



2010 ISA Annual Business Retreat

Ready • Relevant • Resilient

Sunday March 21, 2010	Monday March 22, 2010	Tuesday March 23, 2010	Wednesday March 24, 2010
	Breakfast Buffet 7:00-8:45 am <u>Invitation Only</u> ISA Financial Benchmarking Study 7:30-9:00 am		
<u>Invitation Only</u> ISA Owners Meeting 9:00 am - Noon (Lunch Included)	Leaders Make The Future Part II: Action Plans - The Skills Needed Right Now <i>Bob Johansen Institute for the Future</i> 9:00 am - Noon	State of the Association 9:00-9:30 am <i>Breakout Sessions</i> Like Size Companies With Like Size Issues 9:30-12:00 pm	Ready, Relevant, Resilient <i>Open Space Format</i> 9:00am-12:00 pm
	Lunch 12:00-1:00 pm The Voice Of ISA Customers <i>Galina Jeffrey, Clarif-I & Ben Snyder, Systemation</i> 1:00-2:30 pm	Lunch 12:00-1:00 pm <u>Mega Session #3:</u> Resilience In Turbulent Times <i>Daryl Conner, Conner Partners</i> <u>Mega Session #4:</u> The Marketing Edge <i>Jason Baer, Convince & Convert</i> 1:00-2:30 pm	
Welcome & Kickoff Story Telling-Connecting The Head And Heart 2:00-3:00 pm	Break / ISA Café 2:30-3:00 pm	Break / ISA Café 2:30-3:00 pm	
Keynote Leaders Make The Future Part I: External Future Forces That Will Affect Leaders <i>Bob Johansen, Institute for the Future</i> 3:00-4:30 pm	<u>Mega Session #1:</u> Selling In Uncertain Times - A Job For The Special Forces <i>Jeff DelRossa, DDI</i> <u>Mega Session #2:</u> Business Of The Year 3:00-4:30 pm	The Convergence Of Technology & Learning <i>Jeff Snipes, Ninth House</i> 3:00-4:30 pm	
New Member Welcome 5:30-6:30 pm			
The Great Graze 6:30-8:30 pm		Celebrating ISA's 2010 Award Recipients / Dinner & Fun 6:30-10:00 pm	