



# YPO'15

.....

*transformation*

## EDUCATIONAL YEAR EVENT OVERVIEW

YPO  WPO



# TRANSFORMATION

A powerful word that can only be achieved through a powerful organization. I chose transformation as my theme this year because YPO has transformed me. After joining YPO and participating in forum for five years, I am a better leader, a better father and a better spouse. As I look back, it did not feel like a conscious decision to change, it was the result of being inspired and encouraged by my forum-mates and getting exposed to unique and inspiring educational experiences that are only available through YPO.

The goal for my education year is to “pay it forward” and incorporate all that is great about YPO and live the mission of the organization: Better Leaders Through Education and Idea Exchange. My education year will expose you to some amazing resources, encourage you to reach out beyond your own forum to make connections with your chapter-mates and provide you with opportunities to continue your personal transformation that can happen “only in YPO”.

This is an education year that you will want to make time for!



## **CHRIS WEILER**

2015–2016 Education Chair  
weilercorp.com

SEP 17-18



**STEVE MCCLATCHY**  
*Author, Speaker*

## TRANSFORM THE POWER OF YOUR CHAPTER

12P-3P, SKYTOP LODGE, SKYTOP, PA

[CLICK TO ADD TO CALENDAR](#)



### NOTE

*Attendance is limited for this event, so sign up early!*

Start the education year with a kickoff event that will remind you why joining YPO was such a great decision! This event provides you the opportunity to take your relationships with other chapter members to another level, through the unique dynamic of mixed forums. An overnight at Skytop Lodge will provide the opportunity to attend an amazing evening event at Tall Timber Barn. Complete with fine wine, fine cigars and a few other surprises that you will only find in the Pocono's, this will be a party to remember.

This event includes an incredible resource, *Steve McClatchy*, a NY Times best-selling author and motivational speaker on leadership, performance and personal growth. Steve has been rated as a 5.0 YPO speaker and will leave you inspired and engaged.

OCT 12



**DREW MARSHALL**  
*CEO Primed Associates*

## TRANSFORM YOUR BUSINESS INNOVATION ENGINE

10A-3P, ARTSQUEST BLDG, BETHLEHEM, PA

[CLICK TO ADD TO CALENDAR](#)



### NOTE

*Open to 1-2 Key Associates in addition to the YPO/WPO member attending.*

The pace of competition is faster than it has ever been. Today, incremental improvements are simply table stakes, a matter of survival, but whether you are in professional services, retail or manufacturing, a sustained innovation process is critical to staying relevant with customers and your business's long-term success.

Join an amazing resource, *Drew Marshall*, the CEO of Primed Associates, as he defines a process-centered innovation model inspired by leading innovation firms like *Ideo* so you can create a culture of innovation in your company. This will be an interactive session that includes local innovation leaders from Crayola, SEI Wealth Platform & InterMetro as they discuss how they have transformed their companies' ability to innovate.



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NOV 12



**ROB  
SHALLENBERGER**  
*Fighter Pilot,  
Handler Air Force One*

## TRANSFORM, DEVELOP A FLIGHT PLAN FOR LIFE

5P-8:30P, HERSHEY COUNTRY CLUB, HERSHEY, PA

[CLICK TO ADD TO CALENDAR](#)

Are there days where you work hard but feel like you didn't accomplish much? This is why it's critical to develop an intentional and goal-centered life. Maybe you have discovered this secret. Wouldn't you like to inspire your kids to do the same?

Join **Rob Shallenberger**, former F-16 fighter pilot and handler of Air Force One in this power-packed event. Rob brings a level of passion to his presentations that leave his audiences motivated and inspired. This is a great opportunity to expose your child or grandchild (14 and older) to the discipline and passion of a goal-centered life. You and your children will leave motivated, refreshed and with a set of tools to plan for success.

Join us at beautiful Hershey Country Club and listen to a former F-16 Fighter Pilot, as he shares his experiences how he applies the skills he learned as a fighter pilot to develop a flight plan for life.



### NOTE

*Children 14+ YNG members  
& spouses are welcome and  
encouraged to attend!*

DEC 12

## YPO/WPO HOLIDAY PARTY TRANSFORMATION!

EVENING, CLIPPER MAGAZINE STADIUM, LANCASTER, PA

[CLICK TO ADD TO CALENDAR](#)



### NOTE

*Spouses are welcome &  
encouraged to attend!*

Transform your idea of a Holiday party and join us at **Steve Zuckerman's** home field, Clipper Magazine Stadium. Don your favorite jersey and ring in the holidays as can only be done in a box suite in a baseball stadium! Take time to tour the facility try your hand in the batting cages and reconnect with your chapter-mates!



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JAN 14



**DR. BARBARA GREENBERG**

*Clinical Psychologist*



**NOTE**

*Spouses are welcome & encouraged to attend!*

# TRANSFORM YOUR APPROACH TO PARENTING

10:30A-2P, LOCATION TBA

[CLICK TO ADD TO CALENDAR](#)

Are your good intentions harming your kids? The ubiquitous presence of smart-phones and on-line social media apps like Snapchat, Wickr, Vine, and others have dramatically increased the risk of kids either engaging in or being a victim of cyber stalking and cyber bullying, now a criminal offense. How do we as parents guide our children without becoming victims of fear or naiveté?

*Dr. Barbara Greenberg, Ph.D.*, a clinical psychologist, is an expert on an impressive range of subjects related to parenting, teens, communication, and family. Dr. Greenberg frequently shares her advice on a variety of shows including Good Morning America, Nightline, CNN, and more. Her approachable style and genuine interest in the people and the issues make her an amazing resource. This is a terrific opportunity to share parenting experiences in a safe setting while being guided by a well-qualified subject matter expert.

FEB 18



**JOHN HENDRICKSON**

*Cambria Consultants*



**ELLEN KUMATA**

*Cambria Consultants*

# TRANSFORM YOUR ABILITY TO IDENTIFY TOP TALENT

12P-4P, NATIONAL CIVIL WAR MUSEUM, HARRISBURG, PA

The only way to create a great company is to be able to consistently identify great talent. Are you interviewing for talent or are you simply hiring people you like or think will be a "good fit"? Join us (and bring your HR director) for a hands-on workshop with *Cambria Consultants*, experts in the field of talent management. This hands-on workshop is more than an interview skills training program—it includes what other programs leave out: how to profile the most important requirements & hiring criteria for the job, as well as the best questions to ask to find out whether the candidates have what it takes to be successful new hires.

*John Hendrickson* and *Ellen Kumata* have helped develop and implement competency-based human resource management processes for Fortune 500 companies, government agencies, and nonprofit organizations. You'll walk away from this workshop knowing what it takes to identify Top Talent.



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MAR 24



**ANDY FASTOW**  
*Former Enron CFO*

## TRANSFORM YOUR VIEW ON BUSINESS ETHICS

12P-4P, VALLEY FORGE CASINO, KING OF PRUSSIA, PA

[CLICK TO ADD TO CALENDAR](#)

Successful business people use complex business situations and legal language to their advantage. We consider this “how the game is played” but when do our actions, that start well-intended cross the line and what can happen?

Join in on a unique conversation about ethics, rules and principals with [Andy Fastow](#), former CFO at Enron. Mr. Fastow was charged with 78 counts of fraud for his central role in creating off-balance sheet entities that disguised the company’s financial condition, and personally made tens of millions in the process. After serving six years in Federal Prison, Mr. Fastow shares his story and invites us to ask questions of him and ourselves as we explore the often grey line of business ethics.

APR 14



**HAIDER HAMZA**  
*Photojournalist*

## TRANSFORM YOUR UNDERSTANDING OF IRAQ

5P-9P, HARRISBURG UNIVERSITY, HARRISBURG, PA

[CLICK TO ADD TO CALENDAR](#)

Experience a moving presentation on the realities of war in Iraq. [Haider Hamza](#) was born under the rule of Saddam Hussein and lived through four major wars in his lifetime. After studying journalism at the University of Bagdad, Haider spent time embedded with US military as a photojournalist, and also spent time covering the perspective of the resistance in Iraq to learn more about their mindset and goals. Haider has witnessed war from the perspective of soldiers, civilians, rebel fighters and journalists.

Join Haider as he tells his powerful and fascinating story through poignant and touching images<sup>1</sup>. Join him on his personal journey of reconciling the role of war as a means to peace. This is a unique, only in YPO perspective that you cannot get from mainstream media. It is sure to be an incredible and moving event.

 **NOTE**

<sup>1</sup> Be aware that some of Haider’s images show the brutality of war and may be difficult for some members. Spouses are welcome and encouraged to attend this event.

MAY 12



**CHRIS MARTIN**

CEO Martin Guitar Company

# TRANSFORM YOUR FAMILY BUSINESS

*INSIDE THE BOARD ROOM WITH CHRIS MARTIN*

10A-3P, MARTIN GUITAR COMPANY, NAZARETH, PA

[CLICK TO ADD TO CALENDAR](#)



## NOTE

Participation for this event is limited to 40 members!

What does it take to have a family business survive 180 years and six generations? Get an inside look at Martin Guitar, and hear from the sixth generation family CEO, *Chris Martin* on the history, changes and difficult decisions that lead to one of the oldest family-owned companies in the United States and one of the most popular guitar manufacturers in the world. Tour the factory and museum with Chris and learn more about a company that has operated continuously under family management since 1833.

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## WE HOPE YOU TRANSFORM YOUR YEAR WITH US.

Keep up with us online.

 **YPOPA.com**



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