



AUXILIARY PROGRAMS CONFERENCE

FEBRUARY 5-7, 2023
GREENVILLE, SC

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#MISBOFAC23

REGISTER NOW!

FULL SCHEDULE

SUNDAY, FEBRUARY 5

4:00 - 5:00 REGISTRATION

5:00 - 6:00 WELCOME RECEPTION | Jasmine (Rooftop)
Generously provided by Our Gold Sponsors

MONDAY, FEBRUARY 6

8:00 - 8:30 BREAKFAST AND COFFEE CONNECTIONS WITH SPONSORS |
Reedy I&I

8:30 - 9:30 WELCOME AND OPENING SESSION | Reedy I&I
Dictator, Coach, or Visionary: What's Your Management Style?
Mike Pennington | Vice President, Atlanta Apartment
Association

Everyone has a management style, and every management style has a time and place where it's useful. Learn about the different styles and what messages you may be sending your teammates.

CPE Learning Objective: Attendees will evaluate how understanding their personal management style can contribute to their leadership success. | CPE Field of Study: Personal Development | Recommended CPE: 1.00

9:30 - 9:45 BREAK WITH SPONSORS | Reedy Pre-Function

9:45 - 10:45 SESSION | Reedy I
Creating Superior Customer Service with Teachers, Parents, Staff & Students (How in the World Does Disney Do It?)
Allison Rashley | Director of Summer Programs/Assistant
Director of Extended Learning, Heathwood Hall School | Dillon
Ulmer | Director of Summer Programs, Heathwood Hall School

Join Allison & Dillon for a discussion on the creative ways we handle tough situations we face each day by using the Disney approach. Staffing fiascos, classroom chaos & demanding parents are something we all face each day; but we also know that there are ways to deal with them - even in a fun way. We'll also discuss how you can make a (school based) New Year's resolution that not only will be helpful, but will also last throughout the year. We're looking forward to sharing ideas with each other that can be applied to all Auxiliary Programs.

CPE Learning Objective: Participants will review a case study in how providing exceptional customer service assists in overcoming a variety of issues in managing your Auxiliary Programs. | CPE Field of Study: Personal Development | Recommended CPE: 1.00

10:45 - 11:00 BREAK WITH SPONSORS | Reedy Pre-Function

FULL SCHEDULE

MONDAY, FEBRUARY 6 *Continued*

11:00 - 12:00 SESSION | Reedy I

What's Data Got to Do With It? Everything!

Lee Bear | Marketing Director, CAMPBRAIN

Just finished your first (or second) season and wondering what's next? Have you inherited years of enrollment and marketing data and not sure what to do with it all? You may not realize it, but you are sitting on a gold mine of data to drive business decisions and create more revenue streams for your Summer and Auxiliary Program. During this session, participants will learn: key indicators to grow summer and auxiliary programs, technology used to extrapolate enrollment data to drive future decisions, and metrics used to "green light" new programming.

CPE Learning Objective: During this session, participants will learn the key indicators to grow Summer and Auxiliary Programs, Technology used to extrapolate enrollment data to drive future decisions and the metrics used to "green light" new programming. | CPE Field of Study: Management Services | Recommended CPE: 1.00

12:00 - 1:00 LUNCH | Juniper Restaurant

Generously Sponsored by Home Depot Pro

1:00 - 2:00 SESSION | Reedy I

How to Measure the ROI of your Marketing Strategies

Peter Ross | Founding Partner 829 Studios

If you are short on time, you can dry off a dew-wet field with a helicopter - but under what circumstances would you really need to? I will be happy to tell you about it when we talk about the hunt for the elusive alternative revenue streams. The ROI of your auxiliary operations is only partly about the money; the rest is community outreach and putting more branded t-shirts into circulation and doing it all in a safe and risk tolerant way.

2:00 - 2:30 BREAK WITH SPONSORS | Reedy Pre-Function

2:30 - 3:00 ROUNDTABLE DISCUSSIONS | Reedy I

Come with your questions and challenges! Learn from your peers and come prepared to share your best practices and success stories.

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FULL SCHEDULE

MONDAY, FEBRUARY 6 *Continued*

- 3:00 - 4:00** **SESSION | Reedy I**
Mitigating the Risk of Abuse in Camp and Auxiliary Programs
Ross Mitchell | Praesidium
This session is designed to spotlight the inherent abuse risks schools face in boarding, camp and other auxiliary programs. The goal of this session is to help attendees create strategies to mitigate and minimize abuse risk in their programs. Attendees will learn to identify risks and develop solutions.
CPE Learning Objective: Attendees will learn to identify and analyze risk in programs, develop solutions based on identified risk areas, and discuss effective implementation strategies for each type of program. | CPE Field of Study: Management Services | Recommended CPE: 1.00
- 5:00 - 6:00** **HOSPITALITY SUITE | Broad & Main**
Generously Sponsored by Two Way Radio Gear, Inc.

TUESDAY, FEBRUARY 7

- 8:00 - 8:30** **BREAKFAST AND COFFEE CONNECTIONS WITH SPONSORS |**
Reedy I&II
- 8:30 - 9:30** **SESSION | Reedy I & II**
Watch out! Legal Risks in Employee Discipline
Jenna Rubin | Associate, Fisher Phillips
Effective employee discipline is a necessary skill for any manager and can easily veer into dangerous territory. In this session, we will start by discussing anti-discrimination and anti-harassment laws, which should guide our discipline decisions. We will discuss performance reviews, suspensions, demotions, corrective action, and reprimands and a few best practice tips.
CPE Learning Objective: Participants will review a variety of issues related to managing their employees. | CPE Field of Study: Personnel/Human Resources | Recommended CPE: 1.00
- 9:30 - 10:00** **BREAK WITH SPONSORS | Reedy Pre-Function**

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FULL SCHEDULE

TUESDAY, FEBRUARY 7 *Continued*

- 10:00 - 11:00** **SESSION | Reedy I**
Finding the Secret Sauce for Increasing Summer and Auxiliary Revenue
Lee Bear | Marketing Director, CAMPBRAIN | Laura Walker | Director Summer Day Camps, Charlotte Latin | Dr. Jamy Juhan | Director of Summer Programs, Woodward Academy | Katie Ryan Kantz | Director of Summer Programs, Durham Academy
Join Lee Bear and a panel of your peers as they discuss some of their secrets to designing their program and building enrollment in auxiliary programs.
CPE Learning Objective: Attendees will hear several case studies on improving summer programs to increase profitability and enrollment.. | CPE Field of Study: Management Services | Recommended CPE: 1.00
- 11:00 -12:00** **SESSION | Reedy I**
Finding Faculty - An Open Discussion
Dr. Jamy Juhan | Director of Auxiliary Services at Woodward Academy
Join your colleagues as we discuss the ups and downs of finding help during your summer programs and throughout the year.
- 12:00** **WRAP UP / GRAB AND GO LUNCH | Reedy Pre-Function**

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CPE / HRCI INFORMATION

To comply with the NASBA standards for program evaluation and to obtain CPE CREDIT, each attendee is required to complete the following items:

1. Sign the CPE Sign-in Forms for sessions you attend.
2. Complete the CPE Form and CPE questions in the conference survey. The survey will be emailed to all attendees following the conference.

CPE Certificates of Credit will be emailed directly to each attendee upon verification.

In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour. For more information regarding administrative policies such as complaint, refund, and cancellation, call Dianne Sagaas at MISBO at 404.921.3812.



MISBO is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbregistry.org



MISBO is a recognized provider of recertification credits. This program has been submitted to the HR Certification Institute for review.

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