

WELCOME to the 2026 IEA Conference



IEA HISTORY

IEA has a long history of uniting business leaders, empowering professionals, and fostering profitable relationships. The first Executives Association began in 1916 in San Francisco with the purpose of creating an elite business networking organization to share confidential business leads and information among member firms.

Since 1916, Executive Associations have spread from city to city, started by successful business men and women sharing industry news with others and seeking new ways to gain an edge on their competition. Executive Associations now operate in major cities throughout the United States and Canada, as well as in England, Switzerland, South Africa, and beyond.

Today, there are over 100 Executive Associations across the globe, with 34 of them being official members of the IEA.

Although the first Directors Conference was held in 1937, it was not until 1996 during the Annual Conference in Akron, Ohio that a vote was taken to formalize a way for members to expand beyond their local chapters. In response, the International Executives Association was born.

This year's conference in Akron marks the 28th IEA Conference since 1996 and the 30th anniversary of the IEA. Historically, local chapters take turns hosting and organizing the conference. This year's conference is being hosted by the IEA Board with support from the Akron Execs.



AGENDA



Wednesday, Sept 30th

- 5:30-9:00pm: Welcome Reception | Registration | Sheraton - Cascade Overlook



Thursday, Oct. 1st

- 8:00-8:45am: Breakfast & Networking | Riverfront Ballroom
- 8:45-9:00am: Opening Comments
- 9:00-10:30am: **Human Talent + AI Tools | Giving Your Team AI Superpowers** | David Payne
- 10:30-10:45am: Coffee Break
- 10:45-11:45am: **Conflict Intelligence | Leading Through Triggers, Tension, and Accountability** | George Myers
- 12:00-1:00pm: Networking Lunch | Akron Executives Association Weekly Meeting | 50/50 Raffle
- 1:00-1:15pm: Break
- 1:15-2:15pm: **Selfies for Success | You Win from Within** | Marvin Montgomery
- 2:15-2:30pm: Break
- 2:30-3:30pm: **The Business of Trust | Why Ethics and Reputation Drive Growth** | Shannon Siegfert
- 5:00pm: Depart for Rock & Roll Hall of Fame*

**Meet at the Sheraton front entrance at 4:45pm to take charter bus or meet at Rock & Roll Hall of Fame. Your name badge is your ticket! Event is 6:00-9:00pm*



Friday, Oct. 2nd

- 8:00-8:45am: Breakfast & Networking | Riverfront Ballroom | 50/50 Raffle
- 8:45-9:00am: Opening Remarks
- 9:00-10:15am: **Navigating "Class 5" Rapid Change!** | Nick Anderson
- 10:15-10:30am: Coffee Break
- 10:30-11:30am: **Working With & Understanding Younger Generations** | Jacob King
- 11:30am-12:15pm: Regional Elections** | Annual AGM | Closing Remarks
- 12:15-1:15pm: Boxed Lunch | IEA Board Meeting

****Interested in joining the IEA Board? Elections Friday 11:30am**

Email: director@ieaweb.com for details



Sheraton WiFi

Sheraton Conference

Password: 1989



Join the IEA Board

*Election held
Friday @ 11:30am
4-6 Open Seats

For Details, Email:
director@ieaweb.com

NEED A RIDE TO THE ROCK & ROLL HALL OF FAME ON THURSDAY?

Join us in front of the Sheraton at 4:45pm for a 5:00pm departure to the Rock & Roll Hall of Fame.

PLEASE NOTE:

Your name badge is your ticket to the HOF!

Once at the Rock & Roll Hall of Fame – our group will have a private event space “The Bridge” for the duration of the evening (6:00–9:00pm).

Enjoy light bites, a CASH BAR (card or digital payment only), and tour the museum and exhibits at your leisure.

The bus will depart the Hall of Fame at 9pm to return to the Sheraton. If you are driving yourself – we’ll see you there!



THANK YOU SPONSORS

IEA ANNUAL PARTNER



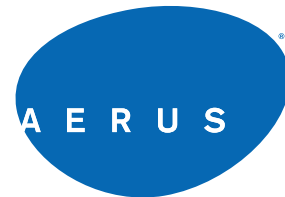
WELCOME RECEPTION



WEBSITE & HOSTING



FRIENDS OF IEA



PHOTOGRAPHY



PRINTING



SWAG BAG



Human Talent + AI Tools... Giving Your Team AI Superpowers

David Payne

Thursday: 9:00-10:30am

In today's fast-moving sales environment, time is your most valuable asset—and AI is quickly becoming the ultimate advantage. This session shows how professionals can tap into AI not to replace what they do best, but to amplify it. By combining human talent with the right AI tools, teams can eliminate busywork, move faster, and focus on what truly drives results: building relationships and closing deals.

What this session is all about:

- Unlocking the real power of AI in sales—no hype, just results
- Helping professionals save time, sell smarter, and serve customers better
- Turning everyday workflows into high-performance systems

What to expect:

- Quick, no-fluff intro to AI in sales & business
- Interactive breakout sessions
 - Identify sales bottlenecks
 - Pinpoint inefficiencies
 - Surface real business challenges
- Hands-on brainstorming with peers

What will be covered:

- A curated set of practical AI tools
- How to combine tools into powerful workflows (your AI stack)
- Real-world use cases for:
 - Sales prep
 - Lead management
 - Email writing & follow-ups
 - Meeting notes & organization

What attendees walk away with:

- New ideas they can use immediately
- A toolkit of AI solutions
- A clear understanding of what AI can—and can't—do today

Why this matters:

- Google reports 10–15 hours saved per person, per week
- Less time on:
 - Admin work
 - Emails
 - Notes
 - Prep
- More time on:
 - Face-to-face selling
 - Building relationships
 - Closing deals



Conflict Intelligence: Leading Through Triggers, Tension, and Accountability

George Myers

Thursday: 10:45–11:45am

In high-stakes environments, conflict is inevitable—but mismanaging it is optional.

This session equips Executive Directors, Board Members, and Business Leaders with a practical framework to recognize conflict triggers, understand common reactions, and navigate differing perspectives with clarity.

Participants will leave with three essential leadership skills: setting clear expectations, asking for accountability, and managing the internal and external dynamics under pressure.

The result is more productive conversations, stronger alignment, and faster resolution—without damaging relationships or results.

About George

George Myers is a seasoned speaker, facilitator, and author with over 25 years of experience helping leaders and teams grow, communicate better, and perform at a higher level. A trusted voice on leadership, teamwork, and behavioral dynamics, George brings practical insights to life with a warm, engaging, and interactive style that consistently earns top marks. While at Amazon and Microsoft, George was recognized as one of their highest-rated facilitators, known for blending humor, authenticity, and research-backed tools to create memorable learning experiences that drive real change. Co-author of *Teams That Work*, George is equally at home in boardrooms and on national conference stages, inspiring audiences with content that sticks and strategies that work.



Selfies for Success (You win from within)

Marvin Montgomery
Thursday: 1:15-2:15pm

Objectives

- Learn what we have to take full responsibility for ourselves
- Identify specific selfies that are an opportunity for improvement
- Identify the negative selfies that can be harmful

Agenda

- Explore five specific areas that we can control ourselves
- Participants have an opportunity to provide a minimum of five additional Selfies
- Brainstorm negative Selfies to stay away from
- Q & A

About Marvin

For almost 40 years, Marvin Montgomery has earned widespread national recognition and praise for his informative, practical and stimulating programs that reflect his basic philosophy: "Preparation and practice are the keys to sales success."

Marvin began his career with one of the nation's largest jewelry chains and worked his way up to the director of sales position. It was here that Marvin began refining his approach to training. In total he trained more than 1,200 associates in 95 stores during his time with the organization.

Since that time, Marvin's captivating presentations have assisted hundreds of organizations to meet or exceed their sales goals using his training programs. Many of Marvin's clients have said that getting "Marvinized" has truly made a difference in their company and Marvin has become a mandatory part of company training.

In addition to his training programs, Marvin has given keynote addresses, public workshops and presentations for all industries, professional services, chambers, associations and organizations of all sizes. His addresses include such topics as "Are You Practicing on Your Customers?", "How to Cultivate New Clients While Maximizing Your Existing Ones" and "Customer Service: The Unexpected Extras that Make the Difference."

Marvin is the author of Practice Makes Perfect and Training Wheels that is available at MarvinMontgomery.com He is also a regular contributor to magazines such as Smart Business Cleveland and Smart Business Akron/Canton, COSE Update, and the Cleveland Plain Dealer.



The Business of Trust: Why Ethics and Reputation Drive Growth

Shannon Siegfert

Thursday: 2:30-3:30pm

Trust isn't just a moral ideal, it's a measurable driver of growth.

In this session, we will learn how businesses across North America earn and maintain trust. Attendees will learn how ethical decision-making impacts customer loyalty, partnership strength, and brand reputation, and how aligning with trusted standards can create a competitive advantage in both B2C and B2B environments. We will also look at trust being the cornerstone of growth and success of executive associations.

About Shannon

Shannon Siegfert currently serves as President & CEO of the Better Business Bureau Akron. Having progressed over the past nine years through several leadership roles, beginning in sales within the BBB system, she brings a comprehensive, operationally grounded perspective to executive leadership.

Shannon actively participates on multiple community boards and advisory committees, reinforcing her commitment to civic engagement, workforce development and regional impact. Shannon serves as Secretary on the Board of Directors of the International Association of Better Business Bureaus. Additionally, she serves on the Stow Munroe Falls Chamber of Commerce, Bluecoats of Summit County, Leadership Akron Signature Selection Committee, Leadership on Main Committee and Akron Public Schools Superintendent Advisory Committee.

As a proud military veteran of the United States Coast Guard, Shannon brings a disciplined, mission-driven leadership style shaped by years of operational service and recognition for excellence, including Enlisted Person of the Year. Her career reflects a consistent trajectory of performance, accountability and people-centered leadership. In her spare time, Shannon enjoys running and spending time with family.



Navigating “Class 5” Rapid Change!

Nick Anderson

Friday: 9:00-10:15am

There are few analogies that fit better for a long-term perspective of change in our industry than rafting in white-water. Some days it seems like we are floating along safe and secure taking in the scenery...and then we go around a corner to see massive churning waters and before anyone knows it, we've got people overboard grasping for a rope all the while we head into yet another rapid (change). While we know there might be calm waters ahead, when we are amid the whitewater, we know there is only one way out — and that is through. In this captivating keynote explore the three most important tools you must deploy in times of rapid change: communication, communication and... communication.

About Nick

Nick Anderson is the CEO of OneAccord, a Kirkland, WA-based consulting firm serving companies across North America through strategic planning, execution, and interim C-suite support. He brings more than 25 years of financial services experience, having begun his career as a bank teller at age 17 and advancing into senior leadership roles overseeing consumer banking, corporate payment solutions, and commercial banking portfolios exceeding \$500 million in assets.

Following his banking career, Nick served as a CFO advisor to more than a dozen companies and as an expert witness in complex financial litigation. Today, through OneAccord, he helps organizations create enterprise value across industries including banking and finance, technology, manufacturing, professional services, construction, agriculture, and consumer products.

Nick is also an accomplished author and speaker. His first book, *Six-Word Lessons for Middle Managers*, was published in 2022, followed by books focused on executives and founders/owners. He speaks on leadership, economics, banking and finance, and nonprofit governance, combining practical business insight with personal experiences of growth and transformation.

A two-time guest on television's *New Day Northwest*, Nick is known for engaging, customized keynotes that educate and inspire, often drawing on his own journey of overcoming tragic loss and personal growth.



Working With & Understanding Younger Generations

Jacob King

Friday: 10:30–11:30am

In his talk, “Working With & Understanding Younger Generations,” Jacob shares practical insights into what different generations value, how those expectations have evolved, and how organizations can adapt to stay competitive. Attendees will leave with a stronger understanding of how to connect with today’s workforce and apply those insights to drive growth.

Key Takeaways:

- What different generations value in the workplace
- How these preferences differ from past expectations
- Practical ways to better engage younger generations
- Strategies to apply these insights to grow your business and strengthen your association

About Jacob

Jacob King is part of a new generation of professionals who aren’t just adapting to change—they’re driving it.

A 2024 graduate of the University of Akron with a degree in Sales Management, Jacob began his career at Ohio Health Benefits, where he spent 16 months advising businesses on employee benefits. During that time, he quickly stood out by rethinking how work gets done—automating processes like census processing, renewal tracking, and carrier updates. As his efficiency grew, so did the curiosity of those around him. Today, Jacob builds AI-driven systems for benefits agencies and small businesses across the country, helping teams eliminate manual work and operate smarter, faster, and more effectively.

