Celebrating 100 YEARS of LEADERSHIP DEVELOPMENT
Presented by the Blue Ridge Conference on Leadership

OCTOBER 2-4, 2019
YMCA BLUE RIDGE ASSEMBLY
BLACK MOUNTAIN, NORTH CAROLINA

(10.00 CEU HOURS OR 1.00 CEU CREDITS)

A TRUE VALUE FOR YOUR TRAINING DOLLAR • TRAINING TARGETED TO FIRST-LINE SUPERVISORS, MANAGERS AND EXECUTIVES • FEATURING TOP NOTCH NATIONAL SPEAKERS • THE NORTH CAROLINA MOUNTAINS IN OCTOBER

Auburn University OPCE is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CPSM or SHRM-SCPSM.
2019 BREAKOUT SESSIONS

Jen Arnold
“The Thriving Leader: Selfcare as a Leadership Skill”

Harrison Bell
“The Do's and Don'ts of Difficult Conversations”

Russ Brogden, Terri Koestler
“Civil Dialogue: Handling Difficult Conversations in the Workplace”

Mark Hecht
“Coaching Skills”

Dave McAuley
“Custom Crafted Leadership”

Chip White
“Organizational Leadership: Motivation”

Mary Gormandy White
“Strategic Leadership Solutions: Building Vision, Alignment and Execution”

Dr. Brenda White Wright
“Leadership Keys that D.R.I.V.E. Cultural Competence: Diversity, Respect, Inclusion, Vision and Engagement”

SAMPLE OF CLIENTS:

www.blueridgeleadership.com
100 YEARS OF LEADERSHIP DEVELOPMENT
October 2-4, 2019
YMCA Blue Ridge Assembly, Black Mountain, NC

WEDNESDAY, OCTOBER 2, 2019
ARRIVAL AND REGISTRATION –
9:00 am to 6:00 pm Blue Ridge Assembly Center

1:00 pm Washburn Center
Welcome Orientation and Activity
Russ Brogden

2:30 pm Washburn Center
Keynote Address: “Pick Up the Roach: Why Great Leaders Do the Dirty Work” - Pete Blank

4:00 pm Breakout Sessions
(See Breakout Session Schedule for Facilitators, Sessions, & Locations)

5:15 pm Eureka Hall
Happy Hour, Networking and Entertainment from White Water Blue Grass Band

6:30 pm Eureka Hall
Dinner

7:30 pm Eureka Hall
Evening Activity

THURSDAY, OCTOBER 3, 2019

7:00 am Chapel
Morning Chapel (optional)

8:00 am Dining Room
Breakfast

9:00 am Washburn Center
Awards & Announcements
Keynote Address: “Listen Like You Mean It” - Deborah Boswell

12:00 pm Dining Room
Lunch

1:00 pm Afternoon Breakout Sessions
(See Breakout Session Schedule for Facilitators, Sessions, & Locations)

4:30 pm Afternoon Activities

6:00 pm Dining Room
Dinner

7:00 pm Washburn Center
Evening Entertainment

FRIDAY, OCTOBER 4, 2019

7:00 am Chapel
Morning Chapel (optional)

7:30 am Dining Room
Breakfast and Checkout

8:30 am Washburn Center
Roundtable Sessions

9:45 am Washburn Center
Keynote Address: “Authentic Leadership” - Chris Maslin

11:00 am Conference Ends
KEYNOTE SPEAKERS

Pete Blank
Pete Blank spent 13 years in a variety of roles at the WALT DISNEY WORLD® Resort, where his most recent role was Learning Manager at the Disney University. He currently manages the training department for the Personnel Board of Jefferson County. Pete is a former President of the Birmingham Chapter of the Association for Talent Management (ATD), and is a member of the National Speakers Association (NSA). He was named a “Top Young Trainer” by Training Magazine, and served as a board member for the Blue Ridge Conference on Leadership. His first book, Employee Engagement: Lessons from the Mouse House, is available on amazon.com, and his next book Pick Up the Roach! Why Great Leaders do the Little Things, is due out in 2019.

Deborah Boswell
Deborah Boswell works with some of the nation’s top companies, coaching executives, managers, and technical professionals to communicate their true credibility to any audience. She blends her skills in speech pathology with over 20 years of corporate experience to help solve a company’s specific communication problems. Deborah’s audiences benefit immediately...with sharpened skills, reduced fear, and increased confidence. Her keynote messages are entertaining and her presentation skills courses equip business communicators to sell, convince, and motivate. Deborah's innovative approach to solving business communication challenges makes her an in-demand communications coach and consultant. She works with executives and other leaders on their schedule - helping to solve their specific business communication challenges. Deborah has been featured in Business Alabama, Birmingham Business Journal, SMPS Newsletter and other publications. Deborah recently released an audio CD, Tame Your Wild Southern Accent. Auburn University selected her to produce the DVD, Technically Speaking: Presentation Skills for Engineers and Technical Professionals, as part of their Engineering continuing education curriculum. In addition to her training, speaking and coaching, Deborah is president of Professional Speech Services of Alabama, P.C. and managing partner of ChildsPlay Therapy Center.

Chris Maslin
Chris is the Senior Director of Talent & Organizational Development for The Biltmore Company in Asheville, NC, and also serves as the Senior Director of Biltmore’s Center for Professional Development. His work includes oversight of training, talent management, succession planning and labor management. Additionally, he provides overall direction and guidance for the professional development of Biltmore’s 2,400 employees, with the objective of maximizing growth and profitability as well as day-to-day leadership and management. Over the past 10+ years he has created and implemented modern training programs for a variety of age groups and learning styles. Chris holds BS and MBA degrees with Beta Gamma Sigma distinction. He also holds a Senior Professional in Human Resources certification from HR Certification Institute. Chris is a member of the Association for Talent Development and The Society for Human Resource Management. Chris was recognized as one of Asheville’s “40 Under 40” emerging business leaders and currently serves on the North Carolina Chamber HR/Employment Committee, Chief Learning Officer Business Intelligence Board, as well as a number of non-profit boards in the Asheville area.
Jen Arnold
Jen Arnold is host of the Redesigning Wellness podcast where she interviews experts on the topic of organizational health. Jen’s on a mission to change the common approach to employee health and wellness. She facilitates employee training that addresses leadership, resilience and mindfulness. For the 16 years prior to starting her own business, Jen led organizational health and wellness efforts and advised employers how to start them. She most recently worked at Blue Cross Blue Shield of NC for over 8 years leading a team of health promotion professionals. Jen is a Tedx speaker who uses stories, activities and humor to not only make a point but to keep audiences engaged and listening. She lives in Raleigh, NC, with her husband and two children.

Harrison Bell
With a deep passion for communicating vision, leadership development, cultural engagement, and informed theology, Harrison Bell (M.Div) wants to see entire neighborhoods and communities transformed. Having pastored small, medium, and large-sized churches in both rural and urban contexts, Harrison has extensive experience in organizing people for a greater purpose. Currently serving as the Executive Pastor and Chief of Staff at Saint James Church in the greater Montgomery, Alabama area, Harrison gives leadership to ministries reaching 5,000 people weekly. He is married to his wife of seven years, Chelsea, and together they have two children, Blaire (3) and Ezra (1), and a dog, Daisy.

Russ Brogden
Russ Brogden recently retired from the learning and development organization of Eastman Chemical Company in Kingsport, Tennessee. Russ is a graduate of the University of Tennessee, Knoxville, and has over 36 years of experience in a wide variety of Human Resources roles. He has helped a number of not-for-profit organizations with leadership and team effectiveness. Russ lives in Kingsport with his wife Joyce, and they have recently entered the grandparenting phase of life!

Mark Hecht
Mark Hecht offers the experience of a seasoned executive coach, leadership development teacher, and facilitator after more than three decades of service with Eastman Chemical, a global specialty chemical company, with headquarters in East Tennessee. Mark’s experience crosses multiple cultures and locations within the United States and in over 20 countries throughout Asia, Europe, and Latin America. This unique global exposure brings an insightful perspective of cultural diversity and individual uniqueness to his coaching, classroom, and workshop experiences. In 2016, Mark retired from Eastman Chemical, starting Coaching Horizons to continue investing in the excellence of leaders. In 2019, Coaching Horizons became a contracting partner with The Summit Companies in Bristol, TN to further expand business network and opportunities.

Terri Koestler
Terri Koestler is the Lodging Human Resources Director for The Biltmore Company in Asheville, NC. Along with her team, she supports the charming Village Hotel on Biltmore Estate as well as The Inn on Biltmore Estate, which holds a Forbes 4-star rating. The Dining Room at The Inn was awarded its own Forbes 4-star rating in 2018. Serving about 500 employees between these two hotels, Terri directs training, engagement, recognition, and communication efforts. She serves on leadership teams for both locations and also with Biltmore’s Corporate Human Resources team. She provides coaching, counseling, mediation, and career counseling services. Most of all, she loves to encourage people and help them create a great place to work. With a recently-retired husband, a teenage son, and a pre-teen daughter, it’s a wonderful life! Terri is an active and devoted member of a vibrant church serving their community. She’s also an avid reader with a personal library of over 2,000 books.

Dave McAuley
Dave McAuley is the founder of Summit Leadership Foundation as well as a Founding Member and an Independent Certified Coach, Speaker and Trainer of the John Maxwell Team. Dave has a broad background of leadership experience in business, non-profit and church settings. His undergraduate degree is in Mass Communications and he holds a graduate Seminary degree in Biblical Studies. Dave became a student of John C. Maxwell’s teaching on leadership in the early 1990s and continues to learn and grow as a leader every day. In 2015 Dave designed COREX25, a leadership development framework to help busy leaders create intentional excellence through smart and healthy practices. Dave’s passion in life is to add value to the lives and vocations of leaders in order to help them be successful and add value to the lives of those they serve. His personal mission is to model, mentor and multiply servant leadership in all his spheres of influence. Leading group coaching sessions and teaching leadership through workshops and conferences are at the heart of his passion. Dave and his wife Susan have been married for 38 years and have three adult sons, one daughter-in-law and one grandchild.
Chip White  
Chip White is a graduate of Clemson University with a B.S. in electrical engineering. He began his career at Exxon Corporation at the Baton Rouge Refinery as an electrical and instrumentation engineer. He has spent the last two decades in a manufacturing environment at Michelin Tire Corporation working in various leadership roles (project engineer, continuous improvement manager, central productivity manager, recruiting manager, corporate leadership trainer, and human resources business partner). Furthermore, Chip is a Certified Professional Coach (CPC) and is the owner of Human Investment Solutions which is a company that focuses on leadership development and career coaching. Chip is happily married to Lori, the love of his life and helpmate. He has two children, Gresham and Rachel.

Mary Gormandy White  
Mary Gormandy White, M.A., SHRM-SCP, SPHR is a talent development expert and dynamic, speaker, trainer, and facilitator with expertise in leadership, management, people development, team building, communication & HR best practices. Mary is managing partner of MTI Business Solutions, a leading talent development firm, where she provides training, speaking, and consulting services focused on building better workplaces and teaches online certification prep courses for the SHRM-CP/SCP, PHR/SPHR, and aPHR exams.

Dr. Brenda White Wright  
Dr. Brenda White Wright is a motivational speaker, storyteller and diversity trainer with over 45 years of experience in business management, board and organizational development, human resources, multicultural issues, race relations, youth initiatives, community relations, resource development, radio and television. For over twenty years, she served as President and CEO of a United Way agency that provides programs for at-risk youth. In that capacity, she was named by The Business Journal as one of the region’s “Twenty-Five Powerful Female Executives.” She was a Founding Member of the Board of Directors of TriSummit Bank (now Home Trust Bank) and served for 23 years on the Board of Trustees of the Children’s Hope Alliance of North Carolina (formerly Grandfather Home for Children). From 2011–2015 she served on the Board of Trustees at Appalachian State University. She also served on the Kingsport Centennial Celebration Commission as Chair of the Centennial Park Project and was appointed by the Tennessee State Department of Health to serve on the Ballad Health Compliance Advisory Council.
Many corporate executives, learning professionals and managers have attended Blue Ridge over the years. Here are a few of their comments:

“ACIPCO considers this conference as one of the most valuable development, team building and networking experiences provided for our future leaders.”
Leann Barr, Director of Human Resources
American Cast Iron Pipe Company

“The Blue Ridge Conference on Leadership is an experience that is both enjoyable and enriching. The conference is a great balance between practical skills and leadership tools that are universally relevant. I definitely left Blue Ridge with tools and knowledge that would help me make a positive impact in my organization.”
Melissa Johnson, CFO
Baptist Medical Center East

“The Blue Ridge Conference on Leadership was an eye-opening experience that enlightened me on effectively managing the connection between personal values and leadership skill sets. The speakers were dynamic and relevant. I recommend attendance for anyone - regardless of industry or position – seeking greater understanding and practical application of leadership concepts.”
Nikita McClain, Human Resource Manager
Sodexo

“Blue Ridge has been a great opportunity for our students to come together as a group, and learn from exceptional leaders. It is a key element of our educational program.”
Daniel Gropper, Ph.D.

The conference runs non-stop with activities from 7:00 a.m. to approximately 10:00 p.m. Companies often use time in-between sessions for internal team building and communication meetings. The conference and setting promote personal interchanges and relationship development. The idea-sharing between industries, business functions and individuals is a key benefit for those attending the conference. In addition, many use the serene setting as a much-needed time for personal reflection, renewal, and goal setting.

THE DESIGN OF THE CONFERENCE

The Blue Ridge Board of Directors consists of senior-level corporate executives, most of whom have personal responsibility for the conduct of leadership development in their business operations. As a result of this collaboration, the board has adopted a framework of leadership competencies it uses to design the conference.

Competencies addressed at the conference include:

• PERSONAL AND INTERPERSONAL SKILLS:
  (Diversity and inclusion, communication, compassion, building trust, acting with integrity, balancing work and life)

• STRATEGIC SKILLS:
  (Understanding the business environment, developing business acumen, decision making, innovation, creativity, and systems thinking)

• OPERATIONAL SKILLS:
  (Managing processes and people, goal setting, time management, and measuring results)

• COURAGE:
  (Dealing with difficult situations, conflict management, dealing with tough personnel decisions, and assertive action)

Each conference is designed to touch on these areas through the keynotes, activities and breakout sessions. Individuals are encouraged to think critically about the topics presented, ask self-reflective questions, discuss them with other participants and develop action plans for using the material when they return to work.
Accommodations:
The Blue Ridge facilities provide a rustic, yet comfortable and clean, living experience.

Staying on the Blue Ridge Campus: (recommended)
• On-site participants usually enjoy the conference most!
• If you have special needs, please advise the facility.

Meal Package for Commuters:
The conference meal package may be purchased separately and is highly recommended for those staying off-site since many of the activities are close to meal times. Meals are a great mix and mingle opportunity!

Cost: $76.00 (includes five meals beginning with dinner on Wednesday through breakfast Friday)

YMCA Blue Ridge Assembly Address and Contact Information:
For more information about the Blue Ridge Assembly Campus contact:

YMCA Blue Ridge Assembly
84 Blue Ridge Circle
Black Mountain, NC 28711
Phone: (828) 210-8489
Fax: (828) 669-8497
www.blueridgeassembly.org

Conference Notes for Packing:
Items to include on your packing list:

• Cell phone
• Hair dryer
• Toiletries
• Comfortable walking shoes
• Casual, comfortable clothing (Generally, cool in the morning and evening)
• Rain jacket or umbrella
Local Hotel Accommodations:
For those interested in local hotel accommodations, visit the following websites:
• Black Mountain Swannanoa Chamber of Commerce - www.blackmountain.org
• Asheville Chamber of Commerce - www.ashevillechamber.org

**Make your reservations early. The fall colors bring large crowds of tourists to the local area.**

Atmosphere/Dress:
Relaxed, refreshing and friendly. Casual dress is appropriate at all times.

(See Conference Notes for Packing)

Picture the fall colors half way up Black Mountain in October...Spectacular!

How to Get to Black Mountain:
Blue Ridge Assembly is located 17 miles east of Asheville, North Carolina, and two miles west of Black Mountain, North Carolina, on I-40. From I-40, take Exit #64 onto Highway 9.

For additional information on the location go to www.blueridgeassembly.org.

Conference Information:
We encourage you to call us for additional information. We enjoy getting to know our participants and sharing about the Blue Ridge Conference on Leadership!

Phone: (334) 844-5100
Fax: (334) 844-3101
Email: hope.stockton@auburn.edu
Website: www.blueridgeleadership.com
Mail: Blue Ridge Conference on Leadership
301 O.D. Smith Hall
135 South College Street
Auburn University, AL 36849-5608
REGISTRATION INFORMATION

REGISTRATION FEES EARLY BIRD REGISTRATION ENDS AUGUST 15, 2019

Because of the generosity of our Corporate Sponsors and Conference Underwriters, a modest registration fee for the Conference allows all-inclusive pricing options. Please indicate your selection below.

**Single Occupancy All Inclusive** (includes 2 nights lodging, 5 meals and conference registration)
- $599 each (Early Bird through 8/15/19)
- $749 each (Regular Conference Rate)

**Double Occupancy All Inclusive** (includes 2 nights lodging, 5 meals and conference registration)
- $499 each (Early Bird through 8/15/19)
- $649 each (Regular Conference Rate)

**Commuter** (includes conference registration and Thursday lunch)
- $369 each (Early Bird through 8/15/19)
- $229 each (Regular Conference Rate)
- $76 each Meal Package Option for Commuters (includes all conference meals)

**1-Day, Thursday** (includes morning and afternoon conference sessions and lunch)
- $179 each (Early Bird through 8/15/19)
- $229 each (Regular Conference Rate)

***10.00 CEU hours or 1.00 CEU Credits for conference***

Conference Contact: Brent Gibson
Phone: (334) 844-5100 • Fax: (334) 844-3101 • Email: brent.gibson@auburn.edu

CONFERENCE REGISTRATION FORM

WEDNESDAY, OCTOBER 2– FRIDAY, OCTOBER 4, 2019

*Mr./ Ms Preferred Name For Badge (First Name, MI, Last Name):
________________________________________________________

Title: _________________________________________________________________
Company: _________________________________________

Mailing Address: _________________________________________________________
City State Zip+4: _________________________

Phone: __________________________ Fax: __________________________ Email: ___________________________________________________

Company Contact’s Name: ___________________________________________________
Contact’s Job Title: _________________________

Contact’s Address (if different): ____________________________________________________________
City State Zip+4: ___________________

Phone: __________________________ Fax: __________________________ Email: ____________________________________________________

*Retired: Yes No If Yes, Company: ___________________________________________________________________________________

Job Title at Retirement: _____________________________________________________________________________________________________

Year(s) you previously attended our annual conferences: ___________________

** If Registering a Spouse** Spouses attending conference sessions and/or breakout sessions must register for conference.

Spouse’s Preferred Name for Badge: ____________________________________________

PAYMENT PROCESSING:

$___________ Conference
$___________ Total

Checks should be made payable to BLUE RIDGE CONFERENCE ON LEADERSHIP
and mailed to the address above.

Credit Card (Circle One): MC VISA Discover American Express

___________________________________________________ Credit Card Number

___________________________________________________ Verification # _________________________ Exp. Date

___________________________________________________ Signature

Prepayment is required. No-shows and cancellations less than thirty business days before the Conference are responsible for the registration cost. Substitutions may be made at any time. Please email or fax us with changes or substitutions.

Mailing Address for Registration and Payment:
Blue Ridge Conference on Leadership
301 O.D. Smith Hall
135 South College Street
Auburn University, AL 36849-5608

www.blueridgeleadership.com
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FIND US ON:
www.blueridgeleadership.com

THE LEADERSHIP EXPERIENCE
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