



**Leadership Conference – Connecting Leaders and Future Leaders
Spring Meeting
April 23, 2019
Memphis, Tennessee
AGENDA**

TIME	AGENDA ITEM	DISCUSSION LEADERS
1:00	Welcome and Introductions Antitrust Statement First Timers Recognition	Tammy Miller-Davison
1:15	Membership Recruitment and Retention (R²)	Tammy Miller-Davison

This session will focus on providing useful tools and tips on recruiting new members and retaining members.

Learning Objectives

By the end of this session you will be able to:

1. Describe what COPAS is currently doing to market COPAS and its membership
2. Identify how to “sell” membership to a potential member
3. Describe how to attract, motivate and retain members
4. List some of the benefits and values COPAS brings to members

Program Level: Basic

Pre-requisite: Some familiarity with COPAS and how COPAS has brought growth and value to you

Advance Preparation: None

Delivery Method: Group Live

Field of Study: Personnel/Human Resources – Non-Technical

CPE Credits: 2

Speaker: **Ryan Gates, Account Director for RSM Marketing
Sundee Dunn, Marketing Coordinator for RSM Marketing
Mike Synder, Partner for RSM Marketing**

“Current Marketing Efforts”

2:10 Break-out Session and Discussion – R²

Tammy Miller-Davison

3:00 Break

3:15 Mentoring Leaders and Future Leaders

This session will consist of learning the basics of mentoring and how mentoring can assist you in succession planning for your local society and standing committees.

Learning Objectives

By the end of this session you will be able to:

1. Explain what effective leaders possess (that others don't)
2. Describe Best Practices for supporting current leaders
3. Discuss ways to identify and encourage future leaders
4. Develop an effective leadership succession plan

Program Level: Basic

Pre-requisite: None

Advance Preparation: None

Delivery Method: Group Live

Field of Study: Personal Development – Non-Technical

CPE Credits: 2.0

Speaker: Deb Retzloff – “Effective Leadership Strategies – How to Retain Current Leaders and Recruit New Leaders”

4:10 Discussion on Identifying and Mentoring Future Leaders

Tammy Miller-Davison, Deb Retzloff



Council of Petroleum Accountants Societies (COPAS), Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org.