

WWEMA 110th Annual Meeting
November 7-9, 2018
Eau Palm Beach Resort & Spa, Manalapan (West Palm Beach), FL

CONFIRMED SPEAKERS (as of 9/10/18)



The WWEMA 110th Annual Meeting will be held November 7-9, 2018, at the Eau Palm Beach Resort & Spa, in Manalapan (West Palm Beach), Florida. The theme this year is *Navigating Disruptive Change: Finding a Pathway to Success*. We operate today in a very disruptive environment where change is happening at unprecedented speed. In the midst of this disruptive change, the successful company of the future will be the one that recognizes these transformative dynamics, meets the challenges head on, and strategically positions themselves to take advantage of new opportunities and ways to do business.

Speakers confirmed to date and topic descriptions include the following:

Be a Millennial Magnet – How to Retain, Lead, and Engage the Millennial Workforce

Jeffery Butler, Author and Millennial Expert

Recently, the Millennial generation took the stage as the largest generation in the U.S. workforce. Millennials (Generation Y), born between 1981 to 2000, are your current and future leaders and they are bringing tremendous change, innovation, and opportunity. In this presentation and two-hour workshop, you will hear up-to-the-minute data and case studies, by author Jeff Butler, to help you better understand your organization's millennials. This program covers the end-to-end Millennial employee lifecycle from hiring, managing, and retaining. Each segment of the cycle will have both high level theories as well tactical strategies that attendees can immediately begin using after the program. Some include: how to create an enticing message to attract a millennial's attention, practical tips of managing difficult employees, and retention strategies that CEO Jack Welch implements at General Electric. **LEARNING POINTS:** Discover the 3 phases of millennial recruitment – attention, interest, commitment; hear about best practices of managing and retaining employees who are impatient, unmotivated, and entitled; and learn tactical strategies for managing remote teams.

Your Tax Bill is Too High – Strategies and Tips for Reducing Your Corporate and Individual Tax Expense

Gene Marks, Founder, The Marks Group

Whether you're a financial person or not, this presentation is critical for your business. Why? Because taxes represents the biggest expense you have in your organization and personally. Minimizing your tax expense will free up capital to invest, hire, and save. Knowing the tax breaks and incentives that you can use will help you defer the costs of bringing on great people and growing your business. The recent tax reform legislation is one of the largest changes to the tax code in a while. But that's just the beginning! You don't need to be a financial expert to understand this. You just need to know the issues and questions to ask your accountant. A past columnist for The New York Times and The Washington Post, Gene now writes regularly for The Guardian, Forbes, Inc. Magazine, Entrepreneur Magazine, and Fox Business and regularly appears on MSNBC and Fox News.

The Next Two Years of the Trump Administration – Potential Impacts of the Mid-Term Elections

Richard Galen, Chairman, Barrington Worldwide

Anyone who listens to the news knows that the results of the upcoming mid-term elections may have a significant impact on the make-up of Congress as well as shaping the next two years of the Trump Presidency. Will the Republicans retain control of both Chambers or will Democrats wrest control of the House? What may be the impacts? Rich will provide an analysis of the results of the November 6, 2018 races with a look at what will be the big policy and political changes going forward. As a former press secretary to Dan Quayle and Newt Gingrich during their time in Congress, and the communications director of the political office of Speaker Gingrich, Rich is uniquely qualified to speak to the impacts of the election. Since 1998 he has written an on-line political column, Mullings.com, which reaches over 300,000 people per month and is a frequent guest on MSNBC and CNN.

Protecting Personal Data: Key Issues for Compliance with the European Union's General Data Protection Regulations (GDPR)

Barbara Dunn O'Neal, Partner, Barnes and Thornburg

With today's headlines focusing on personal data collection, use, and breach, the European Union (EU) has stepped in to "up the ante" on personal data protection. Do you have databases and websites that contain contact information on EU residents and businesses? If so, you are impacted by the EU's General Data Protection Regulations (GDPR) which came into effect on May 25, 2018. With the significant penalties associated with violating the GDPR, many organizations are scrambling to understand and to comply with GDPR. Join attorney Barbara Dunn O'Neal as she provides an overview of GDPR, explains who is covered by GDPR, and explains how to comply with GDPR. Topics to be discussed include the proper use of consent forms, the need to update privacy policies, putting data processing agreements in place with vendors, and how to handle data breaches. Come prepared to share your questions in this informative and interactive session.

Just Fix My Dryer: The Science, Art, and Speed of Service

Ed Guffee, Owner, Rampant Works

This presentation was developed from more than twenty years of conversations with various industry groups trying to understand the complexities and nuances of managing labor. From those efforts came: ***The Science*** - Forget about your product for a few minutes and learn how to build the foundation necessary to manage the performance of labor groups in your organization. This is based on three simple values found buried in your financial statements but whose interconnected relationships are seldom known or understood. ***The Art*** - Your customer cares for none of your science! They just want their dryer fixed. We focus on the unique differences that exist between the sales groups and the service groups in your company, why it matters to your customer, and how to test and measure for their satisfaction and loyalty. ***The Speed*** - As consumers ourselves, we demand that our purchasing experiences be ever faster, ever richer, and ever simpler. How well is your organization using its internal science and art for the purpose of dramatically improving the speed of your deliverables? And by that we mean, improving the speed of delivery to the customer of the future, not the customer of the past.

Selling More by Saying Less: The Evolution of Sales in a Connected World

Travis Kennedy, Publisher, WaterOnline

The environment in which we sell our solutions has forever changed and it's up to us to adjust or be left behind. The information your customers needed you to provide is now everywhere and the role they needed you to play in their purchasing process is forever changed. Those changes have now left your sales reps in the worst possible position to do what you ask of them to do, SELL. Selling is now all about connecting and developing relationships with the digital natives who currently control the market and will moving forward. The entire concept of selling has evolved into a journey of helping, informing, and educating along the way to cultivate that connection. To take it a step further, when you have a true understanding of the psychology of sales from your customer's point of view, and then apply that knowledge to better connect with the new generation of decision makers, you are left with a baseline strategy to save your business.

Finding Success with a Project Lead Platform

Julie Birch, General Manager, Water BidTracker

Learn how a project lead platform can help your business while you get an exclusive look inside Water BidTracker. Julie Birch, General Manager of their recently launched lead service, will walk us through their online tools designed for the water and wastewater industry while offering her tips on getting the most from any lead service. Water BidTracker's goal is to minimize disruption and provide a one-stop solution for up-to-date project information, from planning stage to award stage.

REGISTRATION AND HOTEL

Registration is now open for the 110th Annual Meeting. Go to [RegOnline](#) to register today for this must attend event. Please go to [Eau Palm Beach Resort & Spa](#) to book your room. The sleeping room rate is \$295 per night plus tax.

SCHEDULE OF EVENTS

View the [Schedule of Events](#).