



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



UNITE & INSPIRE!

2024 YMCA HEARTLAND YPN CHAPTER 43 LEADERSHIP CONFERENCE

MAY 7-9, 2024

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

heartlandymcas.org

»»»» REGISTRATION & HOTEL INFORMATION

»»» REGISTRATION DEADLINE: APRIL 19

Conference Registration Fees:

- » Early Bird (through March 31): \$99
- » Late Registration (April 1-19): \$125

Please register for the Heartland Alliance Conference through LCDC:

[Click here to register for the conference or visit:
lcdc.yexchange.org/s/e20j51t](http://lcdc.yexchange.org/s/e20j51t)

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 April 6

»CONFERENCE HOTEL:

Courtyard by Marriott – Sioux City Downtown/Convention Center

Group Rates: \$123/night

[Click here to book the Courtyard at the group rate or visit: bit.ly/Courtyard-24](http://bit.ly/Courtyard-24)

»OVERFLOW HOTEL:

AVID Hotel Sioux City
712-522-3640

[Click here to book the AVID Hotel at the group
rate or visit: bit.ly/AVID-Heartland24](http://bit.ly/AVID-Heartland24)

»»»» REGIONAL HUB TRAININGS » Pre-Conference on Tuesday, May 7

Tuesday, May 7: 9:30 am–5:30 pm (lunch provided). All trainings will be held at the conference hotel.

- » Leading People
- » Introduction to Listen First
- » Volunteerism

Please register for the Regional Hub trainings in LCDC. See page 7 for descriptions & registration info.

»ADVISORY BOARD 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, Executive Director, Walnut Creek
YMCA of Greater Des Moines

Theresa Lovings, Executive Director of
Health and Wellness: YMCA of Greater Omaha

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

Sha Bemba, Vice President of Employee
Experience & Leadership Development
YMCA of Greater Omaha

Jodi Cramer, Director of Marketing
YMCA of Greater Omaha

Tim Olson, Operations Director
Missouri Valley Family YMCA

Ty LeBar, Associate Executive Director
YMCA of Hastings Nebraska

Britt Selbo, Vice President of Administration
YMCA of Cass & Clay Counties

Katelyn Whittenburg, Group Fitness Director
YMCA of Cass & Clay Counties

»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)

Andrew Fisher, 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

Who should attend the Heartland Alliance Leadership Conference?

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

Questions?

Please reach out to Jodi Cramer:
jcramer@metroymca.org

Conference Attire:
Business Casual

»» TUESDAY, MAY 7 » Conference Schedule

8:00 am	Registration for Regional Hub trainings	Hotel Lobby
	Regional Hub Trainings begin (9:30 am)	Conference Hotel
12:00 pm	Partner & Sponsor table set-up	Gallery Hall
4:00 pm	Conference Check-in opens	Gallery Hall
5:30 pm	Networking Social	Gallery B

»» WEDNESDAY, MAY 8 » Conference Schedule

7:30 am	Conference Check-in (Breakfast on your own)	Gallery Hall
8:45 am	Opening General Session	Gallery B
9:15 am	BREAK/VISIT VENDORS	
9:45 am	Peer Community Breakout sessions (see page 8)	
	Health & Fitness	
	Sports	
	Youth Development	
	Financial Development	
	Operations	
	Membership & Marketing	
	Aquatics	
	Finance & Human Resources	
	Child Care	
	Facilities & Property	
	CEO	
11:30 am	BREAK/VISIT VENDORS	
11:45 am	Buffet Lunch with Keynote	Gallery B
	Lunch: Soup, Salad & Sandwich Bar Michael King: The Unstuck and Unstoppable Team	
12:45 pm	BREAK/VISIT VENDORS	
1:00 pm	Break Out Workshops (descriptions on page 3-4)	
	Choice 1: The Art of Dealing with Difficult People	Room TBD
	Choice 2: Y Professional Panel: Your Y Career	Room TBD
	Choice 3: AI Basics & Using AI in your Y Position	Room TBD
	Choice 4: Leveraging the Service Delivery System	Room TBD
2:00 pm	BREAK/VISIT VENDORS	
2:15 pm	Break Out Workshops (descriptions on page 3-4)	
	Choice 1: My Best Self: Putting on Your Own Oxygen Mask First.....	Room TBD
	Choice 2: Blueprints & Frameworks	Room TBD
	Choice 3: Adopting an Active Lifestyle	Room TBD
	Choice 4: CEO Track: Topic TBD.....	Room TBD
3:15 pm	BREAK/VISIT VENDORS	
3:30 pm	General Session (see page 4)	Gallery B
	Keynote: Chris Stevenson: Maximize Your Potential	
5:00 pm	Close for the day	
5:00 pm	Networking Social at the Courtyard Hotel (see page 5).....	Gallery B
6:30 pm	Dinner on your own	

»»» THURSDAY, MAY 9 » Conference Schedule

7:30 am	Breakfast Buffet Gallery B Scrambled eggs, sausage, cheddar cheese, breakfast potatoes & fruit.
8:30 am	Break Out Workshops (descriptions on page 3-4) Choice 1: It's All About the Experience Room TBD Choice 2: The Ambitious Changemaker Room TBD Choice 3: The Y Brand & Marketing Tools for ALL Room TBD Choice 4: CEO Track: Topic TBD Room TBD
9:45 am	Closing General Session Gallery B Awards Presentation Peer Community Group Leader Report Outs Silent Auction Results (Proceeds benefit the YMCA of Seven Council Fires)
10:45 am	Conference Closes

»»»» BREAKOUT WORKSHOP DESCRIPTIONS

» The Art of Dealing With Difficult People Presented by: Chris Stevenson

Managing challenging situations can be a complex task. Successfully navigating these situations is essential for fostering a positive fitness community. Developing the ability to handle challenging individuals is a valuable skill that can be acquired, and when applied effectively, it contributes to a harmonious environment. In this engaging and interactive session, participants will gain insight into methods for clear and effective communication of expectations, mastering the art of conducting crucial conversations and acquiring other essential skills to address and resolve challenging situations within the fitness facility community.

» It's All About the Experience Presented by: Chris Stevenson

In the dynamic realm of YMCA facilities and services, prioritizing member experiences is paramount. Excelling in this bustling environment hinges on providing exceptional service, fostering community engagement, and ensuring member satisfaction and support. Uncover the secrets to crafting an unparalleled member experience and equip your staff with essential tactics to surpass expectations. This interactive session promises to captivate participants, offering practical advice and actionable resources for immediate implementation, thus elevating and refining the YMCA experience for your community.

» The Ambitious Changemaker: Turning Curiosity into System Change Presented by: Scott Fahrney: Y-USA

Yes, transforming our current systems into new ones is indeed a complex process. We will explore leading with curiosity and discovering ways to create change in any role. Getting a grasp of how systems thinking can add value to your leadership toolbox as you face current and future complex challenges.

» My Best-Self: Put Your Own Oxygen Mask on First Presented by: Scott Fahrney: Y-USA

Flight attendants say "In the event of an emergency, place your oxygen mask on before helping others" but why wait until you are in an emergency to help yourself? In this session we will apply positive mental health, psychology and mindfulness practices to put together your own "oxygen" that helps you lead a life and career where you can be your best self.

» Leveraging the Service Delivery System Presented by: Janet Kafkas: Y-USA

Interested in learning how the service delivery system can work for you & your Y? Join us as Janet updates with the changes for the system.

» Panel of Y Professionals - Your Career Path

Have questions about your career path with the YMCA? Hear the stories of Y professionals at every level and ask questions about steps you can take to advance your career with the YMCA!

»»»» BREAKOUT WORKSHOP DESCRIPTIONS (cont.)

» AI Basics & Using AI in your Y Position Presented by: Rupak Gandhi, Ph.D.

Want to learn how your life can become instantly easier using AI tools in your job? Learn AI basics from an expert and engage with the tools & experience the functionality in real-time to practice how to streamline your work at the Y.

**Please bring a laptop, if possible!

» Adopting an Active Lifestyle – Effective Strategies for Behavior Change & Self-Management Skills

Presented by: Jennifer Bolger, M.S. Strategic Account Manager for Matrix Fitness & YMCA Enthusiast

In this workshop we'll focus on the tools & insights

needed to guide YMCA members towards embracing and sustaining an active lifestyle. Throughout this session, we'll explore evidence-based strategies for behavior modification, delve into the stages of change model, and introduce methods for teaching self-management skills essential for supporting members on their wellness journey.

From understanding individual motivations to overcoming common barriers, you'll learn how to facilitate goal setting, foster intrinsic motivation, and cultivate a supportive environment conducive to long-term behavior change. Join us as we embark on this collaborative journey towards empowering YMCA members to lead healthier, more active lives.

» Blueprints & Frameworks: Methods to Avoid Leader Burnout Presented by: Michael King

In a world where leadership demands precision, clarity, and agility, Michael King presents the "Blueprints and Frameworks Workshop," a masterclass designed for leaders who are determined to move the needle in their organizations. This workshop is not just an event; it's a transformational journey that equips leaders with the step-by-step instructions and clear visions they need to empower their teams and achieve remarkable success.

Leadership is an art and a science, requiring not just the vision to see where you want to go but also the clarity to communicate that vision and the practical steps to achieve it. Michael King, leveraging his vast experience in executive coaching and his success with Teams.Coach and Gawker Traffic, has crafted a unique workshop that distills complex leadership challenges into manageable, actionable solutions.

» The Y Brand & Marketing Tools for ALL Presented by: Jodi Cramer

Learn (or refresh your knowledge!) the YMCA brand basics, plus learn more about ways to market your Y and its programs. Come prepared to share ideas & discuss what you are activating at your Y.

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

We are looking for silent auction items for the YMCA Heartland YPN Chapter 43 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 25:

Kim: Kim.Jass-Ramirez@ymca-ywca.org.

»»»» 2024 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 are open 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.

» 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.

» 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.

» 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 19. 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 19, 2024.

CLICK HERE to nominate an amazing peer, supervisor or colleague for one of the 4 awards listed above or visit: bit.ly/Heartland-Awards-24

»»»» NETWORKING SOCIAL » Wednesday, May 8: 5:00 – 6:30 pm

Join colleagues and friends for an evening at the YMCA Heartland YPN Chapter 43 Leadership Conference's exclusive networking social located in Gallery B. 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.

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!

*Must be present at the social to win.

»»»» KEYNOTE SPEAKER » Chris Stevenson

Introducing Chris Stevenson, C.S.C.S.

Chris Stevenson, an accomplished speaker with a global footprint, has presented dynamic sessions in over a dozen countries and over half of the 50 states. As a former Power Ranger stuntman and founder of The Empower Group, Chris draws from over 20 years of hands-on experience owning and operating highly successful health clubs, consistently achieving industry-leading net promoter scores. His expertise lies in leadership, communication, employee engagement, and customer service, making him a sought-after authority in various industries, including health and fitness, indoor rock climbing, parks and recreation, the financial sector, security, insurance, and more. Beyond his business acumen, Chris has served as a board member, committee member, and published author, contributing to his holistic perspective on industry dynamics. When he isn't entertaining and educating audiences, you can find him in the gym, on a snowboard, or cheering for his sons on the football field. Chris has the unique ability to connect with people instantaneously and to present viable, applicable lectures that resonate with every audience.



»»»» KEYNOTE SPEAKER » Michael King

Introducing Michael King

Michael King is a distinguished figure in the world of leadership, renowned for his exceptional skills as a speaker, podcast host, author, entrepreneur, and executive coach. With a career dedicated to guiding the world's most inspiring leaders, Michael has established himself as a beacon of innovation and excellence in executive coaching and leadership development.

As the visionary founder of Teams.Coach and the innovative Gawker Traffic service, Michael has revolutionized the way Fortune 500 leaders and their teams achieve their goals, emphasizing clarity, simplicity, and effectiveness. His groundbreaking TEAMS Methodology has been a game-changer in enhancing team culture and performance, making him a sought-after keynote speaker and teams coach.



»»»» REGIONAL HUB TRAININGS » Tuesday, May 7

»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, May 7: 9:30 am at the Courtyard by Marriott
Register: lcdc.yexchange.org/s/c78d46j

»INTRODUCTION TO LISTEN FIRST

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, May 7: 9:30 am at the Courtyard by Marriott
Register: lcdc.yexchange.org/s/c67u85p

»VOLUNTEERISM

The YMCA is both a volunteer led and driven organization which continues to be rooted in the spirit of community volunteerism. The course is designed for any level of staff who work in a Y where volunteers support programs, assist with special events, serve on committees or boards, raise funds, or serve to make their communities a better place to live.

Learn why volunteers are essential to the YMCA’s cause and to our future as a vital not for profit committed to developing community beyond our walls. This interactive course will strengthen the volunteer culture at your Y.

Tuesday, May 7: 9:30 am at the Courtyard by Marriott
Register: lcdc.yexchange.org/s/c29h54j

**All classes will be held at
the Courtyard by Marriott.
Lunch will be provided.**

»»»» PEER COMMUNITY SESSIONS » Wednesday, May 8: 9:45-11:30 am

Enjoy extended time with your Peer Community in a Breakout Session from 9:45 - 11:30 am in assigned rooms (room assignments to come). Have a topic you'd like to chat with your group about? Reach out to your peer community leaders!

Questions about Peer Community Content Leaders? Reach out to Elyce for more information:
Elyce: ekastigar@aberdeenymca.org

PEER COMMUNITY GROUPS:
Health & Fitness » Sports » Youth Development » Financial Development
Operations » Membership & Marketing » Aquatics
Finance & Human Resources » Child Care » Facilities & Property » CEO

»»»» CONFERENCE CENTER MAP

