



Delta Sigma Pi Fraternity

Presidents' Academy

St. Louis, MO

January 11-13, 2019

AGENDA

FRIDAY, JANUARY 11

General Sessions will be in Versailles I. Meal Functions will be in Versailles II. Small Group Sessions will be in various locations (to be announced onsite).

6:00 p.m.

National Honorary Initiation of Chrissy Taylor, President & COO, Enterprise



Christine "Chrissy" Taylor, President and Chief Operating Officer for Enterprise Holdings Inc., oversees the company's operations and serves on the corporate board of Enterprise Holdings. One of the highest-ranking women in the global car rental industry as well as in the automotive and travel industries, Taylor is part of the third generation of leadership of the privately-owned Enterprise Holdings, preceded by her father Andy Taylor and grandfather Jack Taylor.

Taylor joined Enterprise Rent-A-Car's Management Training Program in 2000 and worked at several different rental locations.

In 2003, she transitioned to Enterprise's corporate headquarters, where she was appointed Corporate Rental Manager. In 2006, Taylor relocated to London to develop Enterprise Rent-A-Car's consumer rental market in the U.K., Germany and Ireland. She was promoted to Assistant Vice President of Rental soon thereafter, and in 2008 returned to St. Louis. From then, she fulfilled a variety of roles with Enterprise until her most recent promotion to President and Chief Operating Officer.

Taylor received a bachelor's degree from Miami University in Oxford, Ohio, where she was co-captain of the Women's Division I Field Hockey Team and earned All American honors. She also received an MBA from Washington University in St. Louis. Taylor enjoys sports and traveling whenever possible.

Keynote Address: Chrissy Taylor

7:10-8:10 p.m.

Dinner and Networking

8:15-8:30 p.m.

Welcome by Grand President Tricia Smith

8:30-10:00 p.m.

Birkman Basics

In our journey along our career path, we have three distinct types of relationships – with self, others, and organizations. Because of the common denominator role of self in these relationships, self-awareness is essential and foundational in almost every aspect in our professional and personal life. This program is designed to give each of us an authentic look at ourselves, how we relate to others who may be different from ourselves, and how we adapt to organizations we join.

It will teach you how to better deal with the diverse membership of chapters, get the most out of your fellow members, and best function within a business community.

SATURDAY, JANUARY 12

8:00-9:00 a.m.

Breakfast and Networking

Full breakfast buffet. Network with Board, other volunteers, Central Office Staff and your chapter officer peers.

9:00-10:00 a.m.

Building Successful Teams (Small Group)

Building a successful and productive team - Assembling, Developing, Maintaining and Performing - has always been the duty and challenge of a formal leader. There are two tracks of team development – the tasking of the job functions and the relationships in the team dynamics.

This session will explore the Assembling process based on providing a diversity of behaviors.

10:00-10:15 a.m.

Passing Period

10:15-10:45 a.m.

Successful Organizations – A Guiding Star

Organizations by nature are always in a state of flux due to their fluid environment, both internal and external. Successful organizations have stabilizing points or guides to provide structure and support for the organizational beliefs.

- Organizational Focus (Purpose)
- Organizational Culture (Principles)
- Organizational Function (Performance)

This session will explore how knowledge of and adherence to a guiding star will assist you in both leading your chapter and your career.

10:45-11:15 a.m.

Incentivizing, Motivating & Accountability

Moving team members forward requires insights on how to initiate, institutionalize, and sustain positive behaviors. Motivating and incentivizing individuals is not a one-size-fits-all operation. To be effective, you need to recognize the differences between people and tailor incentives in order to properly motivate.

Unless you're in the Army, accountability isn't as simple as telling people what to do. We will explore methods to build a culture of accountability within your chapter and how this relates to professional environments.

11:15-11:30 a.m.

Passing Period

11:30 a.m.-12:30 p.m.

Incentivizing, Motivating & Accountability (Small Group)

12:30-2:00 p.m.

Lunch: State of the Fraternity *with Tricia Smith, Grand President*

2:15-3:00 p.m.

Navigating Difficult Conversations

As we mobilize our teams forward with shared models, there are times when unclear and conflicting strategies produce relationship dysfunctions. Having that crucial conversation during difficult situations always seems to be troublesome. We may sometimes tend to become argumentative, emotional, passively aggressive, or just avoid getting to the heart of the matter. Why do we have such difficulties? This interactive workshop is designed to provide insights to help you navigate through challenging conflict moments in your associations.

3:00-3:15 p.m.

Passing Period

- 3:15-4:15 p.m. Navigating Difficult Conversations (Small Group)**
- 4:15-4:30 p.m. Passing Period**
- 4:30-5:00 p.m. Strategic Goal Setting and Planning**
 Leading without a plan is like navigating without a map or compass. In fact, some would argue that in the absence of a plan, a leader isn't leading at all. In order to lead, you need to have a destination in mind. In this session, we will discuss the goal setting process and how it can be used to not only provide direction and focus to your chapter, but also aid in accountability and motivation in all aspects of your life.
- 5:00-5:15 p.m. Passing Period**
- 5:15-6:00 p.m. Creating Strategic Goals (Small Group)**
- 6:00-7:30 p.m. Dinner: Etiquette Dining Program**
- 7:45-9:00 p.m. Leading Like a Facilitator**
 Facilitation is the process of designing and running a successful meeting in business, organizational development, and in consensus decision-making. It is any activity that makes an action or a process easy or easier. In this session you will learn how to approach leadership more from the mindset of a facilitator and less as a top-down, formal leader. These skills will aid in both leading your chapter, a project team in school, and in business.

SUNDAY, JANUARY 13

- 8:00-9:00 a.m. Breakfast and Networking**
 Full breakfast buffet. Network with Board, other volunteers, Central Office Staff and your chapter officer peers.
- 9:00-10:00 a.m. Strategic Goal Setting and Planning, Evaluation (Small Group)**
- 10:00-10:15 a.m. Passing Period**
- 10:15-11:00 a.m. Inspirational Leadership**
 You can be a tremendously successful leader, both within your chapter and the business world, if you master the skills discussed during this program. However, if your goal is to be legendary, then something is missing. We will discuss what differentiates the iconic business leaders from the rest, and learn from Brother Elliott Ferguson.

Elliott Ferguson, President & CEO, Destination DC



Elliott Ferguson, *Savannah State (GA)*, president and CEO of Destination D.C., recently named the 2018 recipient of the Delta Sigma Pi Career Achievement Award for his exceptional career in travel and tourism management.

Initiated into Kappa Chi at Savannah State in 1987, Elliott went on to earn a degree in marketing and business administration. Remaining in Savannah, he became the director of sales for the Savannah Convention and Visitors Bureau. Just a few years later, he became vice

president of sales for the Atlanta Convention and Visitors Bureau where he stayed for more than 10 years.

In 2001, Brother Ferguson made the move to Washington D.C. and served as senior vice president of Destination D.C., taking over as president and CEO in 2009, the same year Grand Chapter Congress was held in D.C. Brother Ferguson attended GCC with an official welcome and presented the Fraternity with a silver bowl on behalf of President Obama.

Ferguson serves on the board of the U.S. Department of Commerce, U.S. Travel and Tourism Advisory Board, the Downtown Business Improvement District, the Greater Washington Sports Alliance, the Military Bowl, Historical Society of Washington D.C. and the Franciscan Monastery USA. He is the Chairman of the D.C. Business Coalition, a member of the Hospitality Alliance and a member of BrandUSA's Marketing Advisory Group. His many memberships in the industry include the American Society of Association Executives, Professional Conference Management Association and Destinations International.

11:00 a.m.-12:00 p.m. Graduation, Next Steps and Farewell