THE #1 PMI PREFERRED VENDOR FOR CHAPTER WEB SERVICES (CWS)

With over 94 chapter partners, Proteon provides websites, hosting services, and technology solutions to more than 5 times as many PMI chapters as all our competitors combined.

PROTEON KNOWS PMI CHAPTERS

Proteon is owned and staffed by PMI members and leaders with years of experience and involvement with PMI chapters, including a 2-time chapter President and 12 year board member. Proteon has regular User Group Forums, where its PMI chapters collaborate and share best practices in order to be more effective, efficient and successful.

PROTEON KNOWS TECHNOLOGY

Proteon has a strong technical team with years of experience in web portals, infrastructure, and web security. Proteon uses the world’s leading open-source content management system (CMS) and application framework (Joomla), which allows us to leverage the talents of 100,000+ developers into flexible and vibrant technology solutions.

SERVICE AND SUPPORT ARE OUR TOP PRIORITY

We make it simple and easy for PMI chapters. Your own personal webmaster will guide you through the website migration process. We are on call 24/7, will answer questions quickly, and you have a real person to talk to and provide support at your convenience, even nights and weekends.

KEY FEATURES

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- Weekly User Group Meetings
- Supports All Mobile Devices
- Board / Leadership Collaboration Tool - ZIMBRA
- Online Calendar / Event Registration
- Online Surveys / Voting
- Automated Newsletters
- Document Management
- PMI Brand Compliant

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Welcome

On behalf of the Board of Directors for the West Michigan Chapter of the Project Management Institute it is my privilege and honor to welcome you to the 2013 PMI Region-4 Leadership Conference. I also want to welcome you to beautiful Traverse City!

Our theme this year is

“Today’s Strategy Is Tomorrow’s Reality - Change the World One Project at a Time.”

We have selected an impressive lineup of speakers to help guide you on the path to effective strategic planning while polishing your leadership skills to ensure flawless execution of your chapter’s goals and objectives.

We have speakers that will be presenting on topics such as how to make the most of your differences, how to use negativity to your advantage, strategic planning, and effective communication. We have invited a speaker from one of West Michigan’s premier summer time festivals, the Holland Tulip festival, to share how they conduct their strategic planning. You will also hear from a company that specializes in strategic planning for non-profit organizations in the Traverse City area. We will wrap up on Sunday with a very informative and entertaining discussion about effective marketing for PMI chapters and you will not want to miss the closing presentation from Craig Price our keynote speaker.

It is my sincerest hope that you will leave this conference feeling energized, refreshed and blessed not only with new knowledge, but new friends as well. Enjoy!

Tom Shaw
President, WMPMI
Today’s Strategy is Tomorrow’s Reality - Change the World One Project at a Time

<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Event /Topic</th>
<th>Speaker/Notes</th>
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</thead>
<tbody>
<tr>
<td>Friday, July 12, 2013</td>
<td>6:30-9:00 pm Reception—Beach Club Deck</td>
<td>Shuttle service from 6:00-9:30 pm Rain backup—Manitou Lounge</td>
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<tr>
<td>Saturday, July 13, 2013</td>
<td>7:00 -8:00 am Buffet Breakfast</td>
<td>Tower B</td>
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<td></td>
<td>8:00—8:15 am Welcome Announcements</td>
<td>Tom Shaw, Jackie May</td>
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<td></td>
<td>9:15—9:30 am Beverage Break</td>
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<td></td>
<td>9:30—10:30 am Strategic Planning for Non-Profits</td>
<td>Pam Evans</td>
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<td></td>
<td>10:30—11:30 am PMI 2013 Initiatives</td>
<td>Stephen Townsend</td>
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<td></td>
<td>11:30 am - 12:30 pm Birds of a Feather—Luncheon</td>
<td>Tower B</td>
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<td></td>
<td>12:30—2:15 pm Making the Most of our Differences</td>
<td>Wayne and Cindy Shabaz</td>
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<td>2:15—2:30 pm Snack Break</td>
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<td></td>
<td>2:30—3:30 pm PMI-Chapter Reporting System—Deep Dive</td>
<td>Nina Aiuto and Jesse Sardina</td>
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<td>3:30-4:30 pm Strategic Planning—Holland Tulip Festival</td>
<td>Gwen Auwerda</td>
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<td></td>
<td>4:30 - 5:00 pm Day One Wrap-up/Photo</td>
<td>Tom Shaw, Jackie May</td>
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<td></td>
<td>6:00-10:00 pm Cocktails &amp; Dinner</td>
<td>Level 17</td>
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<tr>
<td>Sunday, July 14, 2013</td>
<td>7:00—8:00 am Continental Breakfast</td>
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<td></td>
<td>8:00—10:00 am Marketing as a Strategic Tool</td>
<td>Ted Kallman</td>
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<tr>
<td></td>
<td>10:00—10:15 am Beverage Break</td>
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<tr>
<td></td>
<td>10:15—11:30 am The Xs and Os of the New Workforce</td>
<td>Craig Price</td>
</tr>
</tbody>
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Friday Night Networking event at the Grand Traverse Resort Beach Club
Time: 6:00 pm to 9:00 pm

Come and enjoy hot and cold hors d’oeuvres and a cash bar.
Meet other PMI chapter leaders with the same role as you.
Chat with our speakers and sponsors in a casual relaxed setting.
Spouses are welcome!

BEACH PARTY!

The shuttle ride to the beach club is 5 minutes from the hotel lobby.
Walking is not permitted because you must to cross a highway to get to the beach club.
Shuttle service starts 30 minutes prior to the event and ends a half hour after the event.
Guests that want to stay after the event, can call shuttle service via beach club phone.

Saturday Night Networking Dinner Event at Grand Traverse Resort - Level 17
Time: 6:00pm – 10:00 pm

Come share a special evening of networking with other Region-4 chapter leaders and guests.

SPECTACULAR VIEW!

Enjoy a spectacular view of beautiful Grand Traverse Bay as you sample the local vintage and feast on truly excellent cuisine. Cash bar will be available and spouses are welcome.
All that’s missing is you!

Hosted by:

your Region-4 Mentor
Jackie May
Today’s global business environment demands that Michigan companies are more efficient and cost-effective. Hiring a Project Management Professional (PMP) is a proven way to achieve these goals.

Davenport is a leader in training certified PMPs. Davenport offers a **Global IT Project Management** degree and a **Global Project Management** certificate. Courses integrate concepts from accounting and finance with in-depth, real-world project management concepts.

“Davenport is providing professional development services that help companies achieve results,” says Daryl Kingrey, PMP, Executive Director of Admissions, and an adjunct professor. “Our experience with the project management industry and our practical business and technology curricula ensures successful and quality outcomes for PMP certification.”

For more information about Davenport’s PMP program, go to [davenport.edu/PMP](http://davenport.edu/PMP). To find a certified PMP for your company, go to [WMPMI.org](http://WMPMI.org).
A 2012 PMI Continuing Professional Education Provider of the Year for Individuals and Businesses is ready to provide for you.

5th Edition PMP Exam Prep Study Guide

Andy Crowe’s PMP Exam Prep, 5th edition study guide is the definitive resource for PMP Exam preparation. The book covers all the processes, inputs, tools, and outputs that will be tested. It also includes insider secrets, test tricks and tips, hundreds of sample questions, and exercises designed to strengthen mastery of key concepts to help candidates pass the exam on the first attempt.

PMI Chapter Exclusive PMP Exam Prep Course

A comprehensive, multimedia PMP Exam prep course curriculum, InAct is the ideal resource for PMI chapters with members who are pursuing PMP Certification. It’s extensive. It’s complete. And it’s made exclusively for PMI Chapters.

To learn more, visit Velociteach.com or call 888.568.2527
Craig will be speaking on, “The Realist’s Guide to Getting a Grip On Negativity”

Negativity is an unfortunate part of life. Understanding its usefulness and value is the key to success. This innovative, interactive and entertaining (that means funny!) program shows participants how to explore their natural thought processes to create a consistently successful approach. Covering many of the traditionally defined “negative” aspects of the work environment, Craig will show you how to use negativity as a tool for innovation and production.

His Closing Remarks will be on, “The Xs and Os of the New Workforce”.

Before you can manage a person, you need to understand them. This humorous and in-depth program puts the spotlight on what has shaped and what motivates the multi-generational workforce that exists today. Audience members older and younger alike will be entertained and enlightened by this informative presentation.

As a speaker, author and entertainer, Craig Price has helped some of the most effective and diverse corporate leaders, from multibillion-dollar manufacturers to top universities, around the country find the path to success. His honest and realistic approach allows them to understand how to use negativity as a tool for change and productivity. Craig realized for true long-term motivation and production, one must look at the current tools every person possesses and utilize them. This was the driving force behind his latest book “Half a Glass: The Realist’s Guide” which showcases his desire to bring “reality” based solutions to a variety of issues back into focus.

An award winning professional stand-up comedian, experienced actor and certified instructor, Craig has a background in customer service, information technology and safety. Craig uses his sharp wit, intelligence and straight talk to deliver entertaining, yet informative programs that allow people to believe in themselves under any circumstances.

Craig Price • 281-546-1664 • craig@speakercraigprice.com • Website: www.speakercraigprice.com
Pamela Evans

Pam will be discussing, approaches for creating a strategic plan that serves as an organizational compass and is integrated into leadership’s ongoing work. Development of a strategic plan requires more than a polished document. The true measure of success in strategic plan lies in executing the plan and achieving results.

Pamela Evans has over 25 years of experience working with nonprofit and public sector organizations in the areas of organizational development, collaborations, revenue diversification, governance, and strategic planning. Pam worked for Trinity Health, a national health care system, for 17 years in areas of planning and marketing. For ten of these years, she served as Vice President of Marketing & Strategic Planning for GNA, a national physical rehabilitation company.

Pam currently provides leadership for Professional Development for NorthSky Nonprofit Network, the capacity building arm of Rotary Charities. As a NorthSky consultant, she has led over 60 strategic planning projects in the past five years.

Pamela W. Evans, M.S, CFRM • NorthSky Principal Consultant

Stephen Townsend

Stephen will update the chapter leaders on PMI initiatives for 2013 including chapter development programs, volunteer programs, and services/support. He will share PMI’s envisioned goals, core values, and the many programs and services available to our PMI chapter officers.

Stephen Townsend is PMI’s Director for Global Alliances & Networks, which includes responsibility for alliances with third party organizations, PMI’s Registered Education Provider Program and PMI’s Registered Consultant Program. Stephen has worked within PMI since 1999 in the areas of member services; chapter/community relations; business/government relations; and PMI’s global development activities. Stephen has almost 30 years of experience in non-profit leadership and management.

Stephen Townsend • Project Management Institute • Director of Global Alliances & Networks

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Wayne and Cynthia Shabaz will be presenting, “Making the most of our Differences” Successfully managed projects consist of teams that communicate well, value the diverse backgrounds and perspectives of its members, and are adaptable to changes in the workplace. The Power of Difference in Strategic Planning, is an interactive session that will help you work more effectively with those you lead, customers you serve, and suppliers with whom you partner.

Wayne & Cynthia are co-founders of CDAWN Learning, Inc. (in 1977) a consulting firm specializing in cross-cultural change management. CDAWN’s current blended-learning product, The Corporate GenomeSMTM, is rated best in the U.S.

In the early part of her teaching career, 1971-1973, Mrs. Shabaz taught in the American Community School in Tehran, Iran. Her classes were composed of children from many nations. She was responsible for teaching grade level material, as well as English as a second language.

Mr. Shabaz demystifies the concept of “culture” by combining his professional experiences with his personal background of being raised in a bi-cultural family. As a result, CDAWN is the only firm of its kind that integrates all three aspects of cross-cultural skill development—organizational culture, global skills, and domestic diversity.

Wayne and his wife, Cynthia, also co-founded W. Shabaz Associates, Inc. in 1977. WSA includes more than 125 culture-specific resource people, workshop leaders, and program specialists. WSA offers workshops to prepare companies to understand, communicate, and work in culturally different and changing arenas.

CDAWN and WSA clients have included General Motors, Ford Motor Company, Johnson Controls, EDS, Hewlett-Packard, Agilent Technologies, Herman Miller, PeopleSoft, Delphi Systems, Terex, Gordon Food Service, as well as small international organizations, schools, and agencies.
Nina Aiuto and Jesse Sardina will speak on the changes to the PMI Chapter Reporting System (CRS) – Their presentation will include a status update for the Phase 1 launch which included the Chapter Membership Satisfaction Survey and its associated reports. Next they will update us on the status of Phase 2 deliverables reviewing pending changes, describing work in process, and possibly sharing “mock ups” of new reports.

Philomena “Nina” Aiuto, Chapter Development Associate has been employed with Project Management Institute (PMI) for almost 7 years. In her time with PMI, she has overseen chapter formation, operations, and governance with her primary focus supporting the organization’s Region Mentors and members of the Chapter Member Advisory Group (MAG). Her recent activities include acting business owner and core team member for the Chapter Reporting System (CRS) Project.

Jesse Sardina, PMP, and Certified Scrum Master has been employed with Project Management Institute for just over a year. In his time with PMI, he has managed various projects such as Chapter Web Services (CWS), and Professional Development Content Acquisition. He is currently managing the Chapter Reporting System (CRS), PgMP Credential Improvements, and Virtual Events Platform projects. Prior to joining PMI, Jesse accumulated over 10 years’ experience providing Professional Services in various roles of Technical Support, Requirements Analysis, Design Analysis, Systems Integration, and Project/Program Management. A majority of his experience has included Business Management, process engineering & re-design, implementing efficiency measures, and managing programs to established Revenue & Profit thresholds/targets.
Gwen Auwerda will speak on the challenges of planning a week long festival celebration around a star attraction that may not show up for the event. Last year’s extra warm spring weather left West Michigan’s “Tulip Time Festival” with no tulips! Learn how Gwen and her team use strategic planning to turn a potential crisis into a creative way to engage the community.

Gwen’s professional career includes 24 years experience in the automotive industry which offered her many unique leadership opportunities. She worked on mergers and acquisitions, led a Human Resources due diligence of a bankrupt supplier, created a joint business venture, collaborated on a steering team for global engagement, and helped turn around the profitability of a failing division. Three years ago, Gwen made the switch from a corporate to a non-profit leadership position and is now responsible for planning and executing the nationally recognized Tulip Time Festival. The Tulip Time Festival celebrates tulips, Dutch heritage, and the community in Holland, Michigan. Each year over 500,000 visitors attend festival events which generates a net economic impact of $10 million to the Western Michigan area.
Ted Kallman

Ted will be delivering a workshop discussion regarding the use of Marketing as a Strategic tool. He will use what he created for WMPMI as a starting point but also walk the participants through the initial creation of a plan for their Chapter.

During his career Ted has worked directly or in a consulting role as CEO, COO, CMO, and PMO for various companies both in Europe and in the USA. He has added significant value by assisting clients in reducing (or avoiding) costs - and/or- by increasing revenue. His projects have included; Agile and Traditional PMO creation and optimization, Marketing, CRM, SFA, Call Center, IT, Internet, Ecommerce and Integration with companies like Steelcase and Ericsson.

Key talents include understanding and operating at the executive level using advanced Agile and Traditional program, project and change management tools and skills to focus and drive the customer’s vision, definition and strategic planning through to the task level. He has a proven success record implementing organization change (portfolio, project, program, process) with measurable results, on-time, on-scope and on-budget. Ted has led and mentored both large and small teams and has directed multiple companies and projects concurrently with outstanding results. He has operated and led both Agile and Traditional teams.

Ted has extensive knowledge and experience in both Agile and Traditional PMO creation and execution as well as being a seasoned Project Management expert. Ted is a PMP, Certified ScrumMaster and one of 1,912 active Certified Scrum Professionals in the world. He is an Agile business leadership framework implementation specialist.

Ted is a well-known author and speaker who has presented to over 350,000 people in seminars and conferences over the past 30 years. He currently serves as VP of Programs, as well as filling the VP of Marketing role, on the Board of PMIs Western Michigan Chapter.
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only $99 for PMI Region 4 Attendees

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Code expires July 31, 2013

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- Software Process Improvement
- Software Project Estimation
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- Business Analysis and Requirements
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