

CEO-MC Retreat

>> **THURSDAY, JUNE 25–SATURDAY, JUNE 27, 2009**
HILTON LA JOLLA TORREY PINES | LA JOLLA, CA

The CEO-MC Retreat is a high-level, once-a-year event developed exclusively for management company executives. Attending this event will give you the unique opportunity to hear presentations from industry experts, engage in facilitated discussions about key topics and network with other senior executives.

Your participation in this event will make you a more successful executive!

As a CEO, you know your company's success depends on you—and that means you've got to cultivate your knowledge, hone your leadership skills and understand what works in today's business environment. You also need to stay on top of the latest trends in the highly competitive community association business.

Here's just some of what you'll get:

- Practical tips and techniques that will help you improve your business operations.
- Insights and practical tips to build win-win relationships in your business and your life.
- High-energy, facilitated discussions that will help you apply what you've learned at the Retreat—and help you improve the success of your business.

You'll also hear experts speak about:

- Positioning your business in today's economy.
- Internet resources that can help your business.
- The number one predictor of success personally and professionally—emotional intelligence.

For new CEOs and other senior executives

CAI developed a special one-day seminar, **CEO Boot Camp**, to provide executives with the core knowledge and information they need to operate their management company effectively. See page 4 for more information on this event, being held Wednesday, June 24.

GENERAL SESSIONS

THURSDAY

General Session

Leading the Workplace with Emotional Intelligence

Speaker: Jean Greaves, Ph.D., TalentSmart™
www.talentsmart.com

Jean Greaves and her colleagues at TalentSmart have created a revolutionary program to help leaders identify their emotional intelligence, build their skills into strengths and enjoy consistent performance in the pursuit of important life objectives.

Ms. Greaves will speak about the lessons from TalentSmart's highly successful workshop, *Emotional Intelligence Public Workshop*. This session will combine lessons from this workshop as well as her book, *The Emotional Intelligence Quick Book*.

TalentSmart researchers found that an individual's performance on the job is impacted by his or her awareness of themselves, others and the social situations around them. This session is ideal for all professionals who want to improve their job performance.

Topics include:

- Discovering what emotional intelligence is.
- Learning to deal with conflict and the emotions generated from difficult situations.
- Learning to manage individual behaviors that prevent you from doing the best job you can.
- Discovering how to read other people and interpret what they are really trying to say.

Ms. Greaves is an award-winning consultant and entrepreneur with 20 years experience helping organizations and people reach their potential. She has worked with many Fortune 500 companies. She holds a doctorate in industrial-organizational psychology.

FRIDAY

General Session

Business Leadership in Challenging Times

Speaker: Martin Regalia, Ph.D., U.S. Chamber of Commerce
www.uschamber.com

Is the end in sight for this economic crisis? What about the record-high foreclosure filings? Are there any positive trends on the horizon for 2010? These and other questions will be addressed by one of Washington's most respected economic thinkers, Martin Regalia. Mr. Regalia will speak on the continued challenges of the foreclosure crisis and provide an overall review of the U.S. economy.

Mr. Regalia is vice president for economic and tax policy and chief economist of the United States Chamber of Commerce. Prior to coming to the chamber in April 1993, Mr. Regalia was the director of research for the Savings and Community Bankers of America. He also served as a principal analyst in the Congressional Budget Office, an economist for the board of governors of the Federal Reserve System and a financial economist for the Federal Deposit Insurance Corporation. Mr. Regalia has appeared on national television news, testified before several congressional committees and authored articles on a variety of economic topics. He holds a doctorate in monetary economics from the University of Wisconsin.

Schedule

WEDNESDAY, JUNE 24

1:00–6:00 p.m. Golf Outing
Noon–5:00 p.m. CEO Boot Camp

THURSDAY, JUNE 25

6:30 a.m.–1:00 p.m. Golf Tournament
11:00 a.m.–12:00 p.m. Check-in
Noon–1:30 p.m. Lunch
1:30–4:00 p.m. General Session: Leading the Workplace with Emotional Intelligence
4:00–4:30 p.m. CAI State of the Industry address
Tom Skiba, CAE, CEO
4:30–5:30 p.m. Reception

FRIDAY, JUNE 26

7:30–8:30 a.m. Breakfast
9:00–10:30 a.m. General Session: Business Leadership in Challenging Times
10:30–10:45 a.m. Break
10:45 a.m.–Noon Group networking session
Noon–1:30 p.m. Lunch and discussion on manager licensing
1:30–4:30 p.m. Concurrent sessions
Topic 1—Managing in Today's Economy
Topic 2—Accelerating Your Impact

SATURDAY, JUNE 27

8:00–9:00 a.m. Breakfast
9:00–11:00 a.m. Closing General Session: Hidden Treasures of the Internet for Business

TO REGISTER OR FOR MORE INFORMATION, visit www.caionline.org/events/managers/ceoretreat or call CAI Direct at (888) 224-4321 (M–F, 9–6:30 p.m. ET).

Group networking session

Industry Trends & Tips

Facilitator: Dave Jennings, Ph.D.
www.davejennings.com

This networking session provides a unique opportunity for questions and discussion with CEOs from across the country on industry trends, business climate, economic issues and practical resources for managing your business.

Dave Jennings is the president of Business Acumen, Inc. He has made over 1,000 presentations to executives at organizations including Intel, Microsoft, Hewlett-Packard and ExxonMobil. He is the author of *Catapulted: How Great Leaders Succeed Beyond Their Experience*. Mr. Jennings is quoted in international and national publications, including *IndustryWeek*, *Investors Business Daily* and *Sales and Marketing Management*. He has a doctorate in sports psychology, with an emphasis in organizational psychology.

Lunch

Facilitated discussion on Community Manager Licensing

Facilitators: John Hammersmith, CMCA, AMS, PCAM, President and CEO, Hammersmith Management
Andrew Fortin, ESQ., Vice President of Government & Public Affairs, CAI

The discussion will allow management company CEOs throughout the country to assess the status of manager licensing, provide feedback on the current direction of this issue from their regions and shape a standardized licensure program for the profession.

CAI will capture the ideas and perspectives from this luncheon to create a white paper on community association manager licensing. The paper will be distributed to all attendees.

Breakout session

Group discussion: Managing in Today's Economy

Facilitator: Kevin Wallace, President and CEO, RMI Management, LLC

This group discussion will address the critical issues facing management company leaders in today's economy. Kevin Wallace will kick off the conversation, drawing on the expertise of the panel members and the participants.

Breakout session

Accelerating Your Impact: How Leaders and Managers Succeed Beyond Their Experience

Facilitator: Dave Jennings, Ph.D.

Based on his acclaimed book, Mr. Jennings will show you how to:

- Help your managers speed through the leadership learning curve.
- Set clearer direction and expectations to increase results.
- Build relationships that create commitment.
- Create employee accountability and engagement.

SATURDAY

Closing General Session

Hidden Treasures of the Internet for Business

Speakers: Michael Benidt and Sheryl Kay
www.goldencompass.com

Sheryl Kay and Michael Benidt are the only speakers who translate technical blah-blah and make it understandable, inspirational and immediately useful. They maintain that technology was invented to serve

us—not the other way around. In this session, they will cover time-saving tips and reference tons of helpful websites. They will also review secrets for finding information on the Internet, including how to search for information that isn't readily available when using search engines.

Mr. Benidt was a regional director for Waldenbooks, having served in the retail book industry for 25 years. He started his own computer training company, Golden Compass, because he felt that computer and Internet training did not focus on the practical side and useful benefits of technology.

Ms. Kay is president of SK Enterprises, a computer software training company. She has taught computer classes and tutored a wide variety of audiences, from senior communities to business leaders. Her goal is to make technical topics understandable to a wider audience. She holds a master's degree in education.

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CEO Boot Camp

WEDNESDAY, JUNE 24, 2009 | NOON–5:00 P.M.

The CEO Boot Camp is an executive-level boot camp for CEOs and other management company executives. The Boot Camp session will help you understand the industry, market your services, manage and train your staff and streamline your business. Facilitated by experienced CEOs from across the country, this event will give participants the unique opportunity to examine the challenges of managing in today's economy.

Who should attend?

Chief executive officers and other senior executives of community management firms interested in the core knowledge required to effectively operate a community management company.

Facilitator—Kevin Wallace, President and CEO, RMI Management, Las Vegas

Topics covered:

- Community management: theory and practice
- Financial statement analysis
- Hiring and retaining great employees
- Managing in a difficult economy—the management company perspective
- Performance issues—people or process?
- Creating a “farm club”—manager development
- Manager accountability
- Management evaluation and contract retention

To participate, please check the Boot Camp option on the CEO-MC Retreat registration form.

The Boot Camp is only open to CEO-MC Retreat registrants.



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