



## 2011 Mid East Region AYP Conference

Holiday Inn East – Harrisburg PA

### Wednesday, April 27<sup>th</sup>

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|---------|--|
| 12 noon | Informal Golf Outing location TBD                              |
| 3 p.m.  | Conference Registration Begins                                 |
| 7 p.m.  | Opening Reception – Dave Gray (DAXKO) “Leadership Reflections” |

### Thursday, April 28<sup>th</sup>

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|------------------|--|
| 7:30 a.m.        | Conference Registration & Continental Breakfast  |
| 9:00 a.m.        | Welcome & General Session  |
| 10:00 a.m.       | Keynote: David Newman – Social Media & Uncommon Marketing  |
| 12 – 1:15 p.m.   | Lunch  |
| 1:30 – 2:45 p.m. | Breakout Sessions I <ul style="list-style-type: none"> <li>• Leadership Competencies – early to mid-career</li> <li>• Panel - Later Career Continuing Education</li> </ul>           |
| 3:00 - 4:15 PM   | Breakout Sessions II <ul style="list-style-type: none"> <li>• Social media- A powerful marketing tool with Big Red Flags</li> <li>• Panel - Non Traditional Career Tracks</li> </ul> |
| 4:30 PM          | Reception – New AYP Members and New YMCA Staff   |

### *Dinner on Your Own*

### Friday, April 29<sup>th</sup>

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|-----------|--|
| 7:30 a.m. | Breakfast  |
| 9 AM      | General Session  |
| 10:00 AM  | Phil Martelli - St. Joseph U Basketball Coach – “Motivated Leadership” |
| 12 noon   | Evaluation & Adjourn   |