

AESA Business Partners



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Summer Leadership Conference
July 16-19, 2018

**Bold Leadership for ESA Innovation:
Courage and Responsibility**

Register today! www.aesa.us/events



AESA

ASSOCIATION OF
EDUCATIONAL SERVICE AGENCIES
FOUNDATION

Summer Leadership Conference July 16-19, 2018

Bold Leadership for ESA Innovation: Courage and Responsibility

Renaissance Depot Hotel | Minneapolis, MN

In today's fast-paced world, educational service agency leaders must strike the balance between leading for innovation and taking informed risks to move their organizations forward. There's much to learn from people who've successfully done so.

At AESA's Summer Leadership Conference, you will:

- Learn how successful leaders have managed risk and reward to grow their businesses.
- Expand your understanding of how data analytics help school leaders manage resources more productively and help ESAs develop high-impact programming.
- Learn how other ESA leaders execute innovation and manage risk.
- Network, ask questions, share ideas, think deeply about your organization.

www.aesa.us

Monday, July 16

4 pm **Registration opens**

6 pm **Welcome reception and dinner**

Tuesday, July 17

7 am **Registration opens**

7:30 am **Breakfast and networking**

8:30 am **Welcome**
Joan Wade, Executive Director,
Association of Educational Service Agencies

Susan Leddick, President,
Profound Knowledge Resources

8:45 am **Risk, Reinvention and ROL**



Jennifer Smith, Founder and CEO,
Innovative Office Solutions

Jennifer Smith is recognized as a 'culture innovator' for her work creating workplaces where people love to work and are inspired to make a difference. Her company is recognized as one of the fastest growing in the Minneapolis area.

10:15 am **Break**

10:35 am **Application Session:** Susan Leddick

11:45 am **Lunch** (provided)

1 pm **Managing Risk During Periods of Explosive Growth**



Guy C. Mingo, CEO,
Marsden Holding, LLC

Marsden Corporation has expanded into 47 states with over 10,000 employees. The company's growth over the past 66 years has changed the way that Marsden does business. Mr. Mingo will discuss what to expect as you manage risk during times of explosive growth. He will share his experiences on how they have changed the way they lead, innovate and manage their growth.

Tuesday, July 17 (continued)

2:15 pm **ESAs in Action**

Panelists and discussion:

Jerry Maze, Executive Director, Region XII ESC, Texas

Mike Cook, Executive Director, ESSDACK, Kansas

Cliff Carmody, Executive Director, South West/West Central Service Cooperative, Minnesota

Vikki Clemons, Assistant Superintendent, Hamilton County ESC, Ohio

Panelists will help tackle topics such as:

- How ESAs perform research and development;
- How ESAs invest in research and development;
- What ignited research and development in their organizations;
- When faced with risk, knowing if you are being brave rather than foolhardy.

3:15 pm **Application Session:** Susan Leddick

4:15 pm **Wrap up:** Joan Wade

Wednesday, July 18

7:30 am **Breakfast and networking**

8:30 am **Welcome**
Joan Wade and Susan Leddick

8:45 am **Breaking Records and Winning Championships...How Analytics Have Changed Sports and How You Can Use Analytics to Build a New Business Within Your ESA**



Mike English, CEO/President,
Forecast5 Analytics, Inc.

Mike English will engage you in a look at the important world of data analytics. In this session, you will see where the data field is headed as he provides real examples of how data mining is impacting education. Mike will provide an in-depth look at how ESAs can use data mining to better serve their member districts.

Wednesday, July 18 (continued)

10:15 am **Break**

10:35 am **Application Session:** Susan Leddick

11:45 am **Lunch** (provided)

1 pm **ESAs in Action**
Managing Growth: Sustaining Success



Chris Rooney, CEO/Superintendent,
Monmouth Ocean ESA, New Jersey

The Monmouth Ocean ESA has experienced several years of double-digit revenue growth, much of which Chris attributes to working with AESA's business partners. Chris will share how their ESA has grown, and how they have learned to manage the growth to sustain success.

2:15 pm **Application Session:** Susan Leddick

3:15 pm **Wrap up:** Joan Wade

Thursday, July 19

7:30 am **Breakfast and networking**

8:30 am **Welcome:** Jerry Maze, President,
AESA Foundation

8:45 am **Planning the Take-Back:** Susan Leddick

10 am **AESA in Action:** Joan Wade

11 am **Wrap up**

11:15 am **2019 Summer Leadership Conference Announcement**



Register online at www.aesa.us/events

Cost: \$545 per participant. Fees include materials, plus dinner Monday, breakfast Tuesday through Thursday, and lunch Tuesday and Wednesday.