask your team — and answer — so that your organization creates and captures true value from strategic partnerships.

 **Expand your leadership tools.** Dig deep into the various types of partnerships; learn how to evaluate if a potential partnership will benefit your organization; and learn how to sustain valuable partnerships to enhance your services.

 **Expand your professional network.** You will meet and work with ESA leaders from across the country to learn with people from a wide range of backgrounds.

Why CEOs Bring a Team

 Away from the daily duties of the office, your team can turn their focus on developing a common understanding of strategic partnerships. Time will be available for your team to evaluate your ESA's current partnership practices and strategize together on how to grow new partnerships that will add future value to your ESA.



AESA

ASSOCIATION OF
EDUCATIONAL SERVICE AGENCIES
FOUNDATION
4031 FM 1463 Rd., Suite 40-282
Katy, Texas 77494

Daily Schedule

Monday, July 17

Registration and Welcome

4 pm Registration opens
6–8 pm Welcome reception and dinner

Tuesday, July 18

Day 1: A Framework for Strategic Partnerships

7 am Registration
7:30 am Breakfast and networking
8:15 am Program begins



Creating and Capturing Value with Strategic Partnerships

Dr. Duncan Simester

Professor, MIT Sloan School of Management

Dr. Simester will introduce principles to guide how an ESA creates and captures value in various types of partnerships. These principles will form the conceptual framework for the rest of the conference program. The session will include opportunities to apply the principles learned.

Noon Lunch



The Other Side of the Coin: How One Business Developed Strategic Partnerships with ESAs

Mr. Michael Soules, President, Corwin

Mike Soules will address how to start partnerships and how to sustain them. The session will include directed, small group work time to collaborate and learn from colleagues and the presenter.

3:30–4 pm **Wrap-up:**
Strategic Partnerships Framework

Register online at www.aesa.us/events

Cost: \$525 if paid by credit card; \$545 by check or purchase order. Fees include all materials, plus dinner on Monday, breakfast Tuesday through Thursday, and lunch on Tuesday and Wednesday.

Wednesday, July 19

Day 2: Partnerships in Action: Application Labs

7:30 am Breakfast and networking
8:15 am Program begins
Dr. Susan Leddick, facilitator



Learning from ESAs and Application

Several ESAs will demonstrate effective partnerships with other ESAs and partnerships with other community-based organizations, including higher education. In order to deepen learning, we will apply principles that were introduced by Dr. Simester to these various cases.

Noon Lunch



Learning from ESAs and Application, cont.

Presentations and guided small group work sessions will fill the day.

3:30–4 pm **Wrap-up: Application Labs**

Thursday, July 20

Day 3: Applying Your Knowledge

7:30 am Breakfast and networking
8:15 am Program begins



Prepare to Take Your Learning Back to Your Agencies

Dr. Leddick will lead a wrap-up session to help you apply learned principles within your agency.



State of AESA and Moving Forward

Dr. Joan Wade, AESA Executive Director

Dr. Joan Wade will provide an update on the state of AESA, achievements of the past year and plans for guiding AESA forward.

11:30 am Close