



NN
NECANOW
2023
EXECUTIVE LEADERSHIP CONFERENCE

STILL NOT YOUR TYPICAL
NECA MEETING—
NECA NOW REACHES THE
NEXT LEVEL IN 2023!

April 17–20 • San Antonio, TX
J.W. Marriott Hill Country Resort

3 DAYS

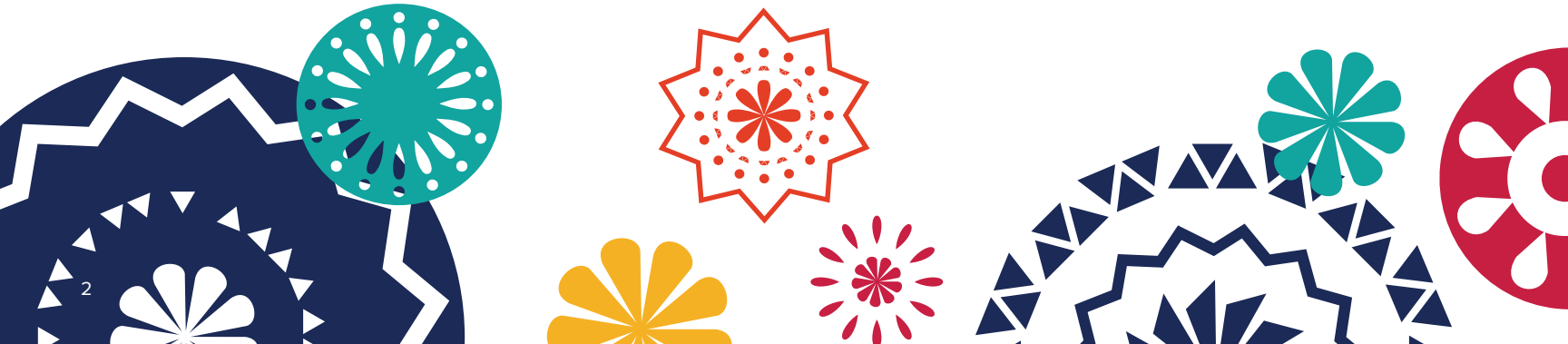
NECA Now focuses on leadership development with presentations by top business experts. Other sessions cover a variety of current topics including business development, operations, financing, and personal development. And, there will be time to establish new relationships and learn from your peers.

DYNAMIC SPEAKERS

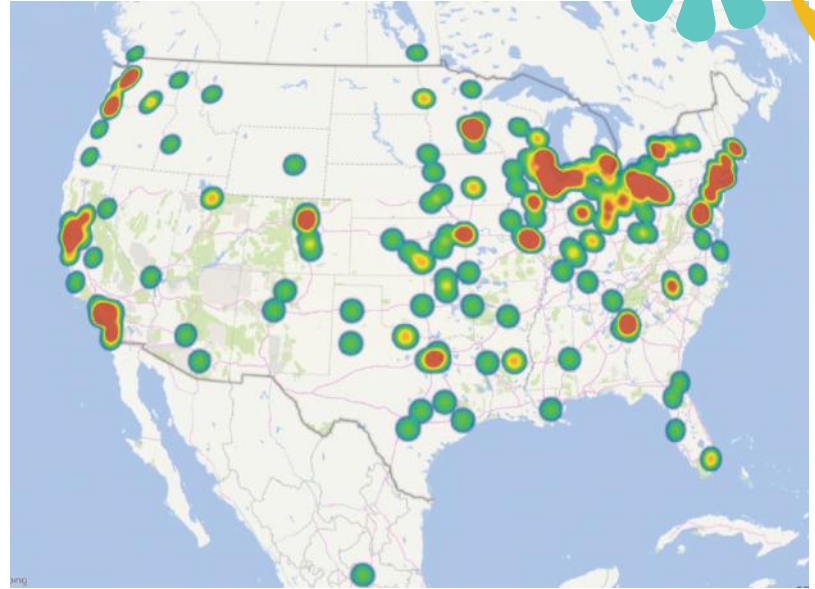
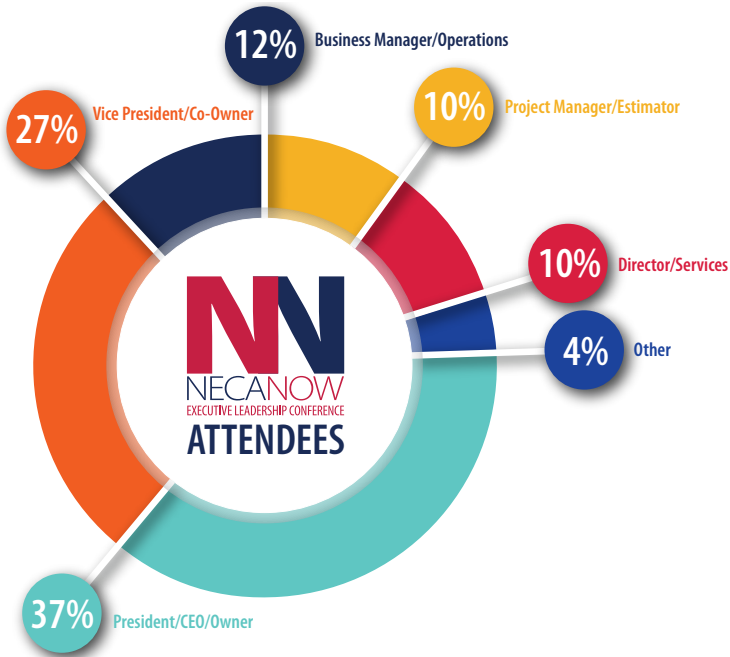
General sessions speakers **Leonard Brody**, **Ryan Leak** and **Marty Moore** and an exciting roster of world-class breakout session speakers bring new viewpoints to build your leadership skills.

NEW EDUCATIONAL TRACKS

32 sessions broken down into 4 tracks offer you the opportunity to concentrate your learning in one segment, or to pick and choose across the disciplines to prepare for the realities of the business world today. Create your experience to meet your needs!



WHO ATTENDS NECA NOW?

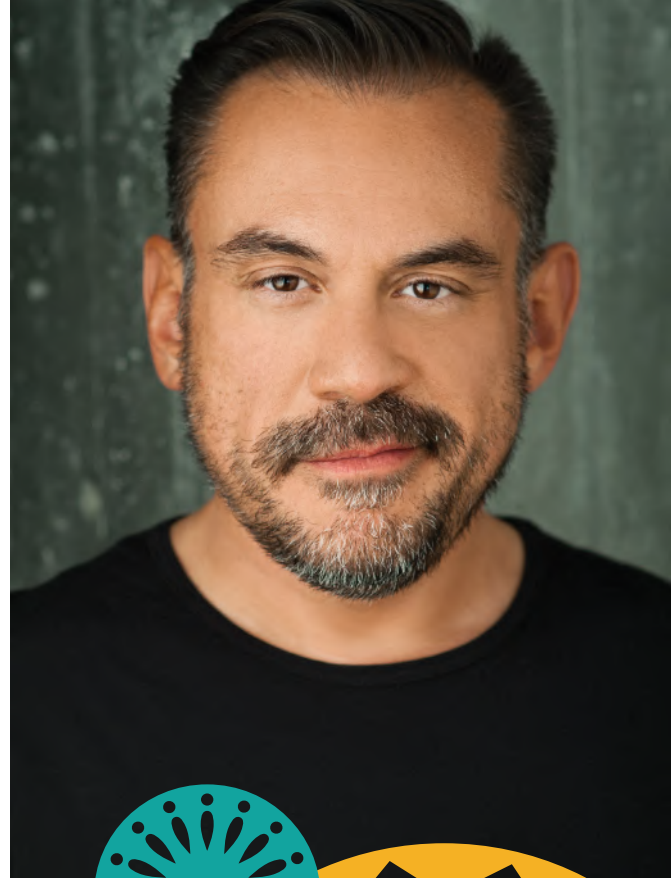


“The ability to learn is the most important quality a leader can have.” —Sheryl Sandberg

As an award-winning entrepreneur, techno-economist, venture capitalist, and two-time Emmy-nominated media visionary, Leonard Brody is regarded as one of the “top 30 management thinkers in the world.” He teaches about historical economic cycles that have taken place over the past 350 years and discusses how those cycles will repeat in the post- COVID-19 era. Understanding these patterns is only the first step, Brody explains how to embrace, adapt and implement better practices for businesses to thrive.

Brody is an expert at identifying profitable startup ventures and has been involved in one of the largest IPOs in history. As the co-founder and executive chairman of Caravan, he oversees the building of new ventures for some of the most well-known celebrities and political leaders in the world, including Carrie Underwood, Tom Hanks, and Joe Biden. He is also one of the proud owners of the professional soccer team Coventry City in England.

Previously, Brody was the president of the Innovation and Digital Group for Anschutz Corporation, one of the largest live sports and entertainment businesses in the world. His future-focused insights have been published in The Wall Street Journal, Fortune, The New York Times, and BBC.



Bouncing Back: Preparing for Future Growth

Leonard Brody • General Session • Monday, April 17 • 4:00 p.m.





Chasing Failure

Ryan Leak • General Session • Tuesday, April 18 • 1:00 p.m.

Chasing failure just may be the quickest way to success. At least that's what leadership expert, Ryan Leak, tells Fortune 500 companies and professional sports franchises as he shares personal stories, motivating anecdotes, relevant psychology, and practical step-by-step advice. Ryan helps leaders better understand what their teams are capable of achieving by addressing the issues of where teams stand today.

He is CEO of the Ryan Leak Group, a leadership development firm, and he is also on the teaching team of several U.S. based churches. Urging organizations to recognize the incredible impact in responding to changes in employee mindset and expectations.



Attracting & Retaining Talent in a Hot Market

Marty Moore • General Session • Wednesday, April 19 • 1:00 p.m.

Touting a 30-plus year career as a corporate executive in Australia, Marty G. Moore brings a different flare to speaking on leadership. Taking a more authoritative and direct approach to management, Moore encourages more precise communication. He has trained leaders from companies like Google, Dell, The Los Angeles Kings, BHP, Diageo, CBRE Group and more. As CEO of CS Energy, he led a stunning turnaround to grow earnings (EBITDA) by a compound annual growth rate of 125 percent, from \$17 million to \$441 million.

Since leaving corporate life in 2018, Moore has established one of the top global leadership podcasts, "No Bullsh!t Leadership," which has achieved 2.5 million downloads in over 100 countries. His corresponding book is a Wall Street Journal Bestseller.



PROGRAM

MONDAY, APRIL 17, 2023				
8:30 a.m.	Golf Tournament (additional fees apply)			
4:00 – 5:00 p.m.	General Session: Leonard Brody , <i>Bouncing Back: Preparing for Future Growth</i>			
6:30 – 9:00 p.m.	Opening Networking Dinner & Reception			
TUESDAY, APRIL 18, 2023				
7:30 – 8:30 a.m.	Breakfast			
8:30 – 9:30 a.m.	Public Speaking Skills for Leaders and Changemakers Adam Smiley Poswolsky	Strategies for Successful Recruiting and Retention Moderated by: Ronald Bailey	The 10¢ Decision: How Small Change Pays Off Big Laurie Guest	Leading with Character Ryan Manion
9:30 – 9:45 a.m.	Break			
9:45 – 10:15 a.m.	Develop Your Talent Pipeline While Serving Your Communities Jason Faircloth	Help Wanted: Where Did Everybody Go? Part 1: Recruiting Jon Finch	Managing Change Morgan Traynor	Leadership with NECA Premier Partners, To Be Announced
10:15 – 11:00 a.m.	Interactive Break			
11:00 a.m. – 12:00 p.m.	Developing a Plan for Succession David O'Brien	Aspirational Leadership: A Key to Advancement Vincent Windrow	The Value in Building Culture Moderated by: Nancy Lindsay	The Secret to Getting Along: Three Steps to Creating Better Teams Gabrielle Hartley

Tracks: **Personal & Professional Development** **Mentoring, Recruiting, & Retaining** **Business Growth & Change** **Communication & Leadership**

12:00 – 1:00 p.m.	Lunch & NECA Executive Leadership Team Panel			
1:00 – 2:00 p.m.	General Session: Ryan Leak , <i>Chasing Failure</i>			
2:00 – 2:15 p.m.	Break			
2:15 – 2:45 p.m.	Enhancing Your Risk Management Culture With Leadership Stewart Van Duzer	Help Wanted: Where Did Everybody Go? Part 2: Retaining Jon Finch	Leadership with NECA Premier Partners, To Be Announced	Leadership with NECA Premier Partners, To Be Announced
2:45 – 3:00 p.m.	Break			
3:00 – 4:00 p.m.	How to Move Beyond Intractable Conflict Gabrielle Hartley	Engaging the Multigenerational Workplace: How to Communicate Across Generations Adam Smiley Poswolsky	What Matters Most for the Electrical Construction Industry Chris Kuehl	The Language of the Leader: How to Speak So Your Team Will Listen and Act David Meade
4:00 – 5:00 p.m.	Interactive Break			
WEDNESDAY, APRIL 19, 2023				
7:30 – 8:30 a.m.	Breakfast			
8:30 – 9:30 a.m.	Neuroscience of Success: Exploring the Real Science of High Performance David Meade	Emotional Intelligence for Extraordinary Teams Steve Gutzler	The Art of Accelerated Resilience Courtney Clark	Building Great Leaders: How to Unlock Hidden Potential Jake Harriman

9:30 – 9:45 a.m.	Break			
9:45 – 10:15 a.m.	Insights On Retaining “A” Players Mike Carroll	Leadership with NECA Premier Partners, To Be Announced	Leadership with NECA Premier Partners, To Be Announced	Leadership with NECA Premier Partners, To Be Announced
10:15 – 11:00 a.m.	Interactive Break			
11:00 a.m. – 12:00 p.m.	Be On Fire, Not Burned Out Courtney Clark	Addressing the Changing Workforce Moderated by: Josh Bone	Fail Fast, Learn Fast: Innovation Under Pressure Jake Harriman	Lead With No Fear: Seven Shifts for Positive Change Steve Gutzler
12:00 – 1:00 p.m.	Lunch			
1:00 – 2:00 p.m.	General Session: Marty Moore , <i>Attracting & Retaining Talent in a Hot Market</i>			
2:15 – 4:00 p.m.	Western Region District Meetings, <i>by invitation only</i>			
8:00 – 10:00 p.m.	Closing Reception			

*Schedule subject to change



Tracks: Personal & Professional Development Mentoring, Recruiting, & Retaining Business Growth & Change Communication & Leadership

Choose one track or mix your sessions to create a learning experience customized for you!



Personal & Professional Development

What benefits your company. These sessions help you plan your future, refine your skills and avoid burnout.



Mentoring, Recruiting, & Retaining

Keeping up with today's ever-changing environment can feel like a full time job. These sessions focus on how to keep and grow your workforce.



Business Growth & Change

Daily decisions impact your business today and for years to come. These sessions focus on the tools you need to make major impacts in your company to prepare it for the years ahead.



Communication & Leadership

Successful leadership and effective communication go hand in hand. These sessions look at how character and language matter in building teams and unlocking hidden potential.





NEW THIS YEAR!

NECA Now continues to be one of the most popular events on NECA's calendar. In 2023, we add even more exciting opportunities to network nationally and grow in leadership.

- The Monday evening **Networking Dinner and Reception** will take place at the Tejas Rodeo, providing a true taste of Texas and its authentic Western heritage.
- **Leonard Brody** is an award-winning entrepreneur, techno-economist and venture capitalist who will kick-off the conference as the first plenary session speaker.
- There are **three general sessions** this year with **more breakout sessions**—lead by a new roster of **world-class speakers**—to give you even greater customization options for your learning experience.
- Our **Premier Partners** will also be on hand to discuss their latest offerings and services.

Finally, it wouldn't be a NECA event without a fun way to close out the week! Plan to dance the night away with the legendary **BSTREETBAND** at an **Americana** themed reception on the J.W. Marriott Hill Country Lawn.

Golf Tournament

Monday, April 17 • 8:30 a.m. shotgun start

TPC San Antonio Golf

Fee: \$250

TPC San Antonio is one of only three properties in the United States to have hosted two PGA TOUR events annually. The par-72, 7,435-yard Oaks course hosts the PGA TOUR's Valero Texas Open. The Canyons course is a par-72, 7,106-yard course that was host to the PGA TOUR Champions San Antonio Championship from 2011 to 2015.

Both The Canyons and Oaks courses were ranked among the top 15 "Best Courses You Can Play" in Texas by Golfweek. While built with professionals in mind, TPC San Antonio has six sets of tees providing golfers of all skill levels with an enjoyable challenge.

You can request your foursome or we can place you in one based on your handicap. For any questions, please contact meetings@necanet.org.

Due to the size of the event, two golf courses will be utilized. Club rentals are available for \$110 a person (includes green, cart fees, and a light breakfast).



Opening Networking Dinner & Reception

Monday, April 17

6:30–9:00 p.m.

(buses depart at 6:00 p.m.)

Tejas Rodeo Company

Take part in our first night of festivities in San Antonio at Tejas Rodeo Company—a true taste of Texas tucked away in the corner of Bulverde, Texas, just north of San Antonio. Here we'll have a reception, dinner, interactive entertainment and much more! Attendees can experience the western lifestyle in an authentic saloon environment surrounded by rodeo activities.



Closing Reception

Wednesday, April 19 • 8:00–10:00 p.m.
J.W. Marriott Hill Country Lawn

Join us as we close out the NECA Now 2023 events with dancing and delicious bites while taking in the scenic backdrop of Texas Hill Country. Enjoy the sounds of BSTREETBAND, a Bruce Springsteen cover band, while nestled amid 600 acres of oak-covered hills under a wide-open Texas night sky.



Women in NECA & Future Leaders

NEW THIS YEAR! The Women in NECA and Future Leaders conference is being held in conjunction with NECA Now 2023 in San Antonio, Texas. WINFL will take place Sunday and Monday, April 16 and 17, at the J.W. Marriott Hill Country in San Antonio with a full slate of speakers and breakout sessions.

WINFL requires a separate registration and fee, and attendees don't have to attend NECA Now to register for WINFL. For more information or to register for the WIN and Future Leaders conference, visit necanet.org/events.



Register online! Visit www.neca-now.com

Registration (before March 16, 2023)

Member: \$1,275
Spouse/Guest: \$900
Child (7+): \$100

Late Registration (after March 16, 2023)

Member: \$1,350
Spouse/Guest: \$950
Child (7+): \$100

Cancellation Fees

Cancel with full refund: March 16, 2023
Cancel minus \$100 fee: April 10, 2023
No refund for cancellations: April 11, 2023
Registration and housing cancellations must be received in writing.

Hotel

J.W. Marriott Hill Country Resort
Room Rate: \$299 per night, single/double (suites by request, based on availability)

Contact Information

For registration and housing, contact CMR:
Phone: 800-368-6322 (US & Canada)
Fax: 415-293-4745
Online: necanow.cmrushelp.com

Dress Code

Resort casual

Golf Tournament

Fee \$250 (includes greens fees and golf cart; club rental is an additional \$110 plus tax).
Register as a foursome or let us place you with a similar-handicapped group.
Golf tournament space is limited; registrations are first come, first served.

NECA thanks
our Premier
Partners for
their support.



Getty Images/M1photo





REGISTER BY MARCH 16TH TO ENSURE YOUR SPOT!



1201 Pennsylvania Ave. NW, Suite 1200
Washington, DC 20004
www.neca-now.com

PRESORTED
FIRST CLASS
US POSTAGE
PAID
PERMIT No. 4205
SOUTHERN MD