

2025 CONQUER + CONNECT

EVENT SCHEDULE

APRIL 8, 2025 | 8:00AM - 4:00PM | WILSHIRE GRAND

8:00AM - 9:00AM - REGISTRATION & TABLETOPS | BREAKFAST BUFFET

9:00AM - 9:15AM - OPENING REMARKS | MINDFUL MINUTE

9:15AM - 10:00AM - KEYNOTE PRESENTATION



Mindful Mastery: Balancing Mental Wellness & Multiple Priorities

Presented By: Ishea Shephard

As a leader, you're constantly balancing a multitude of responsibilities—from strategic planning and team leadership to family commitments and personal aspirations. But maintaining your well-being amidst it all can be challenging. In this dynamic and interactive session, you'll discover powerful strategies to manage stress, enhance mental wellness, and prevent burnout, all while thriving in your high-impact role.

What You'll Learn:

- **Spot the Early Signs of Burnout:** Learn to recognize the subtle physical, emotional, and behavioral signals that indicate you may be nearing your limits—before it's too late.
- **Create Personalized Coping Strategies:** Tailor your own set of stress-management routines, including mindfulness, boundary-setting, and delegation, to keep stress in check and stay focused.
- **Build Emotional Resilience:** Gain practical tools to turn everyday challenges into opportunities for growth, ensuring you remain agile, focused, and proactive even under pressure.

10:15 AM - 11:00AM - MORNING BREAKOUT EDUCATION (2 TRACKS)

CONNECT so we all CONQUER!

Presented By: Chelsea Brodmerkel, EBP - Kipcon, Inc.; Jessica Long - Quality 1st Companies; Lauren Vadenais, EBP - Rezkom Enterprises, Inc.



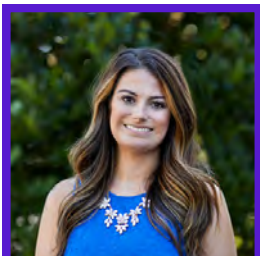
In today's fast-paced, results-driven world, consultants often face the challenge of balancing the demand for instant outcomes with the need for thorough, informed decision-making. This session is designed for professionals who are ready to take their consulting practice to the next level by building and leveraging powerful



connections with industry advisors. Learn how to navigate the pressures of speed and cost-effectiveness, while ensuring the success and alignment of your projects.

What You'll Learn:

- **Strategic Collaboration:** Discover how to build lasting relationships with respected industry advisors to guide your projects from start to finish.
- **Maximizing Your Expertise:** Learn how to influence decision-making processes effectively, even when you're not in charge of the final decision.
- **Ensuring Successful Outcomes:** Understand how to maintain project alignment and efficiency through collaboration and expert input.



Defeating the Inner Critic: Overcoming Imposter Syndrome

Presented By: Ishea Shephard

Imposter syndrome disproportionately impacts leaders, making us doubt our achievements and fear being “found out” as less capable. This empowering session, dives into the root causes of imposter syndrome, particularly as it affects women, and offers

actionable steps to break free. Through interactive discussions and self-reflection exercises, participants will learn to own their successes, celebrate their unique strengths, and shift from self-doubt to self-assurance.

What You'll Learn:

- **Identify Imposter Syndrome Triggers:** Discover common internal and external factors—like perfectionism and societal expectations—that fuel self-doubt.
- **Adopt Growth Mindset Strategies:** Learn techniques to reframe challenges, view mistakes as learning experiences, and continually build confidence.
- **Leverage Positive Reinforcement:** Develop a support system and daily habits that remind you of your value, expertise, and well-deserved seat at the table.

11:15AM - 12:15PM - TBD INTERACTIVE ACTIVITY

Stay Tuned

12:15PM - 1:15PM - LUNCH BUFFET & TABLETOPS

1:15PM - 2:00PM - AFTERNOON BREAKOUT EDUCATION (2 TRACKS)



Unlocking Success: Navigating Personalities for Stronger Leadership & Communication

Presented By: Nora Campbell & Maegan Woytek, Vantaca

In the fast-paced world of community management, success depends not only on expertise but also on mastering the art of communication. Understanding different personality styles and adapting your approach can transform your leadership skills, enhance collaboration, and create stronger connections.

In this engaging and interactive session, attendees will explore the four core personality types—Captains, Magicians, Analysts, and Healers—and learn how to navigate communication challenges effectively. Through self-assessment, group

discussions, and role-playing activities, participants will gain insights into their communication strengths, uncover areas for growth, and leave with actionable strategies to foster better teamwork and leadership. Whether leading a team, negotiating with board members, or managing resident relations, this session will empower women to conquer challenges and connect meaningfully with those around them.



Next Generation Sales: Bridging the Gap in Community Association Management

Presented By: Amelia Holguin: Webster Bank

The Community Association Management industry is undergoing a generational shift, reshaping how sales professionals connect, pitch, and close deals. With traditional face-to-face selling still holding value, but modern tactics like CRMs, social media, and automation rapidly changing client acquisition, the question becomes: What's working, what's not, and how do we adapt?

In this engaging, data-driven session, Amelia Holguin will explore how sales strategies must evolve to meet the expectations of both seasoned decision-makers and the next generation of CAM professionals. She'll share real-time data from conversations with industry leaders—from vendors to management executives—unpacking how different generations prefer to be approached, what influences their buying decisions, and how top sales talent can thrive in this shifting landscape

Expect actionable takeaways on tailoring your approach to different age groups, balancing traditional relationship-building with tech-driven sales strategies, and positioning yourself as a trusted partner in an evolving industry.

2:15PM - 3:15PM - CLOSING KEYNOTE



Empowered Advocacy: A Journey Through Legislation and Leadership in Community Associations

Presented By: Dawn Bauman, CAE, Executive Director,
Foundation for Community Association Research

Dawn Bauman will provide an in-depth exploration into her personal journey within CAI as Executive Director, but also as a strong female who is the face of legislation throughout the 64 CAI chapters. She'll focus on personal experiences, offering insights into her career path, how it shaped her understanding of the industry and how she adapts to the ever-changing environment. She'll also provide a "Legislation 101" for those who may not be familiar with the legislation process and the different roles our members play when legislation impacts our industry. Dawn will also address questions from the audience, fostering a deeper understanding of CAI's Legislative Action Committee as a whole.

3:15PM - 3:45PM - CLOSING MESSAGE | DOOR PRIZES AND DESIGNER GIVEAWAY



**FOR MORE INFORMATION- CONTACT EVENTS@CAIJ.ORG OR
609-588-0030. REGISTER AT WWW.CAIJ.ORG/CONQUER-CONNECT/**