

Schedule of Events



**All educational sessions with the exception of breakouts will be held in Grand Ballroom D/E.*

**Learning lab locations/groups will be explained during welcome address.*

**Every morning, breakfast is available starting at 6:30 a.m. at Cafe Gaugin for hotel guests using the voucher you received at hotel check in.*

Event Hosts: Matt Sturlaugson, Imperial Oriental Guide, Executive Committee, Member, Marketing and Communications Committee & Mandii Sturlaugson, El Zagal Shriners

Wednesday, April 9, 2025

1 - 5 p.m. **Check in and Packet Pick Up**, *Registration Desk 2, first floor*
5 - 6 p.m. **Meet and Greet sponsored by Moslem Shriners**, *Signature 1 Room*

Thursday, April 10, 2025

7:30 - 8:30 a.m. **Check in and Packet Pick Up**, *Registration Desk 2, first floor*
8:30 - 9 a.m. **Welcome and Opening Remarks**
9 - 9:45 a.m. **Your Power is in Your Perspective: Reframe Challenges, Unlock Opportunities**
 Transform Your Reality - Keynote Address
 Ramsey Bergeron
9:45 - 10 a.m. **Break**
10 - 11 a.m. **Learning Lab Breakout: Powerful Coaching Questions**
11 a.m. - Noon **NextGen Stories of Success: Recruitment, Development and Engagement**
 Alan Kelvin, Executive Director, DeMolay International
Noon - 1 p.m. **Lunch**, *Grand Ballroom C*
1 - 2 p.m. **From Tradition to Transformation: Modern Marketing Strategies for Your Chapter**
 Kevin Crowsyn, Owner, Crowsyn Creative LLC
2 - 2:15 p.m. **Break**
2:15 - 3:15 p.m. **Learning Lab Breakout: Storytelling**
3:15 - 4:15 p.m. **You Grow, We Grow**
 Beth Garten, Chairman, Board of Trustees, Job's Daughters International
4:15 - 4:30 p.m. **Daily Wrap Up**
5:30 - 7:30 p.m. **Welcome Reception sponsored by Moslem Shriners**, *Poolside Reception Area*

Friday, April 11, 2025

8:30 - 9 a.m. **Welcome and Opening Remarks**
9 - 9:45 a.m. **From Value to Worth - Keynote Address**
 Patrick Henry
9:45 - 10 a.m. **Break**
10 - 11 a.m. **Learning Lab Breakout: Growth Mindset**

Schedule of Events



Friday, April 11, 2025 continued

11 a.m. - Noon	Shriners International Townhall: A Bold New Vision for Fraternal Growth Moderator: Matt Sturlaugson, Imperial Oriental Guide, Executive Committee Member, Marketing and Communications Committee Richard G. Burke, Imperial Potentate, Shriners International Ron DeVoll, Imperial Marshal, Chairman, Membership Committee John Piland, Executive Vice President, Shriners International Mel Bower, Chief Marketing & Communications Officer, Shriners International, Shriners Children's
Noon - 1 p.m.	Lunch , <i>Grand Ballroom C</i>
1 - 2 p.m.	Relevance Through Innovation: The Power of Community-Driven Change Zane Clark, CAE, MBA, Founder Sticky Notes Innovation Agency
2 - 2:15 p.m.	Break
2:15 - 3:15 p.m.	Learning Lab Breakout: Regional
3:15 - 4:15 p.m.	Beyond the Hashtag: Social Marketing to Elevate Your Temple's Brand Rusty Petty, Past Potentate, Ansar Shriners, Marketing Director, Region 3 Dave Kelm, Assistant Rabban, Ansar Shriners
4:15 - 4:30 p.m.	Daily Wrap Up
5:30 - 5:45 p.m.	Board Bus to Excursion (for those who purchased excursion), Signature Area 1
5:45 p.m.	Bus to Excursion Departs
6 - 9 p.m.	Dezerland Park/Orlando Auto Museum Excursion, 5250 International Drive, Orlando
8, 9, 10 p.m.	Multiple bus departure options back to Rosen Centre Hotel

Saturday, April 12, 2025

8 - 8:15 a.m.	Welcome and Opening Remarks
8:15 - 9 a.m.	Sailing Through the 7 C's Don Carberry, Membership Chairman, Melha Shriners Mike Paciorek, Chief Director, Melha Shriners Michael White, Melha Shriners, Marketing Director, Region 9 Hugo Bernal, Directors Staff, Melha Shriners
9 - 9:45 a.m.	Grand Masters Panel Moderator: M.:W.: Richard E. Lynn, PGM, Grand Secretary, Most Worshipful Grand Lodge of Florida, F & AM M.:W.: Mark A. Bradley, Grand Master, Grand Lodge of Georgia F & AM M.:W.: Donald W. Cowart, Grand Master, Grand Lodge of Florida F & AM Steve Norris, Imperial Masonic Relations Committee
9:45 - 10 a.m.	Break
10 - 11 a.m.	Learning Lab Breakout: Action Planning and Debrief - Regional
11 - 11:45 a.m.	What's Your Story? - Keynote Address Ramsey Bergeron
11 a.m. - Noon	Closing Remarks
Noon - 1 p.m.	Lunch