#STC16 Leadership Program

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## Agenda:

- **8:00** Welcome – Chris Lyons, Bernard Aschwanden, and Cindy Pao
- **8:30** The Basics of Running a Community – Emily Alfson
- **9:00** Financial Responsibilities – Jane Wilson
- **9:30** Break
- **9:45** Fill Your Toolbox
  - Tools for organization: Dropbox, Google Apps for Nonprofits, OneDrive – Emily Alfson
  - Web development: WordPress – Roger Renteria
  - Social media: Facebook, Twitter, LinkedIn, Instagram, SnapChat, Hootsuite – Rick Lippincott
- **10:30** Internet Security – Ben Woelk
- **11:00** Breakout Sessions
  - Adobe Connect – Roger Renteria
  - CAA application – MK Grueneberg
  - Social media: Viqui Dill
  - Succession Planning – Lori Meyer
  - Taking Time to Celebrate! Chicago Chapter Pacesetter – Betsy Maaks
  - Using Targeted Contact Lists Rochester Chapter Pacesetter – Bobbi Werner
  - STC Webinars as a Springboard for Networking Southeastern Michigan Pacesetter – Alison Philips
- **12:00** Awards Presentation
- **12:30** Adjourn

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## Connect with the #STC16 Summit Leadership Program online

- **Sched**
  - [http://sched.co/5CqU](http://sched.co/5CqU)
- **Summit website**
  - [http://summit.stc.org/](http://summit.stc.org/)
- **Slideshare**
  - [https://www.slideshare.net](https://www.slideshare.net)
  - Use Slideshare tag **stc16**
- **Twitter**
  - [https://twitter.com/hashtag/stc16](https://twitter.com/hashtag/stc16)
  - Use Twitter hashtag **#STC16**

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## Connect with the CAC online

- **Website**
- **Twitter**
  - [https://twitter.com/STCCAC](https://twitter.com/STCCAC)
- **Facebook**
  - [https://www.facebook.com/stccac](https://www.facebook.com/stccac)

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## Thanks to our coffee sponsors

- [New England Chapter](https://www.stc.org/newengland)
- [Orange County Chapter](https://www.stc.org/orange)
- [LA Chapter](https://www.stc.org/lacftc)

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**Welcome to #STC16 Leadership Program**

Organized by the STC Community Affairs Committee (CAC)

Sunday May 15, 2016

8:00 am – 12:30 pm PDT

Anaheim Marriott

Platinum 3 & 4

Late registration: [http://summit.stc.org/](http://summit.stc.org/)

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**Leadership.**

The best in you. The best in us.

Join us for **Leadership Day #STC16**

Sunday, **May 15**
Leadership Resources
Check out the resources for STC community leaders online.

- Best practices http://www.cac-stc.org/category/best-practices/
- Community Achievement Award http://www.cac-stc.org/resources/community-achievement-award/
- Mailing lists http://www.cac-stc.org/resources/discussion-groups/
- Virtual meetings http://www.cac-stc.org/resources/virtual-meetings/
- Webinars http://www.cac-stc.org/category/leadership-resources/webinar/
- Webmaster tips http://www.cac-stc.org/category/webmaster/
- Webhosting http://www.cac-stc.org/resources/web-hosting-faq/
- Community Handbook, forms and templates http://www.stc.org/mystc/resources/leadership-resources

How did we do?
Please take a minute to respond to our after-event survey about today’s Leadership Program.

Who is the CAC?
The CAC has a designated lead for each initiative. Each lead will build a team of volunteers to help achieve the goals of the initiative. If you are interested in participating, please contact the lead concerned.

- Chair: Cindy Pao chair@cac-stc.org
- Communication: Viqui Dill communication@cac-stc.org
- Community Virtual Services (Adobe Connect): Roger Renteria adobe.connect@cac-stc.org
- Geographic Chapter Outreach: Rick Lippincott chapter.outreach@cac-stc.org
- Google Surveys: Li-At (Ruttenberg) Rathbun google.surveys@cac-stc.org
- Leadership Program: Emily Alfson leadership.program@cac-stc.org
- Leadership Resources: Jamye Sagan, Carolyn Kelley Klinger leadership.resources@cac-stc.org
- Leadership Webinars: Steven Jong leadership.webinars@cac-stc.org
- Scholarships and Advisor: Ben Woelk scholarships@cac-stc.org
- SIG Outreach: Cindy Pao, Jamye Sagan sig.outreach@cac-stc.org
- Student Chapter Outreach: Rajdeep Gupta (lead), Liz Herman, and Elizabeth Beech student.outreach@cac-stc.org

Who is the CAC? (continued)

- Succession Planning Task Force: Lori Meyer succession.planning@cac-stc.org
- Webmaster: Timothy Esposito webmaster@cac-stc.org

For general inquiries, send an email to cac@stc.org.

See our current list at http://www.cac-stc.org/contact-us/

STC Staff

- CAC-Staff Liaison: Elaine Gilliam elaine.gilliam@stc.org
- Director of Communications: Liz Pohland liz.pohland@stc.org
- Director of Member and Corporate Engagement: Stacey O’Donnell stacey.odonnell@stc.org
- Membership Services Manager: Cheryl Miller cheryl.miller@stc.org

Leadership
It does a community good.

Join us for Leadership Day #STC16
Sunday, May 15