



Shriners International Education Foundation presents:

# 3rd Annual MEMBERSHIP & MARKETING Conference

| February 9 – 11 | Grapevine, Texas

## Thursday, February 9, 2023

8:30 AM	9:30 AM	Keynote Speaker Corey Miller, Motivational Speaker
9:30 AM	10:30 AM	<b>Let's Talk About It! - How sharing Freemasonry with your family and friends is our most powerful positive awareness tool.</b> Presented by Allan Casalou, Grand Secretary of the Grand Lodge of California
10:30 AM	10:45 AM	Break
10:45 AM	11:30 AM	<b>Identifying Common Goals and Processes for Membership and Marketing Chairmen</b> presented by John Law, Region 12, Imperial Marketing Committee, Noble, Yaarab Shriners and Tom Holt, Region 12, Imperial Membership Committee, Past Potentate, Yaarab Shriners
11:30 AM	12:30 PM	Lunch
12:30 PM	1:30 PM	<b>Leadership in a Post Pandemic World</b> presented by Trevor Mitchell, FASAE, CAE, Executive Director / CEO at American Mensa
1:30 PM	2:15PM	Regional Breakout Session #1
2:30 PM	3:00 PM	Bus Loaded
3:00 PM	3:45 PM	Bus: Hotel to Fort Worth Stock Yard
3:45 PM	4:30 PM	Fort Worth Stock Herd Cattle Drive Experience
5:00 PM	7:00 PM	Billy Bob's BBQ Dinner
7:00 PM	7:30 PM	Bull Riding
7:30 PM	8:00 PM	Bus Loaded
8:00 PM	8:45 PM	Bus: Billy Bob's to Hotel

<b>Friday, February 10, 2023</b>		
8:30 AM	9:30 AM	<b>Magic Pill for Membership</b> presented by Robert Conley, System CEO, Grand Lodge F & AM of Michigan, Saladin Shriners
9:30 AM	10:30 AM	<b>PR &amp; Public Affairs: A Cost-Effective Path to Publicity</b> presented by Mike Babcock, Senior Regional Marketing Director, Shriners Children's
10:30 AM	10:45 AM	Break
10:45 AM	11:30AM	<b>Building a Membership Model Based on Character and Compassion</b> presented by John Piland, JD, CAE Executive Vice President of Shriners International, Noble, Ansar Shriners and Mel Bower, Chief Communications and Marketing Officer of Shriners International & Shriners Children's, Noble, Ainad Shriners
11:30 AM	12:30 PM	Lunch
12:30 PM	1:30 PM	<b>Fun and Fellowship, Building the culture and activities</b> presented by Amanda (Mandii) Sturlaugson, Vice President at U.S. Bank and Matt Sturlaugson, Vice Chairman, Imperial Membership Committee, El Zagal Shrine
1:30 PM	2:30PM	<b>Donor Relations/Fundraising</b> presented by Stuart Sullivan, Chief Development Officer, Shriners Children's
2:30PM	2:45PM	Break
2:45PM	4:45PM	Regional Breakout Session #2
5:30PM	6:30PM	Reception
<b>Saturday, February 11, 2023</b>		
8:30AM	8:45PM	Shriners Children's Patient Ambassador
8:45 AM	9:30 AM	<b>The New "Old Way" Of Practicing Our Fraternity</b> with Teko Foly, General Grand King of the General Grand Chapter, Royal Arch Masons International
9:30 AM	10:15 AM	<b>Building a Website for Your Temple: From Novice to Pro</b> with Anthony Watts, Director, Digital Marketing, Shriners International & Shriners Children's and Mark Leo, Region 2, Imperial Marketing Committee, Past Potentate, Aloha Shriners
10:15 AM	10:30 AM	Break
10:30 AM	11:30 AM	Regional Breakout Session #3
11:30 AM	12:30 PM	Lunch
12:30 PM	1:00 PM	Closing Ceremony - Imperial

updated 1.25.2023