



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



UNITE & INSPIRE!

2023 HEARTLAND YMCA ALLIANCE LEADERSHIP CONFERENCE

APRIL 25-27, 2023

Courtyard by Marriott Downtown Sioux City/Convention
Center in Sioux City, IA

heartlandymcas.org

»»»» REGISTRATION & HOTEL INFORMATION

»»» REGISTRATION DEADLINE: APRIL 7

Conference Registration Fees:

- » Early Bird (through March 25): \$99
- » Late Registration (March 26–April 7): \$125

Please register for the Heartland Alliance Conference through LCDC:

Click here to register for the conference or visit:
lcdc.yexchange.org/s/e59k82w

Conference Location: Courtyard by Marriott Downtown
Sioux City/Convention Center in Sioux City, IA

Address: 901 4th St, Sioux City, IA 51101 • **Phone:** (712) 202-2700

»»» LODGING – discount groups end on March 25

»CONFERENCE HOTEL:

Courtyard by Marriott – Sioux City Downtown/Convention Center

Group Rates:: King Rooms are \$123/night or Double Queen Rooms are \$135/night

Click here to book the Courtyard at the group rate or visit: bit.ly/Courtyard-23

»OVERFLOW HOTELS:

AVID Hotel Sioux City
712-522-3640

Click here to book the AVID Hotel at the group rate or visit: bit.ly/AVID-23

Stoney Creek Hotel and Conference Center
1-800-659-2220

Click here to book the Stoney Creek Hotel or visit: bit.ly/StoneyCreek23. Use code YMCA23

Who should attend the Heartland Alliance Leadership Conference?

- » Program Staff
- » Management Staff
- » Full Time Staff

Questions?

Please reach out to Mike Gulick:
mike.gulick@alliance.org

Conference Attire:
Business Casual

»»»» REGIONAL HUB TRAININGS » Pre & Post Conference

Tuesday, April 25

- » Leading & Coaching Others – part one
- » Intro to Fiscal Management – part one
- » Leading People

Thursday, April 27

- » Leading & Coaching Others – part two
- » Intro to Fiscal Management – part two
- » Project Management

Please register for the Regional Hub trainings in LCDC. See page 6.

»ADVISORY CABINET MEMBERS

Elyce Kastigar, Senior Director of Programming
Aberdeen Family YMCA

Heather Sauer, Aquatics Director
YMCA of Cass and Clay Counties

Kim Jass-Ramirez, CEO
Marshalltown YMCA/YWCA

Jen Damge, Healthy Living Program Executive
YMCA of Greater Des Moines

Theresa Lovings, Association Director of Health and Wellness
YMCA of Greater Omaha

Lindy Pfingsten, Senior Executive Director –
Butler-Gast YMCA & Maple Street YMCA

Sha Bemba, Vice President of Membership and Programs
YMCA of Greater Omaha

Jodi Cramer, Director of Marketing
YMCA of Greater Omaha

John Whitmyre, Senior Program Director
Charles E. Lakin YMCA & Downtown YMCA

»HEARTLAND YMCA ALLIANCE STAFF

Mike Gulick, Co-Executive Director

Wade Riedinger, Co-Executive Director

»HEARTLAND YMCA ALLIANCE BOARD OF DIRECTORS

Steve Smith, YMCA of Cass and Clay Counties (Chair)

Dan Haynes, Nishna Valley Family YMCA (Vice Chair)

Bob Carlson, YMCA of the Cedar Rapids Metropolitan Area

Andy Corley, YMCA of the Seven Council Fires

Rebecca Deterding, YMCA of Greater Omaha

Aaron Fabel, Oahe YMCA Inc.

Rhonda Robson, Norm Waitt Sr. YMCA

Troy Stickels, YMCA of Hastings Nebraska

»» TUESDAY, APRIL 25 » Conference Schedule

8:00 am	Registration for Regional Hub trainings	Hotel Lobby
	Regional Hub Trainings begin (8:30 am or 9:00 am)	Col Bud Day Room or Norm Waitt YMCA
12:00 pm	Partner & Sponsor table set-up	Gallery Hall
4:00 pm	Conference Check-in opens	Gallery Hall

»» WEDNESDAY, APRIL 26 » Conference Schedule

7:30 am	Conference Check-in & Breakfast on your own	Gallery Hall
8:30 am	Opening General Session	Gallery B
9:15 am	BREAK/VISIT VENDORS	
9:30 am	Affinity Group Breakout sessions (see page 7)	
	Health & Fitness	
	Sports	
	Youth Development	
	Financial Development	
	Operations	
	Membership & Marketing	
	Aquatics	
	Finance & Human Resources	
	Child Care	
	Facilities & Property	
11:15 am	BREAK/VISIT VENDORS	
11:45 am	Buffet Lunch with Awards Presentation	Gallery B
	Mexican buffet with fajita chicken, rice & beans	
1:00 pm	BREAK/VISIT VENDORS	
1:30 pm	Break Out Workshops (descriptions on page 3)	
	Choice 1: Leadership in 2023 - Character Counts	Big Sioux
	Choice 2: DEI - OUCH! That Stereotype Hurts	Missouri
	Choice 3: YMCA Retirement	Floyd
2:15 pm	BREAK/VISIT VENDORS	
2:30 pm	Break Out Workshops (descriptions on page 3)	
	Choice 1: Stress Management - Character Counts	Big Sioux
	Choice 2: Staff Recruitment - HR Professional Panel	Gallery B
	Choice 3: Conflict Resolution Training	Floyd
3:15 pm	BREAK/VISIT VENDORS	
3:30 pm	General Session (see page 4)	Gallery B
	Keynote Speaker: Tina McVeigh	
4:30 pm	Close for the day	
5:00 pm	Networking Social at the Courtyard Hotel (see page 5)	Hallway Outside Gallery B & Outdoor Courtyard area (weather permitting)
6:30 pm	Dinner on your own (see page 5 for suggestions)	

»» THURSDAY, APRIL 27 » Conference Schedule

7:00 am	Continental Breakfast	Gallery B
8:00 am	General Session	Gallery B
	Conflict Re-Imagined Keynote from Jerry McCormick (page 7)	
	Affinity Group/Content Leader Report Outs	
	Silent Auction Results (Proceeds benefit the YMCA of Seven Council Fires)	
9:00 am	Conference Closes	
	Regional Hub Trainings Begin (8:30 am or 9:00 am)	Col Bud Day Room or Norm Waitt YMCA

»»»» BREAKOUT WORKSHOP DESCRIPTIONS

» Leadership In 2023

Every business strives for optimal performance and needs effective leaders to help drive that performance. In this session, participants will be introduced to the CHAMP approach, a research-based strategy that helps leaders work with colleagues to bring core values to life by clarifying what those values mean, defining what they look like in action, developing the mindset needed to perform those values consistently, and holding themselves and others accountable.

» YMCA Retirement

Learn more about the YMCA Retirement Fund and how you can start saving for your future! The YMCA Retirement Fund is among the top 250 pension plans in the US, serving nearly 120,000 current and former staff members of YMCAs across the United States and managing over \$7 billion in holdings. They provide financial services and education to individual plan participants, no matter what stage of employment or retirement they may be in.

» Conflict Resolution Training

This training gives participants the skills to deal with & understanding of signs that a situation is getting out of control, and specific steps to deploy to regain control to move forward in a productive way. We share what action steps you should take to improve the situation and communication skills with outsiders and employees alike. How to engage suspicious people, how to use your facility to create space when a situation is getting out of control and response to anger. Learn what is your role in a stressful interaction.

» OUCH! That Stereotype Hurts

We've all been there. Maybe it is a work encounter, at a family gathering or in a social setting. We've all heard or experienced a microaggression, a racist comment, a comment on someone's appearance, yet it is always uncomfortable and hard to know how to respond. Staying silent not only feels lousy, but our silence undermines our ability to create an inclusive community and allows those divisive attitudes and biased behaviors to thrive.

With "Ouch! That Stereotype Hurts" participants will experience the impact of stereotypical comments, explore why people don't speak up against stereotypes and other biased behaviors, and learn six techniques for speaking up without blame or guilt.

» Stress Management

Stress is inevitable. There are always challenges & obstacles we must overcome in our work and our lives to be successful. Thus, our ability to identify and manage our stress is key to performing at our best. This interactive session will focus on stress management with a focus on awareness, mindset, actions, & reflection of personal stress management. Participants will craft a personal stress management plan with research-based strategies to help them navigate challenges and perform at their best.

» HR Panel of Professionals – Hiring in 2023

Hiring staff is a hot topic not only at YMCAs across the Heartland Alliance, but across the country. Join us for a question & answer session with a panel of HR professionals at your fingertips. Bring your questions and get ready for a session filled with conversation and ideas!

»»»» KEYNOTE SPEAKER » Tina MacVeigh

Introducing Tina MacVeigh:

Executive Vice President, Chief Learning & Leadership Development Officer

Tina is responsible for renewing and re-imagining Y-USA's leadership development and staff training operations across our Network where all staff are enabled to identify their highest value and deliver their best work. Tina was most recently Senior V.P. of Global Network Strategy for United Way Worldwide where she focused on enabling a shift to modern operating models and customer centered engagement. She established enterprise learning strategies, delivered innovative technology solutions, and implemented coaching and change management practices for greater board, committee, and staff adoption.



»»»» 2023 HEARTLAND ALLIANCE LEADERSHIP CONFERENCE AWARDS

The YMCA is full of professionals who daily exhibit excellent leadership qualities while focusing on the areas of Youth Development, Healthy Living and Social Responsibility. While everyone in our alliance is deserving of recognition, this year at the Heartland YMCA Alliance Leadership Conference members of the Advisory Council bestow honors on those who stand out in our profession.

Nominations will be accepted for the following awards:

» EMERGING LEADER AWARD

This award is given to an individual in the YMCA whose contributions over their short time have made a difference in their community. This person exhibits a hunger for professional growth and has shown the ability to successfully lead their department or staff team. To qualify, nominee needs to have been on the job more than 6 months and less than 2 years of continuous employment.

» PROGRAM ACHIEVEMENT OF THE YEAR AWARD

The nominee must have shown the highest level of leadership in strengthening existing programs or in creating new programs as evidenced by his or her measurable achievements during the last year. This person demonstrates a commitment to advancing the mission of the YMCA in the community they serve. To qualify, nominee needs to have been on the job more than 2 years.

» LEGACY AWARD

This award is presented for leadership worthy of emulation by peers; an example for others to follow; a role model for YMCA professionals. This person fulfills our promise to effect lasting personal and social change in youth development, healthy living and social responsibility. To qualify, nominee needs to have worked at the YMCA full-time for 10 or more years.

» PROFESSIONAL ACHIEVEMENT AWARD

To recognize a YMCA professional in business, membership, marketing, property management, financial development, human resources or technology who achieved notable professional excellence this past year. The nominee must have shown the highest level of leadership in their particular field as evidenced by their measurable achievements during the last year.

Please complete your nominations April 7. Your assistance is requested in helping ensure that nominees are present at the awards event. Nominees will only be considered for the award if they are registered by April 7, 2023.

Click here to nominate an amazing peer, supervisor or colleague for one of the 4 awards listed above or visit: bit.ly/Heartland-Awards-23

»»»» NETWORKING SOCIAL » Wednesday, April 26: 5:00 – 6:30 pm

Join colleagues and friends for an evening at the Heartland YMCA Alliance Leadership Conference's exclusive networking social located outside Gallery B and, weather permitting, the Outdoor Courtyard area. Enjoy some light appetizers, beer, wine, water, and soda (2 drink tickets provided in your conference packet), plus there will be a cash bar available for additional beverages. Indoor and outdoor games will be available to play with friends old & new!

Make sure to attend the social for the FREE Raffle (raffle ticket will be in your packet when you check in for the conference) for a chance to win*:

- » iPad
- » Air Pods
- » YMCA Swag Bags
- » and other great prizes!

*Must be present at the social to win.

»»» SILENT AUCTION...We need your help!

We are looking for silent auction items for the Heartland Alliance Leadership Conference Auction, proceeds to benefit the YMCA of Seven Council Fires. The auction will be live during the conference with item winners & payments at the Thursday morning general session.

»»» All delegations/YMCAs are requested provide at least one basket or notable item for the silent auction.

Ideas include: themed baskets with local items, upscale Y gear, gift cards for experiences, unique items.

Please let us know what items or baskets you will be providing for the auction by April 18:

Jodi: jcramer@metroymca.org or John: jwhitmyre@metroymca.org

»»»» BREAKFAST & DINNER OPTIONS

Bistro On 4th (Located in the Courtyard Hotel lobby)

Your food and beverage destination for refreshing breakfast choices in the morning, and a variety of dinner and cocktail options in the evening. The Bistro also offers specialty beverages made with Starbucks® coffee to help you get a jump on the day.
Monday-Thursday: 6:30 -10:00 am and 5:00 - 10:00 pm
Friday: 6:30 - 10:00 am

Jitters (Distance from the conference hotel: .1 Miles)

Open for breakfast & coffee!

Marto Brewing Co. (Distance from the conference hotel: .1 Miles)

Brewery and taproom located in downtown Sioux City featuring world class beer and world class wood-fired food.

Buffalo Alice (Distance from the conference hotel: .1 Miles)

Pizza, appetizer and drinks

Rebos (Distance from the conference hotel: .2 Miles)

Family-owned establishment preparing wood-fired Caribbean specialties in industrial-chic surrounds.

SoHo Kitchen & Bar (Distance from the conference hotel: .1 Miles)

Family-owned haunt with a New York theme, homemade American comfort food & ample craft beers on tap.

The Diving Elk (Distance from the conference hotel: .1 Miles)

With 18 craft beers on tap, handcrafted cocktails and exceptional pub food, we know you'll find something special at The Diving Elk.

Famous Dave's Bar-B-Que Sioux City (Distance from the conference hotel: .4 Miles)

Outlet of a barbecue chain serving wood-smoked meats & sides in an American West-themed space

»LEADING PEOPLE

Leading People is a one-day course that develops and supports Y leaders to be successful at inspiring, motivating, compelling, supporting, and sustaining effective people. Whether it is a team you are assigned, create, or serve in the Y or in your community, this course will help you build the competencies to lead others in a supportive, inspiring, and non-authoritative or managerial way.

Be prepared to learn and develop competencies on topics such as:

- * understanding yourself as a leader
- * building a collaborative community of people committed to achieving collective goals
- * creating a positive environment where all can thrive
- * establishing a trusting communication style that supports others to develop into stronger leaders

You will be asked to use your own experience as a personal case study. You will "think and ink" personal reflections on your own leadership hopes. This course is required for Team Leader Certification.

Tuesday, April 25: 8:30 am at the Norm Waitt Sr. YMCA

REGISTER HERE:

lcdc.yexchange.org/s/c96g97p

»LEADING & COACHING OTHERS (2 parts)

This course is designed to equip multi-team leaders with the knowledge and skills they need to lead a diverse and cause-driven organization and to gain a deeper foundation of critical leadership skills and coaching competencies. During the course, participants will be asked to:

Examine and apply an in-depth cause-driven leadership model that inspires others toward lasting personal and social change that strengthens community.

Examine essential components of emotional maturity of self-awareness, self management and social management. Gain insight on their personal impact as a leader by completing an in-depth leadership assessment.

Apply principles of coaching to hold others accountable, develop skills, resolve problems and direct group decision-making.

Practice providing feedback and coaching in a variety of situations. This blended learning program requires eight weeks of skill practice with a direct report or colleague and completion of a post-course skills assessment. All components of the course must be completed in order to successfully complete the course.

Tuesday, April 25 AND Thursday, April 27 (9:00 am) at the Courtyard by Marriott

REGISTER HERE:

lcdc.yexchange.org/s/c95c22y

»INTRO TO FISCAL MANAGEMENT (2 parts)

This course is designed specifically for Team Leaders and is an overall introduction to fiscal management and finance principles. Participants will explore the connection between the YMCA mission and their role in responsible fiscal stewardship.

Participants will learn the steps in a budget development process and review sample program budgets, then engage in experiential learning activities that will actually take them through all of the steps of creating a budget. The course also includes an overview of finance terminology and an introduction to the four-step pricing process model.

Tuesday, April 25 AND Thursday, April 27 (8:30 am) at the Norm Waitt Sr. YMCA

REGISTER HERE:

lcdc.yexchange.org/s/c60z32b

»PROJECT MANAGEMENT

Project Management is designed for YMCA professionals in the Team Leader, Multi-Team or Branch Leader and Organizational Leader Levels. The course is relevant for anyone who supervises programs, branch projects, special events, or fundraising campaigns.

This course outlines the four phases of Project Management: Initiation, Planning; Execution; Control; and Closeout, and makes the connection between the process and YMCA project work. Also included are time management tips and best practices that assist in the implementation of Project Management principles. Participants will leave with tools that will help any type of project become efficiently managed and successful.

Thursday, April 27: 8:30 am at the Norm Waitt Sr. YMCA

REGISTER HERE:

lcdc.yexchange.org/s/c58e48d

»»»» AFFINITY GROUP BREAKOUT SESSIONS » Wednesday, April 26: 9:30–11:15 am

Enjoy extended time with your Affinity Groups in a Breakout Session from 9:30 – 11:15 am in assigned rooms (room assignments to come). Have a topic you'd like to chat with your group about? Reach out to your affinity group leaders!

Questions about Affinity Group Content Leaders? Reach out to Mike or Wade for more information:

Mike: Mike.Gulick@yalliance.org or Wade: riedinger@crmetroymca.org

AFFINITY GROUPS:

Health & Fitness » Sports » Youth Development » Financial Development
Operations » Membership & Marketing » Aquatics
Finance & Human Resources » Child Care » Facilities & Property

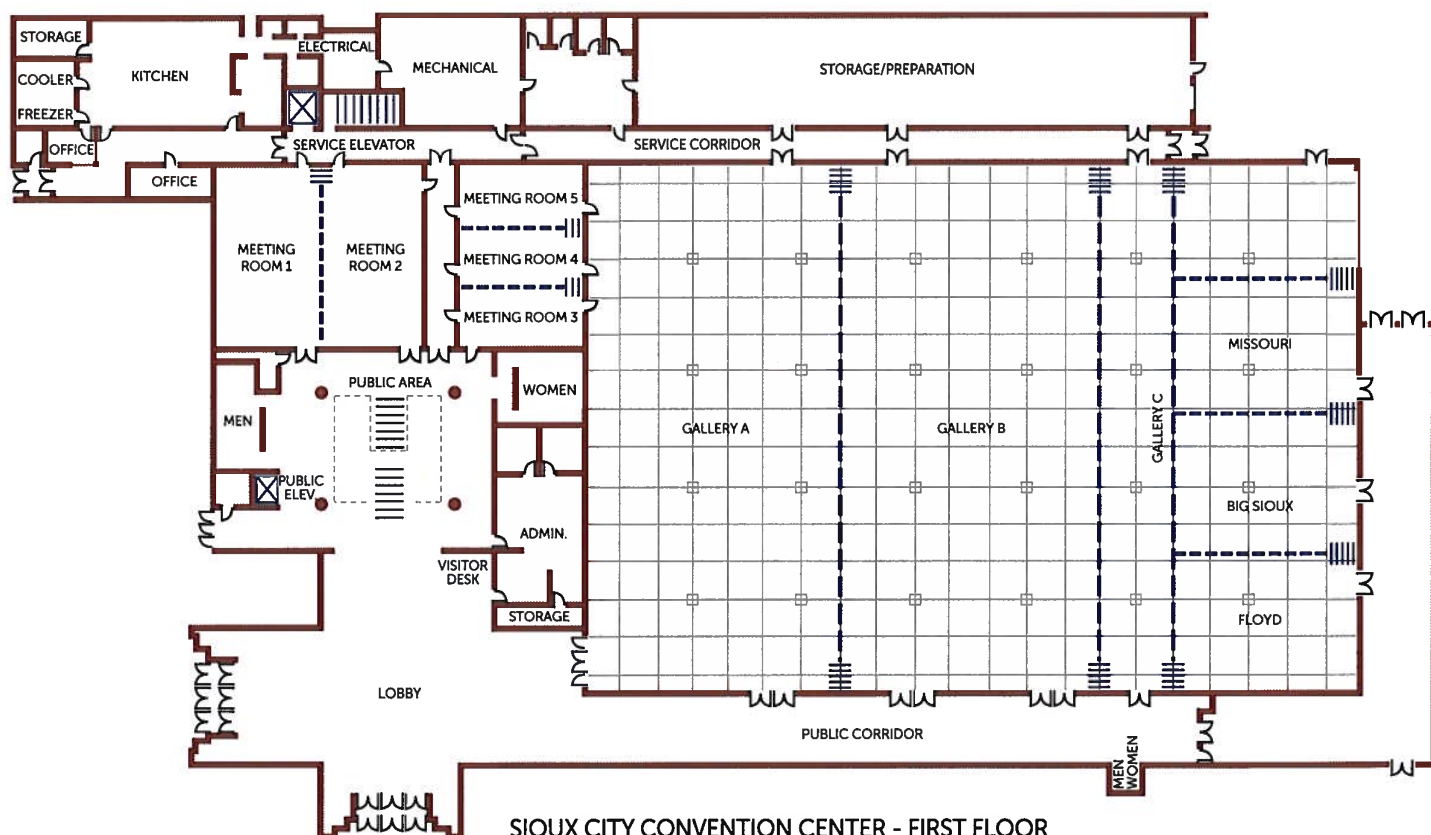
»»»» THURSDAY MORNING KEYNOTE: Conflict Re-Imagined

We all know that most situations that result in conflict normally end peacefully. But what if you learned that some of the more dangerous situations at work or even our personal lives evolved from minor incidents, that if dealt with properly would not have led to a more dangerous or even deadly outcome?

Key Objectives: Understanding the origin of conflict, Understanding the pervasiveness of conflict in all our lives, What are some effective ways to reduce conflict in your personal and work life?, Explain effective communication options to resolve conflict.

Learn the top 10 conflict resolution skills you need to know to greatly reduce the negative impact of conflict in your work or personal life. The course looks at the origins of conflict in communication, challenges that bring in our everyday life, and concrete solutions to effectively manage conflict in your professional and personal life. I've built the course to be a Leadership course that is disguised as conflict resolution with an interesting twist to my research of violent crimes.

»»»» CONFERENCE CENTER MAP



SIoux CITY CONVENTION CENTER - FIRST FLOOR