

IGIA Leadership Institute 2023

Sponsored by SHAZAM



iowa grocery industry
association

IGIA Announces 2023 Leadership Institute

Designed to foster industry leaders, the 2023 IGIA Leadership Institute delivers an extensive program targeting promising leaders and giving them the education and training they need to lead our industry now and in the future.

The IGIA Leadership Institute is limited to only 24 industry leaders so participants must commit to and attend at least three out of the four sessions to be eligible for participation and to be a recognized graduate.

IGIA leadership graduates will be recognized at the 2023 IGIA Convention, September 13th in Dubuque. A complimentary convention registration will be provided for each graduate and their spouse/guest. Graduates will be responsible for their own hotel accommodations.

Sponsored by SHAZAM, this year's Leadership Institute consists of four one-day sessions delivering an outstanding lineup of topics and presenters listed here.



Session 1: Thursday, Jan. 26, 2023



8:30 – 8:45 a.m. Welcome/Introductions
8:45 – 9:15 a.m. Networking Activity
9:15 – 10:15 a.m. **Leadership Panel with IGIA Board Members**

Get this exclusive opportunity to learn from some of the IGIA, grocery and convenience industries' top leaders. Learn their tips to growing into a successful leader and how to make the most out of your involvement with IGIA.

10:15 – 10:30 a.m. Break

10:30 – 12:30 p.m. **Leading Forward** by *Celina Peerman*

Today's organizations must respond to dramatic shifting forces and clear a path forward that serves all constituencies. This session will focus on key competencies that leaders need to shape and lead for results. Discussion and activities will cover the leader's influence and the critical need to problem-solve and innovate in complex changing environments as well as identifying strategic perspectives critical for performance and strengthening relationships.

12:30 – 1 p.m. Lunch Break (Lunch provided)

1 – 3:30 p.m. **Building Stronger Teams with Emotional Intelligence** by *Celina Peerman*

Emotional Intelligence (EQ) is one of the most significant professional development topics in organizations today. The tide of constant change means increased attention must be given to continuous learning designed to build strong teams and improve professional interactions with team members and customers. During this session, participants will practice specific skills to adapt quickly to changing situations, choose the best response in demanding situations and communicate critical information through teams.



Session 2: Thursday, Feb. 23, 2023

Legislative Landscape



9:00 – 9:05 a.m. Welcome
9:05 – 9:30 a.m. Networking Activity
9:30 – 10:00 a.m. IGIA Overview (Highlighting Government Relations and Member Benefits) by Michelle Hurd, IGIA President
10:00 – 10:15 a.m. Break
10:15 – 11:15 a.m. Government Relations Industry Panel (Includes Q&A Session)
11:15 – 11:45 a.m. Lunch (Lunch provided)
11:45 – 12:00 p.m. Travel to Capitol
12:00 – 1:30 p.m. Capitol Tour
1:30 – 3 p.m. Legislative Leader Meetings
3 p.m. Depart from Capitol

Session 3: Thursday, Mar. 23, 2023



8:30 – 9 a.m. Welcome | Leadership and Networking Activity
9 a.m. – 12 p.m. **Media Training for Leaders, Part I** by *Patrick Dix, SHAZAM*
How's your relationship with your local media? How do you pitch a good story? How do you tell your story once a reporter shows up? Patrick will give you simple tips on public speaking and storytelling that will allow you to say "yes" to any interview.
12 – 12:30 p.m. Lunch Break (Lunch provided)
12:30 – 3:30 p.m. **Media Training for Leaders, Part II** by *Patrick Dix, SHAZAM*
After lunch, Patrick will show you what makes a truly great social media post and what causes a post to go viral. You will learn what channels you need to be on, how reporters use social media every day and the opportunities this presents for your organization. You also will have the chance to use the tools you've gained to bring your organization through a critical media incident to a positive conclusion.
3:30 p.m. Tour of Capital City Fruit (For those interested)

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More Details

Time: Sessions run 8:30 a.m. – 3:30 p.m. unless otherwise noted.

Locations:

Session 1: IGIA Office
 Session 2: IMTA, 717 E Court Ave, Des Moines
 Session 3: Capital City Fruit, 1850 Colonial Pkwy, Norwalk
 Session 4: IGIA Office

Cost: \$399/person (includes snacks, beverages and boxed lunches)

Register by: Friday, Dec. 16, 2022 (Space is limited to 24 participants.)

Questions:

Contact Annie Lallier,
 alallier@iowagrocers.com.

Session 4: Thursday, Apr. 27, 2023



8:30 – 9:00 a.m. Welcome and Networking Activity
 9:00 – 12:00 a.m. **The Relationship Era** by Bill Withers
 12 – 12:30 p.m. Lunch (Lunch provided)
 12:30 – 1 p.m. Travel to Iowa Food Bank
 1 – 3 p.m. Afternoon Session- IGIA Leadership and Community Service Project
 3 p.m. Depart from Iowa Food Bank

The Relationship Era is a time in our history where technology solutions and outsourcing run rampant and the mantra is “web and mobile FIRST!” Yet many of the four-star and five-star service organizations are realizing the value in hiring and training for stronger interpersonal traits, especially where co-workers are customer-facing. As you’ll hear from Dr. Withers, there has never been a time in recent history when quality customer service and effective stakeholder relations are at more of a premium, especially when technology is driving such significant change. Dr. Withers shares what he has learned from his own work and research with many four- and five-star service providers, both regionally and nationally.

Application for Admission — Please Print Clearly.

Applicant's Last Name:		First Name:	
Store/Company Name:		Current Position:	
Address:		City:	State: ZIP:
Work Phone:	Years of experience in the industry:	Email:	
Cell Phone:			
Describe your leadership style:			
What do you consider to be your strongest leadership skills?			
1.			
2.			
In what areas would you like to strengthen your leadership skills?			
1.			
2.			
Please list any food allergies or dietary restrictions:			

Payment — \$399 for all four sessions (Registration Deadline: Monday, Dec. 12, 2022. Space is limited to 24 participants.)

<input type="checkbox"/> Check Enclosed for \$	<input type="checkbox"/> Credit Card	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa	<input type="checkbox"/> American Express	<input type="checkbox"/> Discover
Name on Card:					
Billing Address:					
Card #	Security Code:	Exp. Date:			
Signature:					

Send Registration to: Iowa Grocery Industry Association | 2540 106th Street, Suite 102, Urbandale, IA 50322
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