

NACD Northeast Region Meeting

October 7-8, 2010 (pre-event on October 6)

Seaview Hotel and Resort, Galloway, New Jersey

Agenda

Wednesday, October 6, 2010 – Pre-Meeting Optional activity

- 4:00 pm NACD Registration desk
- 12:00 pm Golf (Tee-Times), at Seaview Golf Club/Troon Golf

Thursday, October 7, 2010

Dress code for all meetings is Business Casual.

- 8:30 am Registration desk open to pick up materials
- 11:00 am **Welcome Remarks and Review of Program**
- *Jeanette Glose Partlow, President, Maryland Chemical Company, Inc.*
- 11:30 am **NACD Chairman Updates**
- *Bruce Schechinger, President, BHS Marketing LLC*
- 12 Noon Lunch (provided)
- 1:00 pm **The CEO's Strategic Thinking Toolkit**
- *Ben Griffin, Performance Catalyst*
If you want to link the notion of “where are we going” with the critical need for execution in your organization, this session is for you. In this high speed mini-workshop with Ben you'll get the opportunity to see and use tools, ideas and techniques to “think strategically” about your business. You'll walk away with a workbook that you can use as your strategic thinking toolkit that includes an easy-to-follow timetable to guide your process as you go forward.
- 4:00 pm **Legislative and Regulatory Updates**
- *Chris Jahn, President, NACD*
Learn what's going on in Washington and around the Nation leading up to the November elections. What legislation is pending in Congress and where are the Agencies on implementing various regulations. Ensure your company has the information to stay abreast of ever changing political and regulatory environment.
- 4:30 pm Wrap-up and Adjourn session
- 6:30 pm **Cocktails**
- 7:00 pm **Dinner** on-site

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Friday, October 8, 2010

7:30 am Continental Breakfast

8:30 am **Chemical Educational Foundation**

- *Steve Cornwall, ICL Performance Products*

Steve will join us to review his experiences as a Board of Trustee for CEF, how the programs have been expanding. He will show some excerpts from the Michigan Challenge in Detroit, which was aired on PBS and sponsored by various chemical companies including ICL, and review his thoughts on how your business can benefit from these programs as ICL has over the last several years.

9:15 am **Know Your Rights and Responsibilities if an Agency Inspector Shows up at Your Facility**

- *T.H. Lyda, Burns, White and Hickton,*

Many federal agencies have stepped up their enforcement programs in the last year. During this session, Mr. Lyda will review how to handle inspections made by various governmental organizations, what your rights are, what is searchable, how to maintain files, and many more tips to ensure you and your staff are well-prepared and know how to ensure you get a fair "inspection."

10:15 am Break

10:30 am **Making Magic with Your Corporate Communications and Marketing**

- *Gerry Hanlon, president and founder, CorporateCustomVideos.com*

Many marketing communications staffs have been reduced significantly over the past few years. Now organizations are pushing on their communications directors or even their sales/operations staff to produce unprecedented amounts of work, all while learning to navigate the new tools on-line without the support they used to have. Learn what resources your company should be taking advantage of and what you can do as a senior leader to encourage and support your staff for maximum results.

11:15 am **Business and Community Partnerships – A Winning Combination**

- *Joan Norman, proprietor, One Straw Farm*

One Straw Farm is the largest organic vegetable farm in Maryland. Lovingly tended by Drew and Joan Norman since 1985, One Straw Farm supplies families, restaurants and wholesalers with the finest certified-organic produce. A fundamental piece of their success is their Community Supported Agriculture (CSA) program. Learn more about business and community partnerships and unique ways that they can benefit your business and your relationship with your local community.

12 Noon Meeting Adjourns