



Delta Sigma Pi Fraternity

2022 Washington DC LEAD School Agenda

November 4-5, 2022

The sessions below focus on the following tracks:

Career/Professional/Leadership (LD) Chapter Operations (CO) Personal Development (PD)

FRIDAY, NOVEMBER 4

5:00 p.m.-8:00 p.m.	Check-in/Registration with Delta Sigma Pi	Lobby
8:30 p.m.-11:00 p.m.	Network with other attendees and participate in casual operational roundtables including: Recruiting; Pledge Education; Member Engagement & Motivation; Diversity, Equity & Inclusion; Finances and Fundraising; Events: Professional and Service; Scholarship & Awards; Effective Meetings; Founders' Day Challenge	Cirrus Ballroom

SATURDAY, NOVEMBER 5

Early	Breakfast on your own	
7:30 a.m.-8:30 a.m.	Check-in/Registration with Delta Sigma Pi (if you checked in Friday, no need to check-in again)	Luray Foyer
8:00 a.m.-5:00 p.m.	Visit Leadership Foundation, Mecca Specialties, community service, Fraternal Composite Service and Delta Sigma Pi career partners including Rocket Companies, IES, Enterprise, Fund for American Studies.	Luray Foyer
8:30 a.m.-9:45 a.m.	Welcome & Networking Keynote: The Future of Leadership with Elliott Ferguson	Luray Ballroom
10:00 a.m.-10:50 a.m.	Breakout Sessions I <ul style="list-style-type: none"> Balance/Taking Time for You (PD) Diversity, Equity and Inclusion in Action (LD) Effective Transitions and Goal Setting (CO) Globally Linked: How to Thrive & Not Just Survive in a Global Workforce (LD) Recruiting Best Practices and Discussion Forum (CO) 	Luray D Rockbridge Luray E Layton Luray F
11:00 a.m.-11:50 p.m.	Breakout Sessions II <ul style="list-style-type: none"> Backpacks to Briefcase (LD) Leadership Lingo (LD) Managing Tough Conversations (PD) Pledge Education Best Practices and Discussion Forum (CO) The 3 Critical Skills No One Teaches (LD) 	Rockbridge Luray D Luray E Luray F Layton
Noon	Lunch and Networking – Network by meeting someone new! Meal Served at 12:00 p.m. – Program at 12:45 p.m. (Meal Ticket Required)	Luray Ballroom

1:30 p.m.-2:20 p.m.

Breakout Sessions III

- Achieving and Managing Change (PD)
- History of Our Ritual (*Members Only*) (CO)
- Innovator's Mind: Driving Business Transformation (LD)
- Resume & Interviewing Best Practices (LD)
- Understanding Risk Management (CO)

Luray E
Luray F
Layton
Rockbridge
Luray D

2:30 p.m.-3:20 p.m.

Breakout Sessions IV

- Alumni & Collegians – A Discussion About Staying Engaged & Deltasig for Life (CO)
- How to Present Like a Rock Star (PD)
- Landing a Great Job in a Changing Market (LD)
- Professional, Service and Scholastic Events Discussion Forum (CO)

Luray E
Rockbridge
Layton
Luray D

3:35 p.m. – 5:00 p.m.

Wrap It Up

- Let's Talk About Delta Sigma Pi: A Town Hall with National Leadership and Staff
- National Awards Celebration
- Teambuilding Activities
- Recognition & Raffles

Luray
Ballroom

The Future of Leadership Elliott Ferguson



As businesses change and new sets of challenges emerge, learn how the next generation of leaders should incorporate the lessons from the past few years into their strategic planning and the importance of remaining flexible and nimble.

Elliott Ferguson, Savannah State, is President and CEO of Destination DC (DDC), the official destination marketing organization for Washington, DC. A 33-year veteran of the travel and hospitality industry, and 20 years with DDC, Ferguson leads DDC's efforts to generate economic opportunity for the District through meetings and tourism, overseeing the organization's convention and tourism sales, marketing, finance and business development operations.

In January 2021, he was named Board Chair of Tourism Diversity Matters, an organization focused on creating diversity, equity and inclusion opportunities at all levels of the workforce. He has been instrumental in advancing conversations about race and racism throughout the hospitality industry.

Ferguson was National Chair of the board of directors for the U.S. Travel Association from February 2019 to February 2021 and is currently chair of the compensation committee. He serves on the board of Brand USA from December 2021-December 2024. He is also on the board or a member of Advisory Board of the Smithsonian National Zoo; DC Jazz Festival; Ryan Kerrigan "Blitz for the Better" Foundation and the United Way of the National Capital Area. He represents DDC as part of the Hospitality Alliance of Washington, D.C.

Ferguson received a Bachelor of Arts in Marketing and Business Administration from Savannah State University, where he also initiated into Delta Sigma Pi. His many industry memberships include Professional Conference Management Association, International Association of Exhibition Executives, Destinations International, National Coalition of Black Meeting Planners, Meeting Professionals International and American Society of Association Executives.

Ferguson and his wife, Telesa Via, also a hospitality industry veteran, are longtime residents of Capitol Hill. He is active with Capital Partners for Education, Alpha Phi Alpha Fraternity, Inc. and Delta Sigma Pi.

BREAKOUT SESSIONS I**10:00 a.m. – 10:50 a.m.****Balance/Taking Time for You with Tyrone Newsome (PD)***Luray D*

Participants will:

- Understand that achieving balance requires setting personal priorities, allocating time and choices accordingly, and engaging in ongoing self-assessment
- Identify the likely hurdles encountered in achieving balance and how to overcome them
- Identify individuals who can help champion/support a commitment to balance

Diversity, Equity and Inclusion in Action with Elliott Ferguson (LD)*Rockbridge*

Gain a better understanding of how to embrace and incorporate diversity, equity and inclusion initiatives into all aspects of business, from having tough conversations to actionable steps related to workforce development to industry initiatives making a difference.

Effective Transitions and Goal Setting with Noel Miller (CO)*Luray E*

Participants will:

- Understand the value and importance of proper officer transition and individual officer goal setting
- Obtain tools and information which will make transition and goal setting more effective
- Be empowered to properly prepare for the upcoming officer transition and be able to guide the incoming officer in goal setting

Globally Linked: How to Thrive & Not Just Survive in a Global Workforce with Shaina Moran, IES (LD)*Layton*

The pandemic has shown that our world economies are inextricably linked and thus an international experience is a must-have for a savvy business student. We will use the NACE Key Competencies for Career Readiness, as well as other research, to examine how an international experience prepares students for the global workforce.

Recruiting Best Practices and Discussion Forum with Brennen Feder (CO)*Luray F*

Join this session to engage in interactive discussions and learn about recruiting best practices from chapters across the country. Bring your own best practices to share too!

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BREAKOUT SESSIONS II

11:00 a.m. – 11:50 a.m.

Backpacks to Briefcase with Kelly Blaz, Enterprise Holdings (LD)

Rockbridge

No more backpacks, sweatshirts and jeans. As you prepare to graduate and transition into the business world you need to understand that your life is going to be VERY different. There are things that can help or hurt you as you embark on your new career. This workshop will discuss time management, dress and grooming and professionalism. We will share career tips and discuss personal finance and share with you 11 things that you didn't learn in college.

Leadership Lingo with Stacy Jordan (PD)

Luray D

This session will introduce you to the concept of leadership as a process. In addition to learning about different styles or approaches to leadership, this session will explore ways in which you can commit to developing your own leadership potential. This presentation will focus on the journey of leadership development that individuals can undertake and commit to for their whole life.

Managing Tough Conversations with Christian Loeb (LD)

Luray E

The ability to handle difficult conversations with others is a necessary skill for any leader. Many leaders get caught in the myth that ignoring a problem will cause it to disappear. However, effective leaders know the value of keeping their own limiting beliefs and emotions in check when addressing tough issues head on. In this session, you'll learn how to do just that.

Pledge Education Best Practices and Discussion Forum with Jasmin Flores (CO)

Luray F

- Learn the most common mistakes with pledging and the liability accepted by the VPPE and President
- Learn how small changes make large improvements
- Discuss why pledging is often referred to as the highest risk within a chapter, pledge retention and how to generate positive thoughts and get growth oriented results
- Share ideas among attendees about effective methods and techniques for successful pledge experiences

The 3 Critical Skills No One Teaches with Tim Augustine (LD)

Layton

Are you like everyone else following the crowd and accepting what is provided? Do you plan to wait and see what happens after graduation? Do you feel you have the skills and competencies required to become successful? Deltasigs do have an advantage over most college graduates. We are surrounded by business minded brothers; we operate in a co-ed environment, teaching us valuable lessons such as perspective, communication, and collaboration. But.....what are critical business skills not taught? What are the 3 most important skills a professional needs to understand to be successful? In this session, Brother Tim Augustine, will unveil 3 critical skills needed to become a leader in today's environment.

Got 3 Minutes?

Please take the online survey to give us your feedback on the Washington DC LEAD School.

You'll receive an email from Survey Monkey early next week.



BREAKOUT SESSIONS III

1:30 p.m. – 2:20 p.m.

Achieving and Managing Change with Jen Huynh-Doto (PD)

Luray E

Have you ever left a leadership retreat inspired by a new idea for your chapter only to find it would be an uphill battle to implement it? Why is change so difficult? Perhaps you were able to implement the idea, but your vision fell short because the team wasn't as excited about the change as you. Perhaps there wasn't a budget for your new idea. Perhaps your team agreed that it was a good idea, but they just didn't seem motivated to implement it because copying and pasting last year's event would be good enough. This session is designed for leaders who want to be real change agents. You'll learn practical steps to implementing change and will leave this session with a clear roadmap to make your change stick.

History of Our Ritual (*Members Only*) with Onuka Ibe (CO)

Luray F

Delta Sigma Pi's Ritual has a rich and varied history. In many ways our Ritual has reflected the society around us and has evolved over the years to address societal and fraternal concerns. This session will take you on a journey to help you better understand the meaning behind some of our Ritual and the journey it has taken over the years.

Innovator's Mind: Driving Business Transformation with Tosin Odesanya (LD)

Layton

If innovation is about developing something new that impacts the market and creates value for users — what is required to make that happen? Mindset or “Innovator's Mindset” — simply put, innovator's dilemma to foster transformation starts with the question of mindset. Mindset precedes and sparks the very act of innovation and transformation — creating new business ventures as an entrepreneur or “intrapreneur” within a corporate setting. We will explore key tenets of creativity, chronicle characteristics of an innovator, examine why great companies fail, and apply methodologies that startup and seasoned businesses use to disrupt and overtake competitors.

Resume & Interviewing Best Practices with Alyssa Boucher, Rocket Companies (LD)

Rockbridge

Hear from a former campus recruiter to learn how to compose your resume in a manner that's both logical and attractive to various audiences, confirm and bust common resume myths, and be introduced to unique practices to follow that will make your resume turn heads. You will learn how to effectively communicate your experience, and other practices to flourish through the interview process. You will also have the opportunity to receive “no-fluff” advice on your resume, interviews and hear real world feedback examples from hiring leaders across the industry.

Understanding Risk Management with Meghan Hill (CO)

Luray D

Participants will:

- Be able to summarize Delta Sigma Pi's Risk Management policy in your own words
- Be able to recognize key influencers in your chapter and learn how to leverage relationships with those influencers to affect lasting change
- Be more aware of risk and how to be an advocate for your chapter

BREAKOUT SESSIONS IV

2:30 p.m. – 3:20 p.m.

Alumni & Collegians – A Discussion About Staying Engaged & Deltasig for Life with Chelsey Fix (CO)

Luray E

Join this interactive discussion with Deltasigs from collegiate and alumni chapters about how to keep members involved and why Delta Sigma Pi is for life. Bring your own ideas and chapter successes for member engagement to share too.

How to Present Like a Rock Star with Mary Miracle (PD)

Rockbridge

Have you ever wondered what makes a rock star a rock star? A good portion of the mystique is due to their onstage performance. So, let's sit back and watch one of the most iconic performances in rock history, and with our business professional mindset, discern those attributes that we can use to enhance our presentations. Rock on!

Landing a Great Job in a Changing Market with Tim Augustine (LD)

Layton

Based on Brother Tim Augustine's best-selling book series "How Hard Are You Knocking," this session is a must-see prior to starting your job search. Tim's latest book was recently recognized by Career Magazine as a "Top 100 Best Career Books of All Time." Tim will cover the critical items you need to know to crush your job search including strategies for differentiating yourself, uncovering future growth industries, the four types of interviews, landing the first impression, questions you should ask and negotiating your starting salary.

As a business owner and executive, Tim offers an insider's perspective to help guide you through your job search process including:

- Developing your job search strategy
- Best resources to find job opportunities
- Differentiating yourself and landing the first impression in person and virtually
- Negotiating your starting salary

Professional, Service and Scholastic Events Discussion Forum with Jim Kuhn (CO)

Luray D

Join this session to engage in interactive discussions about events including professional, service and scholastic development. Learn from and share ideas with chapters from across the country and take home some new best practices for your chapter too.

