EMERGING LEADERS PROGRAM

November 4-6, 2019
Georgetown University, Washington, D.C.

A MUST ATTEND FOR YOUR RISING STARS
OVERVIEW

DEVELOPING EXCEPTIONAL LEADERS
SNAC International’s Emerging Leaders Program is designed to equip your rising star employees with the skills they need to meet the demands of your organization - today and tomorrow. Invest in these individuals and your organization by helping them develop leadership, communication, team-building and negotiation skills, while giving them a broader view of the snack industry and the unique challenges it presents.

WHO SHOULD ATTEND?
First level managers, middle managers, plant managers, administrative managers, and sales managers are encouraged to attend.

AN ILLUSTRIOUS EDUCATIONAL EXPERIENCE
Held at the prestigious Georgetown University in Washington, D.C., SNAC International has collaborated with Georgetown faculty to create this unique professional development program.

SNAC International’s Emerging Leaders Program helps high-potential employees:
• Drive innovation
• Lead and motivate teams with confidence
• Cultivate networks and partnerships
• Master decision dynamics
• Handle challenging situations with courage
ROBERT J. BIES (Ph.D., Stanford University) is Professor of Management and Founder and First Academic Director of the Executive Master’s in Leadership Program at the McDonough School of Business at Georgetown University. He is currently the Academic Director of the Executive Master’s in Leadership Program for D.C. Public School Leaders. Professor Bies’ current research focuses on leadership, the delivery of bad news, organizational justice, and revenge and forgiveness in the workplace.

DOUGLAS M. MCCABE (Ph.D., Cornell University) is Professor of Management at Georgetown University’s McDonough School of Business in Washington, D.C. Considered by the news media to be an expert in his field, he has appeared more than 200 times on international, national, and local television and radio discussing his views on the various management topics, including management consulting practices, negotiation, mediation, employee relations, ethical issues in management, human capital management, labor-management relations, leadership and organizational behavior.

MIKE MEARS is a leadership speaker and consultant to government and private sector organizations. Along with his CIA operational experience, Mears brought about numerous innovations, and founded and headed the CIA Leadership Academy. He earned his undergraduate degree at the U.S. Military Academy at West Point and his MBA from Harvard Business School.

SAM POTOLICCHIO (Ph.D., Georgetown University) is Director of Global and Custom Education at the McCourt School of Public Policy at Georgetown University. Potolicchio was named one of “America’s Best Professors” by the Princeton Review, the only one in his field. He also serves as the Department Chairman and Distinguished Professor in Political and Social Communications at the School of Public Policy at the Russian Presidential Academy of National Economy and Public Administration, and as the President of Preparing Global Leaders Forum, a leadership training program for rising leaders from over 100 countries.

“The program delivered new ways of thinking about team building, leadership and workplace innovation. The content altered my thought process and prompted me to evaluate interactions with my team and our customers.”
## Program Schedule

### Monday, November 4 - Georgetown University Conference Center

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>2:00 - 3:00 PM</td>
<td>Registration - West Lobby</td>
</tr>
<tr>
<td>3:00 - 5:00 PM</td>
<td><strong>Forming Highly Effective Teams – Professor Robert Bies</strong> This session will review concepts and perceptions of leadership, particularly in the context of teams. Participants will assess team leadership and team effectiveness in professional settings. <em>Salons A and B</em></td>
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<td>5:30 PM</td>
<td>Welcome Reception</td>
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### Tuesday, November 5 - Georgetown University Conference Center

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:45 – 8:30 AM</td>
<td>Buffet Breakfast - West Lobby</td>
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<tr>
<td>8:30 – 10:00 AM</td>
<td><strong>Managing and Leading Human Capital for Peak Performance, Professor Douglas McCabe</strong> This session will provide powerful intellectual frameworks for motivating employees, techniques on how to avoid litigation landmines in the employment relationship, and progressive employment practices. <em>Salons A &amp; B</em></td>
</tr>
<tr>
<td>10:00 – 10:15 AM</td>
<td>Break - West Lobby</td>
</tr>
<tr>
<td>10:15 – 11:30 AM</td>
<td><strong>Managing and Leading Human Capital for Peak Performance, Professor Douglas McCabe Continued</strong></td>
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<tr>
<td>11:30 – 12:30 PM</td>
<td>Lunch - Faculty Club Restaurant Terrace</td>
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<tr>
<td>12:30 – 2:00 PM</td>
<td><strong>Good Bosses, Bad Bosses, and Leadership, Michael Mears</strong> This session will describe these elements and discuss how to apply them in all types of organizations. You will learn to become an effective leader, improve your organization’s performance, and motivate employees.</td>
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<tr>
<td>2:00 - 2:15 PM</td>
<td>Break - West Lobby</td>
</tr>
<tr>
<td>2:15 – 3:30 PM</td>
<td><strong>Good Bosses, Bad Bosses, and Leadership, Michael Mears Continued</strong></td>
</tr>
<tr>
<td>3:30 – 3:45 PM</td>
<td>Break - West Lobby</td>
</tr>
<tr>
<td>3:45 - 5:00 PM</td>
<td><strong>6 Essential Assets that are Required for a Volatile, Uncertain, Ambiguous, and Complex World, Professor Sam Potolicchio</strong> What skills do you need to become an effective communicator in an increasingly global world? How can you prepare for global leadership opportunities and stand out from the competition? This interactive session will focus on improving the 6 essential assets that are required for a volatile, uncertain, ambiguous and complex world. The lecture will feature critical thinking tests, real-time analysis of speeches and events, and secret tips to make yourself more confident and charismatic.</td>
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### Wednesday, November 6 - Georgetown University Conference Center

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>8:00 – 8:45 AM</td>
<td>Buffet Breakfast - West Lobby</td>
</tr>
<tr>
<td>8:45 – 9:15 AM</td>
<td><strong>SNAC International Overview</strong></td>
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<tr>
<td>9:15 – 11:15 AM</td>
<td><strong>Building Highly Effective Teams/Forming the Foundation, Professor Robert Bies</strong> This session culminates into highly interactive and applied learning. The key messages on leadership and team dynamics paired with industry applications are a must for emerging leaders. <em>Salons A &amp; B</em></td>
</tr>
<tr>
<td>11:15 – 11:30 AM</td>
<td>Survey, Closing Remarks, and Distribution of Certificates - Salons A &amp; B</td>
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SNAC INTERNATIONAL MEMBERS COMPLIMENTARY • NON-MEMBERS $1095

REGISTRATION OR REGISTER ONLINE

LOCATION
Georgetown University Hotel & Conference Center
3800 Reservoir Rd NW
Washington, D.C. 20007

RESERVATIONS
1 (888) 902-1606 or RESERVE HOTEL ONLINE

ROOM RATE
$169 per night

DEADLINE
October 3, 2019

Name/Title

Company

Address

City/State/Zip

Email ___________________________ Cell ___________________________

Current SNAC members and non-members are both asked to provide credit card information to confirm registration.
If any attendee cancels within 14 days of the event or is a no-show, they will be charged a $99.00 cancellation fee.
Credit cards will NOT be charged if a member attends the event or cancels prior to October 21, 2019.

○ AMEX ○ VISA ○ M/C Exp. date ______ / ______ / ______

Card number ________________________________________________

Name on card ___________________________________________ Security code________________________

Signature __________________________________________________

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November 4-6, 2019
Georgetown University, Washington, D.C.

MAIL, EMAIL or FAX
REGISTRATION and PAYMENT to:
Abby Valentino, Manager,
Meetings and Events
SNAC International
1560 Wilson Blvd., Suite 550
Arlington, VA 22209
Email: avalentino@snacintl.org
Phone: 703.836.4500 ext. 201
Fax: 703.836.8262

Registration Deadline: October 3, 2019
Attendance is limited to the first 50 people and three per company.
PREPARE YOUR PERSONNEL FOR SUCCESS!  
Team Leadership • Negotiation Strategies • Effective Communication

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Members Attend Free!