

# 2020 | SUMMER CONFERENCE SERIES

## Ocean Reef Club | June 21-24, 2020



**OCEAN REEF CLUB®**

A UNIQUE WAY OF LIFE

KEY LARGO, FLORIDA

Ocean Reef Club  
201 Ocean Reef Drive  
Key Largo, FL 33037  
800-741-7333

### Accommodation Details

Deluxe Lower Floors	\$190.00*
Deluxe Upper Floors	\$210.00*
Premium Tropical View	\$220.00*
Premium Water View	\$240.00*
Premium Ocean View	\$270.00*
One Bedroom Condo	\$275.00*
Two Bedroom Condo	\$385.00*
Three Bedroom Condo	\$579.00*
Premium Three Bedroom Home	\$699.00*
Premium Four Bedroom Home	\$999.00*

\*plus applicable taxes  
Resort Fee: \$20  
Daily Service Charge: \$15 per room

Notes: Reservation deadline June 1, 2020.  
Rates available three days pre and post event based on availability.

## Conference Schedule

### Sunday, June 21

12:00 pm - 4:00 pm Registration Open  
5:00 pm Welcome Reception – Beach Bash

### Monday, June 22

7:30 am Continental Breakfast  
8:30 am Chapter Business Meeting  
9:45 am Keynote Presentation – Mike Rayburn  
*The what if...? Experience*  
11:45 am Education ends for the day

Fishing Tournament – 1:00 pm Orvis Docks in the Fishing Village

Golf Tournament

3:00 pm – Dolphin Course

Sponsored by CBIZ, Weekes & Callaway



### Tuesday, June 23

7:30 am Continental Breakfast  
9:00 am John O'Leary  
*The Power of One – How One Attitude, One Action and One Person Can Change the World*  
12:00 noon Participant's Lunch  
1:00 pm Luke Williams  
*Disruptive Leadership: Thriving in an Era of Constant Change*  
3:00-4:30 pm Donna Serdula  
*Leverage Your Professional Brand and Business Network to Drive Deeper Value and Results*  
7:00 pm Chapter Dinner

Yoga on the Beach - 9:30 am  
Sponsored by Peacock + Lewis, AIA



### Wednesday, June 24

7:30 am Continental Breakfast  
8:30 am Dale Carnegie Training  
*Executive Presence*

### Meeting Notes:

ATTIRE  
Business Meeting/Education  
Resort Casual (no tee shirts, cargo shorts or jeans)  
Opening Reception and Chapter Dinner  
Resort Casual (no tee shirts, cargo shorts or jeans)



## Special Social Events and Activities

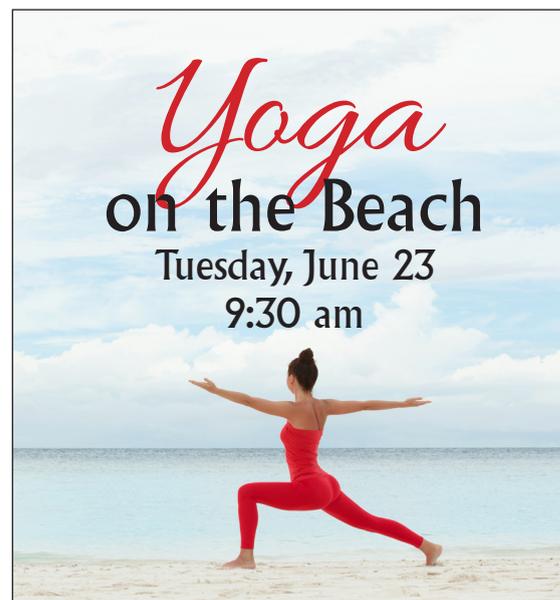
MONDAY, JUNE 22

Fishing Tournament  
9-hole Golf Scramble

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TUESDAY, JUNE 23

Reef Club Kids



Sponsored By:



REGISTER ONLINE OR DOWNLOAD REGISTRATION FORMS AT [WWW.FLCMAA.ORG](http://WWW.FLCMAA.ORG) - 2020 SUMMER CONFERENCE

# Conference Speakers



**Mike Rayburn**

### ***The “What If...?” Experience***

Within 30 seconds your group will know that the impossible is possible. Within two minutes they’ll be laughing and totally engaged.

By the end they’ll be on their feet, energized and equipped with solid business tools and wisdom.

Mike Rayburn’s “What IF? Keynote Experience” is about:

- Innovation...finding and creating the opportunities, products and processes that others miss.
- Change...moving from managing change to creating change.
- High Performance...making those opportunities happen.

Your teams will leave with the tools to do just that. Oh, and they’ll laugh so hard it hurts! More than anything...“The What IF? Keynote Experience” is just that: An EXPERIENCE. As an opening or closing keynote, or mid-conference energizer, “What IF?” will make your event successful and unforgettable. There is no one who does what Mike Rayburn does.



**Donna Serdula**

Speaker, Author, Strategist

### ***Leverage Your Professional Brand and Business Network to Drive***

### ***Deeper Value and Results***

The Social Media digital world has changed the mantra from “it’s all about who you know” to “It’s all about *who knows you!*” People do business with people and relationships are the catalyst to success. In this presentation, Donna Serdula will help you understand and define your online reputation, forge a stronger, more engaged network, and take the steps to begin marketing yourself and business as thought leaders. When you spotlight your best, you attract the best—clients, employees, opportunities, partnerships and more!

- Learn how to use Brand Storytelling within Your LinkedIn Profile
- Discover Tools and Techniques to Expand Your Network
- Utilize Social Media to Engage Your Audience
- Deliver a Corporate LinkedIn Branding Strategy that Impresses



**John O’Leary**

### ***The Power of One – How One Attitude, One Action and One Person Can Change the World.***

John was a curious nine-year-old boy. Playing with fire and gasoline, he created a massive explosion in his garage and was burned on 100% of his body. Given less than 1% chance of survival, John is proof of the power of the human spirit.

His unlikely recovery meant a journey of pain and loss that could have easily been insurmountable. However, far from being an example of someone who simply endured tragedy, John is a luminous example of thriving through adversity.

Surprisingly, this “survivor” story isn’t focused on John – rather, it is a celebration of heroes who intimately served him and his family. From a dedicated Hall of Fame sports announcer to a visionary burn nurse (and countless others), every individual involved in this 1987 fire teaches us this truth: one person can make a profound difference in the lives of others.

With emotional storytelling and unexpected humor, John reminds audiences of the significance of daily attitudes, the power of gratitude, and the impact of serving others with courage. He reawakens audiences to realize the gift of today and the possibility of tomorrow.



**Luke Williams**

### ***Disruptive Leadership: Thriving in an Era of Constant Change***

What does it take to be a disruptive leader? Do you need to be a brilliant agitator like Steve Jobs? A driven workaholic with a passion to change the world like Tesla’s Elon Musk? Sure, CEOs like that get a lot of press, but there’s more to success than being loud and charismatic. Truly disruptive leaders are like Master Chefs on a cooking show, always looking for ways to take existing ingredients—the same ones everyone else has access to—and combine them in unique ways.

Those new recipes are a type of investment capital: the more you have, the better. Of course, not all of them will succeed. But disruptive thinking and leadership is less about the success of any one idea and more about putting your business in a position where you have more new ideas to spend than your competition does. Most importantly, being a disruptive leader is about creating a culture where everyone values new recipes. Because if you want to build a disruptive organization, you first have to build more disruptive leaders.



**DALE CARNEGIE® TRAINING**

### ***Executive Presence***

Based on the time-tested Dale Carnegie Principles of Winning Friends and Influencing People, this dynamic, practical, and highly interactive session prepares CMAA Members with the mindset and skills required to stand out as a top Executive and Club. Members will walk away refreshed and refocused with practical techniques they can utilize right away.

- Take total ownership of how we are perceived by our internal teams and membership
- Incorporate best practices to approach our day-to-day tasks with an Executive mindset
- Focus on Dale Carnegie’s Principles to elevate our influence and team engagement
- Gain insight into current research on Leadership Blind spots so we can remove them
- Enhance our influence through the art of storytelling