

IPCUS Leadership Conference (Virtual*)

October 20-22, 2020

*When you register, unique links will be sent to you. You will not be able to share the links with anyone else, as they will not work.

EMBRACING CHANGE: From Surviving to Thriving

About this Program:

Audience

- Propeller Club Presidents and Presidents-elect
- Other Propeller Club leaders, emerging leaders
- Industry members (leaders and aspiring leaders)
- Students
- Sponsoring company management

Conference Goals

Individual Participant Goals

- Increase camaraderie and sense of community with other leaders and members throughout the organization
- Build knowledge and skill, and learn techniques to manage a more effective Propeller Club
- Continue growth as a leader in business, the industry, the community and in leading a member-based association
- Gain industry information and insight to support effective business planning and decision-making

IPCUS Organizational Goals

- Strengthen and support the development of Propeller Clubs that can effectively serve the members and represent the industry
- Build a solid pipeline of leaders for Propeller Clubs and IPCUS
- Build strong Propeller Club relations and unity within IPCUS
- Raise the visibility and perceived value of IPCUS
- Strengthen collaboration with other industry organizations

OCTOBER 20 – Propeller Club Leadership Day

10:45am-11:45am EST/1045-1145 hours

Propeller Club Port Presidents Meeting

IPC Board and all Port Presidents and/or delegates represented at this meeting – second session will reconvene October 22 at 1:30 pm EST/1330 hours

12noon-12:15pm EST/1200-1215 hours

Welcome and Introduction, Who we Are

Niels Aalund, President, International Propeller Club

12:15pm-1:15pm Est/1215-1315 hours

Leadership in the Trenches

Matt Hahne, Westward Coaching Co., Moderator

Koray Arikan, Regional Vice President, Turkey and Middle Eastern Region, Panelist

Bob Fry, Past President International Propeller Club, Panelist

Andrea Hough President Houston Propeller Club, Panelist

Steve Tyndal, Port of Brownsville, Panelist

Dialog with successful leaders who have learned how to adapt and thrive in a challenging environment. Panelists will openly share their experiences – the challenges and the wins – and the personal lessons learned for anyone willing to take on the mantle of leadership.

1:15pm-2:15 EST/1315-1415 Hours

Leading a Dynamic Propeller Club: The Secrets to Success

Jeff Price, Marketing Director Jacksonville Port Authority, Past President Propeller Club Jacksonville

As membership organizations, Propeller Clubs are unique. Leading a successful Club requires creating a compelling purpose that delivers value to members and the industry. Hone the skills leaders who are at the helm of successful Clubs use and discover techniques to engage members and develop future leaders in a volunteer-driven environment. Attendees will:

Break: 2:15pm-2:30pm EST/1415-1430 hours

2:30pm-4:00pm EST/1420-1600 hours

Leadership Skill Workshops

Choose between three workshops, each focusing on a critical skill in leading a dynamic Propeller Club.

- Workshop 1: ***Promoting the Industry as an Effective Spokesperson***
Wade Gates, EVP, Burson, Cohn & Wolfe
- Workshop 2: ***Developing Future Club Leaders***
Matt Hahne, Westwind Coaching Co.
Bob Fry, Past President, International Propeller Club
- Workshop 3: ***Gotta Love Them All: Learning How to Work with Different Styles***
Andrea Hough, President Houston Propeller Club
Liz Miller, Liz Miller Solutions

Break: 4:00pm-4:15pm EST/1600-1615 Hours

4:15pm-5:30pm EST/1615-1730 Hours

Deep Dive: Moderated Topical Roundtables

Participants will be divided into two breakout rooms. At the end of 30 minutes the moderators will change rooms Moderators will share information and facilitate an exchange of experience and ideas between participants at the table. At the end, each Moderator is asked to report on one 'best practice' idea that was shared during the two rounds at their table.

Topic 1: Growing Your Port Membership

Mark Marling, Chief Legal Officer for CMA-CGM in North America; President Norfolk Propeller Club

Topic 2: Delivering 'Must Attend' Programs

Costis Frangoulis, President, Franman Group, President Piraeus Propeller Club

5:30pm EST/1730

Propeller Club Leadership Day Close

OCTOBER 21-22 – EMBRACING CHANGE: FROM SURVIVING to THRIVING

October 21, 2020, Day 1

12:pm-2:30pm EST/1200-1430 hours

Conference Opening and State of the Industry

Opening Remarks: Niels Aalund, IPCUS President

12:05pm-1:15pm

State of the Industry

Peter Tirschwell, Vice President | Maritime & Trade

An overview of key trends and future outlook for the maritime industry as a whole, along with important distinctions in the state of different industry sectors. Presenters also share the critical need for leadership and innovation in a time of change and how the industry can move from surviving to thriving.

Moderated Discussion Groups

Jennifer Carpenter, CEO & President American Waterway Operators

Zeynep Harezi, AKR PPOWERSHIP

Michael Rodruquez, Celestial Navigation

Mike Roberts, American Maritime Partnership; Crowley Maritime

Panelists moderate discussion groups of participants to share insights gained from the 'state of the industry' presentation, and how to apply the information to individual markets, support business decision-making, and understand the new normal for the industry.

Session Wrap Up

IPCUS shares recently developed strategic goals and plans to foster industry collaboration, industry/professional development, etc.

October 22, Day 2

11:00am-12:30pm EST/1100-1230 hours

(IPC Board & Port Presidents and/or delegates reconvene at 1:00pm EST/1330)

11:00am-12:30pm EST/1100-1230 hours

Professional Development Webinars

Attendees **choose one** of the three following webinars offered.

Topic 1: Leaders as Change Agents

Bob Ganzik, Dale Carnegie

Session Objectives:

- Learn how through a power vision, leaders are able to mobilize others and achieve remarkable things
- Discover the secrets of helping others unleash their true potential and enabling them to act
- Distinguish the leadership from management excellence and the complementary impact of each
- Understand what it takes to foster and sustain a culture of innovation in an organization

Topic 2: Growing Industry Talent

Mike Rodriguez, Celestial Navigation

- Learn how through a power vision, leaders are able to mobilize others and achieve remarkable things
- Discover the secrets of helping others unleash their true potential and enabling them to act
- Distinguish true leadership from management excellence and the complementary impact of each
- Understand what it takes to foster and sustain a culture of innovation in an organization

Session Objectives:

- Learn how to identify and cultivate talent through a successful coaching and mentoring strategy
- Share effective programs and techniques to engage and develop the next generation of maritime professionals
- ??Discover the building blocks of an organization-wide performance management system that support individual personal and professional development??

Topic 3: Building Blocks for Career Success

Maryanne Richards, Mass Maritime Academy

Session Objectives:

- Learn how to position yourself for a successful career in the maritime industry
- Understand the importance of building strong leadership skills and how to find and take advantage of leader-building opportunities
- Discover the value of membership and engagement in maritime industry organizations as a career-building strategy

Leadership Program Concludes

1:00pm-2:30pm EST/1300-1430 Hours

Convene Propeller Club Port Presidents and IPCUS Board Meeting

- Part two of Port President Meeting