

SUMMER CONFERENCE SERIES / AUGUST

PGA

NATIONAL RESORT

PALM BEACH GARDENS

400 Ave of the Champions
 Palm Beach Gardens, FL 33418
 (800) 863-2819
 www.pgaresort.com



August 25 - 27, 2024

ACCOMMODATION DETAILS

Standard View - \$219.00

Junior Suite - \$219.00

Check website for reservation links.

NOTES:

- Room nights are plus tax
- Resort fee waived
- Self-parking available
- Attire is business casual – no jeans or cargo shorts



CONFERENCE FEES

- Members: \$975
- Guest: \$250 (Chapter Dinner only)
- Child under 8: Complimentary
- Child 8 – 15: \$75
- Child over 15: \$150.00

CONFERENCE SCHEDULE

Monday, August 26

- 8:30am Chapter Business Meeting
- 9:30am **Keynote Speaker**
Joshua Foer
- 10:30am Vendor Showcase
- 11:30am Lunch/Vendor Showcase
- 1:00pm **Strategic Data Initiative**
- 2:30pm Vendor Showcase
- 3:00pm **Marveless Mark**
- 7:00pm Chapter Dinner
The Club at Ibis

Tuesday, August 27

- 9:00am **Jennifer Beckham**
- 10:30am Vendor Showcase
- 11:00am **Golf & Sports Panel**
- 12:30pm Lunch/Vendor Showcase
- 1:30pm **Kristin Soltis Anderson**
- 3:00pm Break
- 3:30pm **Josh Lifrak**

Wednesday – August 28

- 2 CMI Workshops
- Club Spa & Fitness Summit
Fee \$150pp
- Communications & Marketing Summit
Fee \$399pp



SPONSORS



CONFERENCE SPEAKERS

KEYNOTE SPEAKER:

Joshua Foer

Foer delves into the lessons learned from *Moonwalking with Einstein*, inspiring audiences to become a master at their own game, whether in the boardroom or the clubhouse. Sharing the memory techniques that earned him the unlikely title of US Memory Champion, Foer discusses what it takes to surpass the competition and become an expert through mindful practice. Describing how he overcame the “OK Plateau,” Foer shares how perseverance, concentration and creative thinking are crucial to overcoming limitation. He also demonstrates a variety of memory techniques – pioneered by the Greeks and Romans – to help train the brain and enhance our ability to remember.



navigate these complicated times. She is author of *The Selfie Vote: Where Millennials Are Leading America* and appears on-air regularly as a CNN political contributor, speaking regularly about how Millennials and Gen Z are reshaping politics, business and society.

In a cutting-edge, customized presentation, Anderson takes the audience through the substantial shifts in American politics that have occurred in the twenty-first century caused by demographic trends, technological shifts, and changing cultural attitudes.

Through her research on general divides, she possesses unique insights into Gen Z and Millennial attitudes that will share the coming decades of American Politics.

Josh Lifrak – Limitless Minds

- “Fundamentals of Thinking + Getting to Neutral: your mindset is a competitive advantage”
 Fundamentals of Thinking (How to think like a Champion)
- Establishing mindset, Why it’s important, Core mindset strategy Neutral Thinking
 - Change is Inevitable, Growth is Optional
 - By learning and using the neutral mindset and applying it, growth through change (versus resistance to change), typically becomes the only option. Judgment is removed and there is just what is in front of us vs. what we think about it.
 - How Neutral Thinking helps us lead through Challenge, Change, and Adversity
 - How to get to neutral
 - Get to Neutral strategies: leading through change, challenge, adversity and pressure
 - Get to Neutral Activity: Scenarios to practice using Get to Neutral state



Marveless Mark – Opportunity Rocks

In today’s world of monotonous conferences and fragmented teams, this rock and roll keynote experiences will be a game-changer. By fusing the electrifying spirit of rock music with proven teambuilding strategies, Mark won’t just energize our event – he will break down silos, foster authentic connections among team members, and set the stage for collaborative success.




Jennifer Beckham - Hiding Behind Happy: Finding True Excellence in the Messiness of Life

In the wake of profound grief after the devastating loss of her husband to COVID, Jennifer Beckham confronts the relentless quest for perfection that often leads to burnout and disillusionment. Inspired by Vince Lombardi’s notion that the pursuit of perfection brings us closer to excellence, Jennifer proposes a transformative approach to excellence – one that is realistic, attainable, and rejuvenating. This inspirational session explores how true excellence lies not in flawlessness, but in authenticity, grace-based teamwork, and the courage to embrace life’s imperfections.



Kristin Soltis Anderson

The 2023 election is approaching fast, and leaders across every sector and industry are trying to navigate the turbulent political climate and rising generational divides. As a pollster, speaker and commentator, Kristen Soltis Anderson helps leaders learn how to



SUMMER CONFERENCE CHAPTER DINNER

THE CLUB AT IBIS

MONDAY, AUGUST 26
7:00 PM

Details to Follow