



INTERNATIONAL ASSOCIATION OF SPEAKERS BUREAUS



Connect

SHARE IDEAS. CREATE IMPACT.

2014 IASB CONVENTION SEATTLE WASHINGTON

CONVENTION PROGRAM & SCHEDULE



DRIVING THE CONVERSATION FOR 68 YEARS



Bill O'Reilly

PM Ehud Barak

Martin Sheen

Steve Forbes

PM Julia Gillard

Pres. Felipe Calderon



Sir Tim Berners-Lee

Capt. Richard Phillips

Steven Levitt

Stephen Dubner

Shaquille O'Neal

Olympia Snowe



Jane Pauley

Jimmy Wales

Joe Lieberman

Martin Luther King, III

Gloria Steinem

Karl Rove

Many thanks to IASB and our bureau partners. We value our wonderful relationships and look forward to working closely together throughout the year.

HWA SPEAKER MANAGEMENT



Seth Mattison

Peter Sheahan

Jeff Rohrs

If you need fees, availability, and more ideas, please contact Ann Shavrick Sudry at anns@harrywalker.com. We look forward to working with you!

646.227.4900

www.harrywalker.com

Thank you for joining us for the 28th Annual IASB Convention!

Welcome from the President...

The reason IASB was formed, and the purpose for the first and subsequent annual conventions was the opportunity for men and women in our industry to meet face-to-face... to CONNECT. Though the ways we connect have evolved in the 28 years since the first meeting, this gathering remains the best chance I know of to develop existing and new connections. You will fly away with actionable ideas to improve your business and yourself. Welcome to Seattle. I look forward to CONNECTING with you.



Brian Palmer, CMM

Welcome from the Convention Chairs...

In today's world, we make connections constantly: via social media, a text, an e-mail, a conversation — we are constantly in contact with one another. In our industry, we connect an audience with a speaker who shares an idea and creates an impact. As IASB Members, our connections with one another, with our talent and with our clients is a weaving of friendships, knowledge, history, trust, expectations and admittedly, some uncertainty. The opportunity to gather face-to-face once a year at our annual convention is a time to strengthen those connections, and, in an evolving high-tech world, more than ever, it is time to broaden our web while nurturing our inner circle.

This year, we have planned a convention with these goals in mind: to continue the rich tradition of providing IASB members with meaningful educational and networking opportunities, as well as exposure to high-caliber speakers. While maintaining our traditions and keeping much of the core elements that our association members expect from this annual gathering, we also instilled a few changes. Recent research by meeting industry leader and veteran convention planner Jeff Hurt states that one of the key ways to ensure ongoing growth and success of an annual event is "to make small inroads changing 10%-25% of the [convention] experience." Some of the changes we have made for IASB 2014 include moving the Master Class to Thursday to get our brains buzzing even before our first reception; rebranding our "Speaker Showcase" to a more contemporary "IASBtalks", and concluding our program on Saturday, with the hope that you will leave Seattle with impactful ideas, and of course, deepening your connections.

Co-Chairs:



Jill Nickerson



Sheldon Senek

Committee Members:



Christa Haberstock



Tim Mathy



Martin Perelmuter



Sarah Whitten



Ways to Connect with IASB:



FOLLOW IASB ON
TWITTER: @IASBWEB
HASHTAG: #IASB2014

Convention Mobile App:



DOWNLOAD THE FREE APP TO YOUR MOBILE DEVICE. INCLUDES UPDATES TO THE SCHEDULE, SPEAKER AND SESSION INFO. CONNECT USING YOUR LINKEDIN, FACEBOOK, TWITTER OR GOOGLE+ PROFILE.

Table of Contents:

SPONSORS.....	Page 3
BOARD OF GOVERNORS.....	Page 3
SCHEDULE-at-a-GLANCE.....	Page 4
SCHEDULE: THURSDAY.....	Page 6
SCHEDULE: FRIDAY.....	Page 7
SCHEDULE: SATURDAY.....	Page 10
SPEAKER BIOGRAPHIES.....	Page 14
IASBTALKS.....	Page 16
IASB AWARDS.....	Page 17
CONTRIBUTORS.....	Page 18



Save the Date! April 9-11, 2015

**29TH ANNUAL IASB CONVENTION
NEW ORLEANS, LOUISIANA USA**

Mark your calendar and make plans to join us next year in the historic and exciting city of New Orleans. Interested in helping plan our convention? Contact the IASB Incoming President, Katrina Smith or IASB Executive Vice-President, Marie Fredette at (480) 839-1423 or info@iasbweb.org.

SPECIAL THANKS!

The following companies have visibly demonstrated their support for the industry by making a significant contribution to the Convention. Please join us in expressing our appreciation for their generosity and goodwill.

Platinum Sponsor



Silver Sponsors



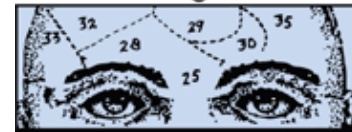
D'AMELIO NETWORK



Gold Sponsors



Thinking Heads



Station Sponsor



Inkind Sponsor



BOARD OF GOVERNORS

2013-2014 Board of Governors:

The following individuals provide leadership for the industry as a volunteer on the IASB Board of Governors. Please join us in expressing our appreciation for their commitment, generosity and service.



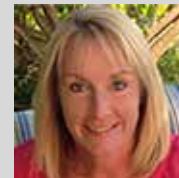
Brian Palmer, CMM
President



Katrina Smith
President-Elect



Karen Harris
Secretary-Treasurer



Holli Catchpole
Past President



Marie Fredette, CAE
Executive VP



Sheldon Bream



Leanne Christie



Don Epstein



Jim Keppler



Daniel Romero-Abreu Kaup

SCHEDULE INFO

THURSDAY - April 10, 2014

2:00 p.m. - 6:30 p.m. CONVENTION REGISTRATION/CHECK-IN
 2:30 p.m. - 5:30 p.m. PRE-CONFERENCE WORKSHOP
 6:00 p.m. - 6:30 p.m. ORIENTATION FOR FIRST-TIME ATTENDEES
 6:30 p.m. - 8:00 p.m. WELCOME RECEPTION

FRIDAY - April 11, 2014

7:30 a.m. - 8:45 a.m. EARLY BIRD CONNECT
 8:00 a.m. - 5:00 p.m. REGISTRATION / INFORMATION DESK OPEN
 9:00 a.m. - 9:30 a.m. WELCOME & OPENING SESSION
 9:30 a.m. - 10:30 a.m. PLENARY SESSION
 10:30 a.m. - 10:45 a.m. BREAK
 10:45 a.m. - 11:45 a.m. CONCURRENT SESSIONS
 11:45 a.m. - 12:00 p.m. BREAK
 12:00 p.m. - 1:00 p.m. LUNCH
 1:00 p.m. - 2:30 p.m. IASBtalks (PART 1)
 2:30 p.m. - 3:00 p.m. CAFÉ CONNECTION
 3:00 p.m. - 4:00 p.m. PLENARY SESSION
 4:00 p.m. - 4:45 p.m. disCONNECT (FREE TIME)
 4:45 p.m. - 5:30 p.m. TRANSPORT TO OFF-SITE EVENT
 5:30 p.m. - 6:30 p.m. PLENARY SESSION
 6:30 p.m. - 8:30 p.m. RECEPTION

SATURDAY - April 12, 2014

8:00 a.m. - 9:00 a.m. PLENARY SESSION
 9:00 a.m. - 9:15 a.m. BREAK
 9:15 a.m. - 10:15 a.m. PLENARY SESSION
 10:15 a.m. - 10:45 a.m. CAFÉ CONNECTION
 10:45 a.m. - 12:00 p.m. IASBtalks (PART 2)
 12:00 p.m. - 12:45 p.m. LUNCH
 12:45 p.m. - 1:00 p.m. IASB ANNUAL MEETING
 1:00 p.m. - 2:00 p.m. PLENARY SESSION
 2:00 p.m. - 2:15 p.m. BREAK
 2:15 p.m. - 3:15 p.m. PLENARY SESSION
 3:15 p.m. - 6:30 p.m. disCONNECT (FREE TIME)
 6:30 p.m. - 10:00 p.m. RECEPTION & AWARDS BANQUET

Stay Connected with the Convention Mobile App:



SEARCH FOR THE FREE APP CALLED IASB2014 IN YOUR DEVICE'S APP STORE - AVAILABLE FOR APPLE AND ANDROID PLATFORMS. CONNECT USING YOUR LINKEDIN, FACEBOOK, TWITTER OR GOOGLE+ PROFILE.

FRANK ABAGNALE • JAMES BRADLEY • TEDY BRUSCHI • JAMIE CLARKE • EILEEN COLLINS • JEFF CORWIN
 JEAN-MICHEL COUSTEAU • SENATOR TOM DASCHLE • F.W. DE KLERK • SERGEANT MATT EVERSMANN
 CHRISTINA BELLANTONI • ARUN GANDHI • JENNIFER GRANHOLM • JIM LOVELL • CHEF JEFF HENDERSON

703-516-4000

keppler
 SPEAKERS

Your Partners in Delivering
 "Real People. Real Stories."

Thanks for your business.

kepperspeakers.com



Jim Keppler
 President and Founder



Randy Ehman
 Vice President,
 Bureau Relations

ED HENRY • MERRIL HOGE • RUSSEL HONORE • ROBERT F. KENNEDY, JR. • GENE KRANZ • ALISON LEVINE
 JORDAN BELFORT • NANCY GRACE • STUART VARNEY • CHRIS WALLACE • LANI GUNIER • JOHN WALSH
 JEANETTE WALLS • SOLEDAD O'BRIEN • EDWARD JAMES OLMOS • RICHARD PICCIOTTO • ARON RALSTON

Thank you for your partnership with cmi!



Relationships, creativity,
corporate culture.
Tim Sanders



Customer and
employee engagement,
corporate culture.
Lior Arussy



Passion, customer
service, creativity.
Robin Crow



Resilience,
change,
inspiration.
Janine Shepherd



Future trends,
innovation,
customer behavior.
Mike Walsh



Influence,
storytelling,
engagement.
Ty Bennett



Olympics, teamwork,
peak performance.
Cary Mullen



Change,
innovation,
inspiration.
Yossi Ghinsberg



**Changing the World ...
One Speaker at a Time**

toll free: 877.307.7403 | email: avail@cmispeakers.com | www.cmispeakers.com

THURSDAY APRIL 10

Unless otherwise noted, all sessions take place in the Ballroom.

Please note that all the meal functions marked with a double asterisk (**) are included in the convention registration fee. Your badge serves as your ticket to these functions. Additional meal tickets may be purchased at the convention desk by Noon on Friday. Please note that evening function attendees must be 21 years or older. Unless noted otherwise, suggested dress is business casual.

2:00 p.m. - 6:30 p.m. CONVENTION REGISTRATION (Foyer)

The convention desk will be open daily and IASB Staff are available to assist attendees. Specific hours the desk will be staffed will be posted. A number will also be listed for urgent matters when the desk is closed.

6:00 p.m. - 6:30 p.m. SPECIAL SESSION (Cyan A)

First-time Attendee Orientation

BRIAN PALMER & KATRINA SMITH

If this is your first IASB Convention or you just want to find out more about IASB, please join us for tips on how to maximize your time at the convention and get connected to the resources and contacts you need.

6:30 p.m. - 8:00 p.m. WELCOME RECEPTION** (Foyer)

SPONSOR: GREATER TALENT NETWORK

Welcome to Seattle!

Connect with friends and colleagues at this annual opening reception. Enjoy tasty bites of local flavor accompanied by a cash bar (one complimentary drink is included).

2:30 p.m. – 5:30 p.m. PRE-CONFERENCE WORKSHOP: MASTERCLASS



You Are Not Your Business! Building A Strategy For Growth And Freedom

PETER SHEAHAN, CPAE

MANAGED BY THE HARRY WALKER AGENCY

*"Would you tell me, please, which way I ought to go from here?"
"That depends a good deal on where you want to get to."
"I don't much care where..." "Then it doesn't matter which way you go."*

This *Alice in Wonderland* quote is eerily familiar to the findings of ChangeLabs' research into IASB member companies. Business strategy, it seemed, depended as much on the moods and lifestyle goals of the founder, as it did the needs and opportunities of the business itself. You are not your business! And its success should not be limited to your current frame of reference for what is possible. Attendees will take away from this highly interactive session a draft 3-year vision and strategy, a 1-year plan, and clear quarterly goals. Attendees will also engage in peer-level discussion about:

- Asset value versus income generation
- Treating your business as an independent living system
- Lifestyle goals versus business strategy
- Exit strategies and succession planning

Speaker Biographies may be found on pages 14-15.

GREATER TALENT NETWORK



STEVEN LEVITAN
ENTERTAIN



MARCUS LUTTRELL
MOTIVATE



LEIGH ANNE TUOHY
INSPIRE



DOLEVETT QUINCE
ENCOURAGE



RAYMOND KELLY
INFORM

GTN values the relationships we have with speakers bureaus across the country and around the world. Our partnership is an industry asset that we look forward to continuing to grow in 2014. If you are ever in need of a remarkable speaker, please do not hesitate to use GTN as a resource. For more information, please contact Jennifer Peykar, Director of Bureau Relations at (212) 647-6314 or JenniferP@greatertalent.com

VISIT US ONLINE AT WWW.GREATERTALENT.COM

FRIDAY APRIL 11

7:30 a.m. – 8:45 a.m. EARLY BIRD CONNECT

Enjoy local Seattle flavor and good conversation with Peter Sheahan and IASB President, Brian Palmer. This is an informal gathering and will involve walking to a local coffeehouse to purchase coffee and snacks. *Please plan to be in the hotel lobby by 7:30AM.*

9:00 a.m. - 9:30 a.m. WELCOME & OPENING SESSION

Connect: Share Ideas. Create Impact.

PRESIDING: BRIAN PALMER, CMM 2013-2014 PRESIDENT



Official Convention Emcee **JAMES CUNNINGHAM**

EXCLUSIVE WITH SPEAKERS' SPOTLIGHT

James Cunningham has proven, time and again, that he's among the most skilled professionals in the country. His personalized performances and attention to detail guarantee laughter and delight. Whatever the theme or purpose of your next gathering, he'll ensure that it's a successful and memorable one. He has shared the stage with such luminaries as former US President Bill Clinton, Sir Richard Branson, Martha Stewart, Barbara Walters, Andre Agassi, Suze Orman, and Hilary Swank. On television, James currently hosts the Food Network's hit show Eat St., and recently won Entertainer of the Year at the 2014 TASTE AWARDS, celebrating the year's best achievements in Food, Fashion, Home and Lifestyle programs on Television, in Film, Online, on Radio and at Live Interactive Events.

9:30 a.m. - 10:30 a.m. PLENARY SESSION



The Power of C.E.O.s (Chief Encouragement Officers) How Courage + Connections + Ideas = A Life of BIG Impact!

KEVIN CARROLL

EXCLUSIVE WITH WASHINGTON SPEAKERS BUREAU

"Without parents in my life, I learned how to be resourceful, resilient and constantly on the lookout for nuggets of insight and wisdom from others. I spent endless hours at the neighborhood playground, the public library, at school and at one special address – 754 Haverford Road. The people, the places and the plethora of experiences proved to be catalysts in my journey from a childhood filled with dysfunction and upheaval to becoming an author, a speaker and an agent for social change. I'm living proof that courageously seeking out connections + willingly sharing ideas/dreams can be a catalyst in a life and impact someone in wonderfully unexpected ways!"

Join us for an inspiring session with Kevin and take away immediately actionable strategies for overcoming obstacles in your professional and personal life and becoming a catalyst for social change.

Speaker Biographies may be found on pages 14-15.



WashingtonSpeakersBureau®

A PROUD MEMBER OF IASB

We value our bureau partner relationships and
Connecting you with the
World's Greatest Minds



Harry **RHOADS, Jr.**
Co-CEO

Christine **FARRELL**
Co-CEO

Sheldon **BREAM**
Vice President, Bureau Relations

WashingtonSpeakers.com » SheldonB@WashingtonSpeakers.com » 703.879.9420

FRIDAY APRIL 11

10:45 a.m. - 11:45 a.m. CONCURRENT SESSIONS (choose one)



Session C1 (Ballroom A-C)

Speaker Bureau and Speaker Management/Agency Relationships FACILITATOR: BILL FOURNET

As our industry evolves, so do our various business models. But the foundational outcome we all strive for remains the same: to ensure the buyer loves the talent, and wants more. If achieved, everyone involved in the process succeeds. Whether you're a bureau (non-exclusive or exclusive), speaker management group/agency, you will benefit from this dialogue: how effectively are we working together? Using IASB research from a survey and numerous interviews, we'll discuss practices and rules of engagement to improve overall B2B relationships. This is a facilitated session. Whether you actively participate in the conversation or choose to be an observer, you will gain insights, best practices and actionable steps to help not only your business, but our industry as a whole.

Speaker Biographies may be found on pages 14-15.



Session C2 (Ballroom D-E)

Global Connections

MODERATOR: **JAMES CUNNINGHAM**
PANEL: **MARTIN PERELMUTER, DANIEL ROMERO ABREU-KAUP, and SANTIAGO ZAPATA**

This session is an opportunity to gain a perspective from some of our global members of IASB. Because technology has brought the world so much closer together, we have to re-examine how we do business internationally. Everything from working with international speakers, co-brokering, to understanding cultures. This is a great session if you're booking speakers globally or working with international speakers, and want to discuss some of the bureau challenges. This panel, moderated by James Cunningham, will feature IASB members from around the globe including: Canada (Speakers' Spotlight), South America (HiCue Speakers), and Spain (Thinking Heads).

Speaker Biographies may be found on pages 14-15.



Martin Perelmuter



Daniel Romero-Abreu Kaup



Santiago Zapata

12:00 p.m. - 1:00 p.m. LUNCH** (Foyer)

SPONSORED BY CMI SPEAKER MANAGEMENT

Enjoy good food and great conversation with your colleagues at this buffet-style lunch. For those attendees with food allergies, please refer to the ingredients list or ask your server for more information.

1:00 p.m. - 2:30 p.m. IASBTALKS (PART 1)

The IASBtalks (formerly known as the Showcase) has been refreshed with a new name and focus but with the same great value and engaging venue to preview speakers in a live environment. Check out the special booking incentive for IASB Members!

Refer to the IASBtalks section on Page 16 for more info.

- **MIKE RAYBURN**
- **SAM RICHTER**
- **ANDREW WINSTON**

2:30 p.m. - 3:00 p.m. NETWORKING BREAK (Foyer)

Café Connection

You asked, we listened! Enjoy this extended 30-minute break in the foyer to chat with peers while enjoying tasty bites and a local coffee drink brewed up personally for you by a barista, compliments of IASB.

3:00 p.m. - 4:00 p.m. PLENARY SESSION



Tech Connect

MODERATOR: **TIM SANDERS**

MANAGED BY CMI SPEAKER MANAGEMENT

PANEL: **SHAWN HANKS, SHELDON SENEK, and JAMEY TISDALE**

Technology is changing how we do business, not only within our own companies, but with clients and speakers. It impacts everything from sales and marketing, to communication. In this panel session, led by Tim Sanders, our members will open a dialogue on three key areas of technology: Internal (how members are using technology in their business to be more effective, efficient, and collaborative); External (how members use technology for sales and marketing to grow their business), and the Future (what tools and ideas are coming down the road to improve the business and industry). This panel will feature bureaus and a representative from Microsoft.

Speaker Biographies may be found on pages 14-15.



4:00 p.m. - 4:45 p.m. disCONNECT (FREE TIME)

4:45 p.m. - 5:30 p.m. WALK / RIDE TO OFF-SITE EVENT** (Lobby)

Please meet in the lobby for a short 3-block walk to the Westlake Center Monorail Station. Please show your convention name badge or event ticket to the IASB Staff person at the station to receive a monorail token. Board the train for a direct transfer to the Seattle Center Station where volunteers will guide you to the entrance of the EMP Museum located next door to the station.

FRIDAY APRIL 11

5:30 p.m. – 6:30 p.m. PLENARY SESSION (EMP MUSEUM)



The Road To Reinvention

JOSH LINKNER

The bureau industry is in the midst of massive upheaval with fierce competition, new technologies, and fickle buyers. You must now face an important choice: disrupt or be disrupted. To fight back, author, entrepreneur, and jazz musician Josh Linkner will help you shatter conventional wisdom and find new paths to innovation, creativity, and success. This interactive session will feature insights from the scrappy world of tech-startups, smoke-filled jazz clubs, and the gritty, creative disruption of Linkner's hometown: Detroit. The session will contain a mix of inspiring stories and practical tools to help you unleash and manage your team's creativity, and will even include a live jazz performance, composed by the audience.

Speaker Biographies may be found on pages 14-15.

6:30 p.m. - 8:30 p.m. NETWORKING RECEPTION** (LEVEL 3)
SPONSORED BY HARRY WALKER AGENCY

Experience this leading-edge, nonprofit museum, dedicated to the ideas and risk-taking that fuel contemporary popular culture. With its roots in rock 'n' roll, EMP serves as a gateway museum, reaching multigenerational audiences through its collections, exhibitions, and educational programs, using interactive technologies to engage and empower visitors. At EMP, artists, audiences and ideas converge, bringing understanding, interpretation, and scholarship to the popular culture of our time. The museum is located next to the Space Needle and Chihuly Gardens. Its one-of-a-kind architecture offers a unique venue to connect with your colleagues while enjoying light hors d'oeuvres and a cash bar (one complimentary drink is included).

6:30 p.m. - 9:00 p.m. GALLERIES OPEN (MUSEUM)
SPONSORED BY TPG SPEAKERS

Explore three of the museum's unusual galleries filled with artifacts and information. The galleries have been reserved for our private use.

Afterwards enjoy dinner at any number of restaurants located near the museum or ride the monorail back to the hotel. If you will be riding the monorail back to the hotel, please request a return ride token from an IASB Staff person.

EIGHT GREAT PARTNERS IN YOUR SUCCESS



MIKE
ABRASHOFF

Former Navy commander and author, *It's Your Ship*



GEOFF
COLVIN

Veteran business journalist, *Fortune* magazine and author



KATTY
KAY

Washington anchor, BBC World News America and author



POLLY
LABARRE

Co-author, *Mavericks at Work* and founding writer, *Fast Company*



VIKRAM
MANSHARAMANI

Yale Lecturer, risk strategist and author



TONY
SCHWARTZ

Author, *Be Excellent at Anything* and "Life@work" columnist, *New York Times*



DAVID MEERMAN
SCOTT

Marketing/communication strategist, author: *The New Rules of Marketing and PR*



MICHAEL
TREACY

Growth strategy and innovation expert, author and entrepreneur



D'AMELIO NETWORK

Speaker Management

D'Amelio Network LLC | 65 High Ridge Road #346, Stamford, CT 06905 | T +1 203 883 9248 | www.damelionetwork.com

SATURDAY APRIL 12

8:00 a.m. – 9:00 a.m. PLENARY SESSION



Fit for the Future: Creating Adaptable, Innovative, and Inspiring Organizations

POLLY LABARRE

PRESENTED BY D'AMELIO NETWORK

We live in a world where change is relentless, disruptive, even shocking. Success has never been more fleeting, and the ability to adapt more important. In this context, one of the most important questions leaders face is: Are you changing as fast as the world is changing? If your answer is “No, not really,” you’re not alone. The “modern organization” was designed over a century ago not to adapt but to preserve the status quo, not to invent the new but to clamp down on deviations from the norm, and not to unleash people but to control them. How to change the DNA of an entrenched organization? Polly LaBarre has been exploring that question for nearly two decades. A captivating storyteller, Polly offers fresh perspectives to cast the most fundamental challenges for leaders and organizations in new light. Audiences walk away with mind-flipping insights on how to evolve their management model—the most powerful source of competitive advantage today – and to build an organization that is truly fit for the future: endlessly adaptable, relentlessly inventive, and genuinely inspiring.

Speaker Biographies may be found on pages 14-15.

9:15 a.m. - 10:15 a.m. PLENARY SESSION



Industry Connections

MODERATOR: **BILL FOURNET**

PANEL: **TONY D'AMELIO, KELLY EGER,
and BRIAN PALMER**

As an association, our mission is to provide global leadership in facilitating the exchange of ideas and expertise, advocating for our value, and promoting standards of excellence. One of the ways we strive to provide value to our members is identifying challenges and solutions as well as encouraging the use of accepted and ethical business practices while recognizing that each business is different and unique. In this moderated panel presentation featuring thought leaders from the industry, we will explore strategies for strengthening members’ professional relationships and business operations. Come prepared to learn, share and grow.

Speaker Biographies may be found on pages 14-15.



Tony D'Amelio



Kelly Eger



Brian Palmer, CMM

10:15 a.m. – 10:45 a.m. NETWORKING BREAK

Café Connection

Enjoy this extended 30-minute break in the foyer to chat with peers while enjoying tasty bites and a local coffee drink brewed up personally for you by a barista, compliments of IASB.

10:45 a.m. - 12:00 p.m. IASBTALKS (PART 2)

Join us for the second half of the IASBtalks. Check out the special booking incentive for IASB Members!

Refer to the IASBtalks section on Page 16 for more info.

- **SETH MATTISON**
- **DALE PARTRIDGE**
- **SIMON MAINWARING**

12:00 p.m. - 12:45 p.m. LUNCH** (Foyer)

SPONSORED BY BECOMING YOUR BEST GLOBAL LEADERSHIP

Enjoy good food and great conversation with your colleagues at this buffet-style lunch. For those attendees with food allergies, please refer to the ingredients list or ask your server for more information.

12:45 p.m. - 1:00 p.m. SPECIAL SESSION

IASB Annual Member Meeting

PRESIDING: **BRIAN PALMER, CMM**, 2013-2014 PRESIDENT

All Members are invited to attend this annual update on the association, our accomplishments and focus for the future.

1:00 p.m. - 2:00 p.m. PLENARY SESSION

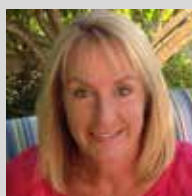
Member Connect

HOSTS: **JILL NICKERSON** and **SHELDON SENEK**

PANEL: **HOLLI CATCHPOLE, GAIL DAVIS, and
CHRISTA HABERSTOCK**

Join us for an insightful interview with a few of our distinguished colleagues in the industry. The purpose is to discuss the realities and rewards of being an entrepreneur and running a successful organization. In addition, we'll discuss the value of our profession and association.

Speaker Biographies may be found on pages 14-15.



Holli Catchpole



Gail Davis



Christa Haberstock

Represent a world class leadership training & development company with 40 years of power packed research!



B E C O M I N G YOUR BEST

Steve Shallenberger founded Becoming Your Best Global Leadership LLC based on 40 years of research. He's leveraged his prestigious background as one of the key advisors for Stephen Covey and as the developer of the original Covey planner. He's put together a team that will revolutionize the leadership and training industry in the next five years.

As a top-rated resource for keynotes or customized seminars, we guarantee an unforgettable corporate experience with significant take home value on leadership, relationship development, time-management, communication, and workplace balance.

We handpick only the brightest and sharpest presenters in the world to ensure the highest quality experience for the client. With an average rating of 9.8, we know how to deliver a fun, exciting, and high-impact event for the client EVERY time! One of the reasons companies love working with us is the back-end support structure they can use for all their associates or employees. Time after time corporate leaders will say, "This is the first time we've had training that we feel like we can really implement!"

We're seeking partnerships with world-class speakers bureau's that would like to join us on a journey of success!



Blake M. Roney, Founder and Chairman, Nu Skin

"Becoming Your Best is VERY special. It will make you more successful in any pursuit."



Jack Canfield, Co-Author of The Success Principles and Chicken Soup for the Soul®

"Whatever your profession or background, Becoming Your Best provides a masterful approach that an individual, family, or organization can immediately implement."



Dallin A. Larsen, Founder, MonaVie Inc.

"I can say with confidence that the principles taught by Becoming Your Best will provide you a fool proof roadmap on how to excel!"



James Malinchak, Featured on ABC's Hit TV Show, "Secret Millionaire", Founder, www.BigMoneySpeaker.com

"I've worked with thousands of speakers who have amazing ideas. Steve and his team have developed something powerful in Becoming Your Best. Every person, family, or organization needs to attend a live Becoming Your Best event and read the book. It's a game changer!"



Michael W. Perry, Education Chair, 49er San Gabriel Chapter

"We had record attendance thanks to your reputation. Members and spouses were engaged, entertained, and educated all at the same time. It was truly an inspiring event!"



Laura A. Nestler, YPO Illini, Day Chair

"I was overjoyed with the positive feedback from my group and I have eagerly shared what I learned from your event. I feel refreshed, inspired, and motivated!"

www.BecomingYourBest.com | 1.888.690.8764 | Support@BecomingYourBest.com

SATURDAY APRIL 12

2:15 p.m. - 3:15 p.m. PLENARY SESSION



Ordinary People, Extraordinary Results: The 8 Essential Elements of Human Synergy

ROBYN BENINCASA
REPRESENTED BY SEE AGENCY

What do the world's most successful teams have in common? The ability to upgrade their "teamwork" to Human Synergy! Through her Ordinary People, Extraordinary Results keynote, Eco-Challenge Adventure Racing World Champion and San Diego Firefighter Robyn Benincasa imparts the attitude and mindset that allows groups of ordinary people to accomplish truly extraordinary things together. Attendees will not only walk away completely thrilled with this unique visually and viscerally entertaining look into the world's most amazing extreme teams, they will also leave with some simple and easily applied skills that will allow them to create Human Synergy with all of the teammates in their lives, from colleagues to spouses and family.

Speaker Biographies may be found on pages 14-15.

3:15 p.m. - 6:30 p.m. disCONNECT (FREE TIME)

6:30 p.m. - 7:30 p.m. RECEPTION** (Foyer)
SPONSORED BY THINKING HEADS

Connect with your colleagues during this festive reception featuring light hors d'oeuvres and a cash bar (one complimentary drink ticket is included). A professional photographer will be available for group candid photos.

7:30 p.m. - 10:00 p.m. AWARDS BANQUET**
SPONSORED BY PREMIERE SPEAKERS BUREAU

Join us as we recognize the companies and individuals that have made a difference in our industry and the community.
A list of the awards and past recipients may be found on page 17.



Inventing The Impossible

SPECIAL GUEST: MARCO TEMPEST
EXCLUSIVE WITH CONCEPT SPEAKERS

Marco Tempest's imaginative combination of computer-generated imagery, quick-cut video and enthusiastic stage presence has earned him a place in the pantheon of great illusionists. Join us for this exclusive performance and prepare to be entertained and entranced by the reality-bending tech magic that Marco brings to life.
Speaker Biographies may be found on pages 14-15.

HOPE THE CONVENTION IS AS FUN AS WE ARE.



Holli 14*



Michele 9*



Marsha 13*



Cassie 11*



Jennifer 9*



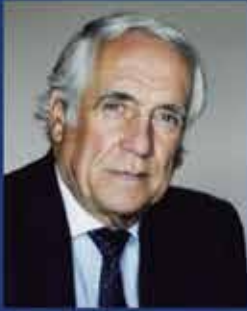
Kim 8*

SPEAKERSOFFICE

NEW WEBSITE

speakersoffice.com

*years with SpeakersOffice (and maturity level)



Carlos Espinosa de los Monteros
Former Inditex VP & Former CEO at Mercedes-Benz Spain & Iberia



Ana Palacio
Former Foreign Affairs Minister of Spain; Member of the Council of State



Carina Szpilka
CEO ING Spain (2010-2013) & France (2008-2010); Expert in leadership and innovation



Felipe González
President of Spain (1982-1996)



Giles Tremlett
Madrid correspondent, The Economist; Contributing Editor, The Guardian; Author

Thinking Heads



Toni Nadal
Rafael Nadal's Coach

Your Partner
in the Spanish-Speaking Market

MADRID • MIAMI
since 1st April 2014



Pedro J. Ramírez
According to The Guardian
"He is probably the greatest European journalist of the past 25 years"



Javier Solana
Secretary General of the EU & High Representative for Security & Foreign Policy of the EU (1999-2009); Secretary General of NATO (1995-1999)



Jorge Valdano
Former General Director of Real Madrid C.F.; Elite Coach and Football Player



Shlomo Ben Ami
Foreign Affairs & International Security Minister of Israel (1999-2001); Conflict Resolution Expert



José Luís Rodríguez Zapatero
President of Spain (2004-2011)



Yoani Sánchez
Journalist; Expert in new forms of Communication & Social Networking

SPEAKER BIOGRAPHIES

A brief biographical statement for each of the speakers presenting at the convention is included below. Additional information, including contact details, is available on the IASB website at www.iasbweb.org or the Convention Mobile App. *Speakers are listed alphabetically.*



Robyn Benincasa has made an art form of extreme performance. In her 15-year career as a professional adventure racer, Robyn has competed in close to 40 expedition-length events. In her spare time, she is a full-time firefighter in San Diego. NBC, ABC, CNN, and several other high-profile networks have all featured Robyn and her accomplishments. Add to those credits editorials in *Sport Illustrated*, *Vogue*, and *The New York Times*. Benincasa launched *World Class Teams* as well as *Flashover Seminars* to bring her inspiring perspective on teamwork to the corporate world. Her programs on leadership, teamwork, change and peak performance have taught countless leaders all over the world about “Building World Class Teams.” Robyn founded the *Project Athena Foundation*, a nonprofit dedicated to helping women who’ve endured medical setbacks achieve their athletic dreams. The goal? To encourage survivors not just to survive - but to thrive in the wake of their diagnoses.



Kevin Carroll is the founder of Kevin Carroll Katalyst/LLC and the author of three highly successful books, *Rules of the Red Rubber Ball*, *What’s Your Red Rubber Ball?!* and *The Red Rubber Ball at Work*, published by ESPN, Disney Press and McGraw-Hill. As an author, speaker and agent for social change (a.k.a. the Katalyst), it is Carroll’s “job” to inspire businesses, organizations and individuals—from CEOs and employees of Fortune 500 companies to school children—to embrace their spirit of play and creativity to maximize their human potential and sustain more meaningful business and personal growth. With his consulting endeavors, Carroll has helped turn creative ideas into reality for organizations such as the National Hockey League, ESPN, Nike, Starbucks, The National Basketball Association, Walt Disney Company, Mattel, Hasbro, Procter & Gamble, Discovery Channel, Capital One and many others.



Seeking a master of ceremonies or just a fabulous evening of entertainment? Then look no further. **James Cunningham** has proven, time and again, that he’s among the most skilled professionals in the country. His personalized performances and attention to detail guarantee laughter and delight. Whatever the theme or purpose of your next gathering, he’ll ensure that it’s a successful and memorable one. James’ corporate clients include Pepsi, Frito-Lay, McDonald’s, Nestle Purina, Walmart, Procter & Gamble, Astra Zeneca and Ingram Micro, to name just a few. He has shared the stage with such luminaries as former US President Bill Clinton, Sir Richard Branson, Martha Stewart, Barbara Walters, Andre Agassi, Suze Orman, and Hilary Swank. On television, James currently hosts the Food Network’s hit show *Eat St.*, and recently won Entertainer of the Year at the 2014 TASTE AWARDS, celebrating the year’s best achievements in Food, Fashion, Home and Lifestyle programs on Television, in Film, Online, on Radio and at Live Interactive Events.



Bill Fournet is the President and CEO of The Persimmon Group (TPG), the award-winning management consulting firm he founded in 2004. Bill consults with Fortune 500 companies to mid-sized businesses across industry verticals with significant experience in energy, financial services, and government. Prior to founding TPG, Bill was a business architect and project manager working with AT&T, IBM, MTV and others. As a thought leader and business strategist, Bill uses personal stories, business case studies and data-driven research as the basis for his presentations. Bill lectures on Generational Diversity, Leadership and Project Management, and frequently moderates panels and facilitates strategic planning sessions. From technology to generational issues to succession planning, Bill analyzes where we have been and where we are now, to help businesses understand the future of work. In 2011 and 2014, TPG was honored as a Small Business of the Year Blue Ribbon Award Winner by the U.S. Chamber of Commerce. In 2013, TPG received the Alfred P. Sloan Award for Excellence in Workplace Effectiveness and Flexibility. TPG was also named in 2013 to the Inc. 500/5000 list for the U.S. Fastest Growing Companies.



Polly LaBarre is a rigorous thinker, energetic storyteller, and tireless explorer of the frontiers of the business world. She brings to life the people, organizations and ideas creating the future—and unveils fresh, high-impact ways to innovate, lead and succeed. The co-author of the bestselling book *Mavericks at Work: Why the Most Original Minds in Business Win*, Polly is a founding member of *Fast Company* magazine and a frequent commentator on management issues to the media. Polly is co-founder (with Gary Hamel) and editorial director of the Management Innovation eXchange (The MIX), a pioneering open innovation project dedicated to reinventing management for the 21st century.



Josh Linkner is the New York Times bestselling author of *Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity*, named one of the top 10 business books of 2011. Josh is the CEO and Managing Partner of Detroit Venture Partners. He is playing a key role in the well-publicized turnaround of his hometown, Detroit, Michigan. Josh is the Founder, and former CEO of ePrize, the largest interactive promotion agency in the world providing digital marketing services for 74 of the top 100 brands. Prior to ePrize, Josh was the founder and CEO of three other successful technology companies. He has been honored as the Ernst & Young Entrepreneur of the Year and is a President Barack Obama Champion of Change award recipient. Josh is a regular columnist for *Forbes*, the *Detroit Free Press*, and *Inc. Magazine*. His forthcoming book, *The Road to Reinvention*, goes on sale in May, 2014.

SPEAKER BIOGRAPHIES continued...



Internet pioneer and best-selling author, **Tim Sanders** advises Fortune 500 executives on leadership, marketing and new media strategies to grow their business. He was an early stage member of Mark Cuban's broadcast.com. In 1999, broadcast.com was acquired by Yahoo, taking Tim with it, where he rose to the position of Chief Solutions Officer and named its Leadership Coach. Since leaving Yahoo, Tim has consulted with dozens of companies involved in business to business, government and consumer industries. His background is economics, psychology and debate, giving him a rare blend of stories and science to move audiences to action. *Time Magazine* called him a "Public Consultant" because of his extensive pre-keynote research and highly customized advice points for groups. For over a dozen conferences and meetings, he's the top rated speaker.



As the founder and CEO of ChangeLabs™, **Peter Sheahan** is known internationally for inspiring innovative business thinking and creating lasting behavior change. Peter has worked with some of the world's leading brands, including Apple, IBM, Google, News Corporation, Harley Davidson and GlaxoSmithKline. He is the author of six books, including international bestsellers *Flip* and *Generation Y*. His newest book *Making It Happen* unpacks his insights on the execution of ideas through focused business growth, understanding buying behavior and compelling market positioning. In addition to his business, Peter is also a long-standing friend and partner of IASB. Not only does he do 100% of speaking through IASB member bureaus, but he has also conducted exclusive research with our member companies to understand the unique challenges and opportunities of the bureau business. It will be this research and experience that Peter will draw on in this IASB session.



Marco Tempest's imaginative combination of computer-generated imagery, quick-cut video and enthusiastic stage presence has earned him a place in the pantheon of great illusionists. At 22, the Swiss magician won the New York World Cup of Magic, launching him into international prominence. Tempest's award-winning television series "The Virtual Magician" airs in dozens of countries worldwide, while his lively phonecam postings on YouTube, done without post-production and video-editing tricks to astonished people on the street, get millions of views (search on "virtualmagician"). His Vimeo channel showcases his artistic side -- like his recent hypnotic series "levitation," using a high-speed camera. At the MIT Media Lab, Tempest is researching the link between magic and technology as a Director's Fellow. Through his art, Tempest creates a highly entertaining way to be entranced by the reality-bending tech magic that surrounds us all every day. Watch more Marco magic courtesy of Scobleizer or see Marco profiled on CNN.com's Next List.



Jamey Tisdale is currently a Director of Corporate Communications at Microsoft and has worked in the software and services industry for 15 years driving marketing strategy. He is responsible for leading a team in the creation and incubation of scenarios that help drive Microsoft's current platform priorities. Jamey also has extensive experience in creating top-line messaging that has been used in numerous global efforts while at Microsoft. He created and drove a cross-company effort to better engage marketing professionals. During this initiative he personally presented to and met with over 200 CMOs and CIOs. His recent public projects have included Microsoft LookingGlass, Microsoft TownHall and NASA's BeAMartian site. Jamey frequently presents on marketing innovation, technology and strategy to visiting executives and at Microsoft events. Jamey has 16 patents pending in the area of cloud, mobile, and social.

MEMBER PRESENTERS

Special thanks to the following members who are sharing their time and insights as a presenter at this year's convention. A brief biographical statement for each of them may be found in the Convention Mobile App.



Holli Catchpole



Tony D'Amelio



Gail Davis



Kelly Eger



Christa Habershtock



Shawn Hanks



Jill Nickerson



Brian Palmer, CMM



Martin Perelmuter



Daniel Romero-Abreu Kaup



Sheldon Senek



Santiago Zapata

IASBTALKS

Formerly known as the IASB Showcase, this program has been refreshed with a new name and focus but with the same exceptional value. Additional information, including booking contacts and topics, is available on the IASB website at www.iasbweb.org or the Convention Mobile App. **IASB Members are eligible for a special booking incentive** - login to the members only section of the website or contact the IASB office for details. *Speakers are listed alphabetically.*



Simon Mainwaring is the CEO of We First, a brand leadership firm that provides training and consulting that transforms companies into purposeful social leaders. He is a member of the Executive Committee of Sustainable Brands, the Transformational Leadership Council, and a Fellow of the Royal Society of Arts, as well as a contributor to *The Guardian*, *Fast Company*, *Huffington Post*, *Mashable*, and *Forbes*. His bestseller, *We First*, was named Best Marketing Book of 2011 by *strategy+business*, and an Amazon Top Ten Business book. Simon was included in *Trust Across America's*, 'Top 100 Thought Leaders in Trustworthy Business Behavior for 2012,' was #4 on *The Guardian's*, 'Twitter List: The 30 Most Influential Sustainability Voices in America for 2013,' and was #15 on *SustMeme's* CSR Top 500 Influencers for 2013. He is a keynote for Coca-Cola, Google, Samsung, VW Group, Gucci, GM, 3M and Patagonia, and his annual Brand Leadership Summit is the premier executive training event on social branding. Prior to founding We First, he was a Nike creative at Wieden & Kennedy, Portland, and creative director on Motorola at Ogilvy.



Seth Mattison is an internationally renowned expert on workforce trends and generational dynamics. As Founder and Chief Movement Officer of FutureSight Labs, Seth advises many of the world's leading brand and organizations on the key shifts happening around talent management, change and innovation, leadership, and the future of work. Recently named to the Editors' Picks for Favorite Speakers for 2013 by *MeetingsNet*, Seth's presentations bring an entirely unexpected perspective on the future of work, talent, innovation, and the power of relationships. Having worked with category leading brands as well as leveraging cutting edge research, Seth brings fresh perspectives on the key strategic issues most relevant for today's leaders. Seth has shared his insight with thousands of business leaders around the world and has received accolades from the world's best brands including: MasterCard, Johnson and Johnson, Microsoft, Kraft, AT&T, PepsiCo, GE Energy, Prudential, The Walt Disney Company, Cisco, and State Farm.



Dale Partridge is an entrepreneur and Founder of Sevenly.org, a socially conscious e-commerce company. Each week Sevenly partners with a nonprofit and donates \$7 from every product sold. In less than two years, Sevenly's donations have exceeded \$2.8 million. Dale started his first company as a teenager and has launched a number of multi-million dollar organizations since. Known for his expertise in consumer trends, branding, marketing, and social media, he is a creative leader who is influencing an industry to rethink how we do business today. He is the author of the upcoming book *People over Profit* and has been featured in *Entrepreneur Magazine*, *Inc. Magazine*, *Mashable*, *MSN Money*, *Forbes* and the *Los Angeles Times*. He has appeared on FOX News, NBC, and other various talk shows. Dale is a dynamic speaker who leads with an authenticity that has earned him trust and credibility with audiences around the world.



Powerful Content. Amazing Guitar. Hilarious. As a Hall of Fame speaker, comedian, and world-class guitarist, **Mike Rayburn** is an inspirational thought leader and one of the most in-demand, un-conventional keynote artists in the world. Drawing from his success as an entrepreneur as well as a Carnegie Hall headliner, Mike is a master at increasing profitability and impact by inspiring your team to become possibility thinkers and virtuoso performers... all by daring you to ask the question, "What if...?" Most organizations, recognizing their need for innovation and peak performance, seek out business leaders, sports figures, or other achievers as speakers. Rarely do they go to artists! Yet, as Mike says, "For artists, innovation and peak performance are our lifeblood!" So Mike teaches artistic principles in a business context to create an army of possibility thinkers. Unlike other speakers, Mike proves his message before your eyes and ears with amazing guitar and comedy.



Sam Richter is an internationally recognized expert on sales intelligence and online reputation management. He teaches organizations how to tell your company's story in a manner that your buyer cares about and wants to hear. Sam is the founder of the acclaimed Social Selling Institute, has been named one of the world's Top 25 Most Influential Sales Leaders multiple times, and his best-selling book, *Take the Cold Out of Cold Calling* was named Sales Book of the Year. Sam has won Best of Show at numerous marketing and sales competitions, a Gold Award at the International Film Festival, and he was recognized with a Codie-Award—the 'Oscars' of the software industry. In addition, he's a past finalist for *Inc. Magazine's* Entrepreneur of the Year. Through his *Know More!* business improvement programs, Sam has trained leading organizations and entertained tens of thousands of persons around the world.



Andrew Winston is a globally recognized expert on how business can profit in a volatile world. His first book, *Green to Gold*, sold over 100,000 copies and was included on *Inc. Magazine's* all-time list of the best 30 books for managers. Andrew's new book, *The Big Pivot*, explores how organizations can thrive in a hotter, scarcer, more open world. He has advised some of the world's leading companies including Bank of America, HP, J&J, PepsiCo, Kimberly-Clark, and Unilever. His earlier career included corporate strategy at the Boston Consulting Group and management positions at Time Warner and MTV. Today, Andrew is a highly respected and dynamic speaker, reaching audiences of thousands with an entertaining message of practical optimism: the world's challenges are great, but business has the tools, resources, and creativity to create a sustainable world. He holds degrees in economics, business, and environmental management from Princeton, Columbia, and Yale.

IASB AWARDS

Each year during the Convention, we recognize individuals who have made a contribution to the speakers bureau industry. Join us on Saturday night to honor the 2014 recipients as well as past recipients that include:

Lifetime Achievement Award

Selected by the Board of Governors in recognition of outstanding, creative, innovative and visionary leadership to the growth and advancement of the speakers bureau industry.

- 2007 Dottie Walters
- 2009 Jim Montoya, CAE

President's Award

Selected by the President to recognize the one on the Board of Governors who has been most helpful to the President.

- 1992 Barbara Kincaide
- 1993 Rich Tiller
- 1994 Claire Carter
- 1995 Jerry Reckner
- 1996 Suzanne Hill
- 1997 Deborah Lilly
- 1998 Rich Tiller
- 1999 Jo Cavender
- 2000 John Azzaro
- 2001 Dick Hall
- 2002 Karen Kendig & Jim Montoya, CAE
- 2003 Nan Pratt
- 2004 Brian Palmer
- 2005 Shayna Stillman
- 2006 Kelly Eger
- 2007 Duane Ward
- 2008 Theresa Beenken
- 2009 Pam Bernard
- 2010 Shawn Ellis
- 2011 Gail Davis
- 2012 Holli Catchpole
- 2013 Katrina Smith & Julie Winterbottom

Community Service Award

Each year, to increase awareness of the ways in which speakers bureaus and agencies make a difference in their local community, IASB recognizes member organizations through our Community Service Award Program.

For more information on how you can get involved, visit www.iasbweb.org.

Dottie Walters Helping Hand Award

Selected by the Awards Committee in recognition of one who has demonstrated exceptional willingness to assist others in the bureau industry.

- 1998 Dottie Walters & Brad Plumb
- 1999 Deborah Lilly
- 2000 Claire Carter
- 2001 Leanne Christie
- 2002 Jo Cavender
- 2003 Nancy Lauterbach
- 2004 Renee Strom
- 2005 Jim Chism
- 2007 Scott Chesson
- 2008 Holli Catchpole
- 2009 Holli Catchpole
- 2010 Kelly Eger
- 2011 Duane Ward
- 2012 Missy Weld
- 2013 Sheldon Senek

Above and Beyond Award

Selected by the President to recognize those who have gone beyond the call of duty to serve the association.

- 1993 Brad Plumb, Diane Titterington, Deborah Lilly & Jim Keppler
- 1994 Suzanne Hill
- 1995 Jo Cavender & Betty Ann van Gastel
- 1996 Deborah Lilly
- 1997 Laurie E. Peck
- 1998 Nancy Lauterbach
- 1999 Don Walker & Mark French
- 2000 Claire Carter
- 2001 Michelle Lemmons-Poscente
- 2002 Renee Strom & Brian Palmer
- 2003 Rich Gibbons
- 2004 Marolyn Wright
- 2005 Jennifer Cook
- 2006 Diane Goodman & Theresa Beenken
- 2007 Jim Rittenhouse
- 2008 Brian Palmer
- 2009 Missy Weld
- 2010 Gail Davis
- 2011 Michele Lucia
- 2012 Christa Haberstock
- 2013 Brian Palmer

John Palmer Award

Selected by the Awards Committee in recognition of one who has shown exemplary service to the association and bureau industry.

- 1991 John Palmer & Dottie Walters
- 1992 Rich Tiller
- 1994 Judith G. Shepherd
- 1995 Barbara Kincaide
- 1996 Jim Keppler & Claire Carter
- 1998 Deborah Lilly
- 2000 Nancy Lauterbach
- 2001 Suzanne Hill
- 2003 Jo Cavender
- 2004 Nan Pratt
- 2005 Brian Palmer
- 2007 Dick Hall
- 2008 Jim Montoya
- 2009 Shayna Stillman
- 2010 Holli Catchpole
- 2011 Kelly Eger
- 2012 Duane Ward
- 2013 Theresa Beenken

Pace Setter Award

Selected by the President to recognize one or more who has set the pace by introducing a new program or service, etc. that has moved the association forward.

- 1995 Jerry Reckner
- 1997 Deborah Lilly
- 1999 Terry Paulsen, PhD, CSP, CPAE
- 2000 Nancy Vogl
- 2001 Scott Friedman, CSP
- 2003 Jim Keppler
- 2004 Patti Van Wie
- 2005 Mike Stoll
- 2006 Gil Eagles
- 2007 Gail Davis
- 2008 Diane Goodman & John Truran
- 2009 Jo Cavender
- 2010 Marie Fredette, CAE
- 2011 Stacy Tetschner, CAE
- 2012 Theresa Beenken
- 2013 Andrea Driessen

Note: Years without a recipient are not shown. For more information about the Awards, please visit www.iasbweb.org (click on About).

SPECIAL THANKS

The following companies helped make this convention possible through a contribution as a sponsor, speaker host or committee member. For more information on how you can get involved, visit www.iasbweb.org.

SPEAKERS BUREAUS / AGENCIES / SPEAKER MANAGEMENT

cmi speaker management

403-398-4723 www.cmispeakers.com

Concept Speakers

212-343-0956 www.conceptspeakers.com

D'Amelio Network

203-883-9248 www.damelionetwork.com

Eagles Talent Speakers Bureau

973-313-9800 www.eaglestalent.com

Greater Talent Network

212-645-4200 www.greatertalent.com

The Harry Walker Agency

646-227-4900 www.harrywalker.com

Kepler Speakers

703-516-4000 www.keplerspeakers.com

Premiere Speakers Bureau

615-261-4000 www.premierespeakers.com

See Agency

310-903-1971 www.seeagency.com

SPEAKERS BUREAUS / AGENCIES / SPEAKER MANAGEMENT

SpeakersOffice

760-603-8110 www.speakersoffice.com

Speakers' Spotlight

416-345-1559 www.speakers.ca

Speak, Inc.

858-228-3771 www.speakinc.com

Thinking Heads

+34- 91-310-7740 www.thinkingheads.com

TPG Speakers

918-592-4121 www.tpgspeakers.com

Washington Speakers Bureau

703-684-0555 www.washingtonspeakers.com

SPEAKERS/TRAINING

Afterburner

877-765-5607 www.afterburner.com

Becoming Your Best Global Leadership

888-690-8764 www.becomingyourbest.com

The Productivity Pro - Laura Stack

303-471-74014 www.theproductivitypro.com



Proud Sponsors of Marco Tempest
IASB 2014

The ultimate source
for unique entertainment & speakers

conceptspeakers
A DIVISION OF CONCEPT ARTISTS, LLC
www.conceptspeakers.com
212.343.0956



20 YEARS, 26,000 EVENTS & AMAZING CONNECTIONS

Since our founding in 1994, our priority has always been to overwhelm with service and attention. Today, much of our business rests in partnership with our fellow bureaus, and our focus on service has not changed. We honor you and look forward to the next 20 years!



WWW.PREMIERESPEAKERS.COM
109 INTERNATIONAL DR. STE 300 FRANKLIN, TN 37067 | (615) 261-4000