



# FES Leadership Conference

May 9-10, 2003

Marriott Resort & Golf Club, Marco Island



Focusing on influence, image, leadership, relevance, and grassroots.

## "CATCH YOUR LIMIT" FISH CAMP

Discover the power of bringing energy, passion and a positive attitude to your chapter every day.

Learn how you can make your chapter "World Famous" by living the "Fish Philosophy."

The "Fish Philosophy" has created a new vocabulary of what our chapters could be about.  
It's so simple that it's profound.

It won't just change how you view your role; it may just change how you view life!

### ABOUT THE FACILITATORS

#### Tom Laughon, Catch Your Limit Consulting

Tom has spent a career in marketing, advertising, consulting and providing leadership for businesses. Tom started out on the creative side of the business. Early on, he realized the importance of understanding the workings and inter-workings of all marketing disciplines in developing client strategies that compel, sell and get results. Many of Tom's clients are in communications and technology driven fields. Most have been around the block, are real world tested and have aggressive growth plans in progress. A sample of accounts Tom has worked on include: Comcast Communications, McDonald's, Reynolds Metals, Corning/Mitsubishi, Samsung, International Dairy Queen and the Society to Protect America's Eagles. Tom is an award winning adjunct professor at Florida State University. His courses have included Creative Strategy Professional Selling, Basic Marketing and Promotional Management for the College of Business. Tom's passion is fishing and his paradise is in the crystal blue Gulf waters off the "Forgotten Coast" of Florida's Big Bend region near Tallahassee.

#### Melissa Hayes, Catch Your Limit Consulting

Melissa Hayes is a senior partner for Tallahassee's Catch Your Limit, managing the headquarters' operation as well as some of the firm's most prestigious clients. Melissa helped create and directs the standing room only Catch Your Limit Camps. She has developed hands-on curriculum and workbooks for all six camps that range from half-day to several days. Whether it's dealing with day-in, day-out internal issues or corporate mergers, Melissa understands that every person in the organization needs to feel a part of and accountable for the company's success. Melissa thrives on getting to know the people behind the titles, keeping them motivated and focused and helping them understand how rewarding long-term, successful change initiatives can be for the individual as well as the organization. Melissa's desire to stick around long after initial training sessions is what makes her one of the most knowledgeable coaches and mentors of targeted database strategy in the business. She trains and works closely with new business directors, helping develop client acquisition and customer retention systems.

## Schedule of Events

### Friday, May 9, 2003

- 9:00 – Noon Board of Directors Meeting
- Noon – 1:00 Registration
- 1:00 – 1:15 Welcome and Introductions  
John Zumwalt, PE  
FES President
- 1:15 – 3:00 Join Your Cabin... Learn What It Takes To Become World Famous  
Tom Laughon  
Catch Your Limit Consulting

Seattle's World Famous Pike Place Fish is an otherwise ordinary fish market that's extraordinarily successful. The work is hard and the hours are long—yet these employees make a personal choice to bring amazing passion, playfulness, commitment and a positive attitude to work every day. You'll see what they did to become "World Famous," and how you can become "World Famous," too!

- 3:00 – 3:15 What FES Is All About  
Member Services from the State  
Frank Rudd, CAE, CMP, FES Executive Director  
Kate Robinson, FES Director of Membership Recruitment
- 3:15 – 3:30 Refreshment Break
- 3:30 – 3:45 Sneak Preview: The Future of FES  
Shannon LaRocque, PE  
FES President-elect
- 3:45 – 4:25 "The Fish Philosophy"  
Tom Laughon  
Catch Your Limit Consulting

The four components of the "Fish Philosophy" are: Make Their Day, Be There, Choose Your Attitude and Play. Harness the collective power of these concepts and transform your chapter!

- 4:25-5:00 Lessons Learned & Victories Won
- Attend this session as Chapter Leaders/ACE Award Winners share their victories and the lessons learned along the way.
- 6:00 – 7:30 Dinner & Featured Presentation  
"The Benevolent Dictator"  
Mark Mongeau, PE, Associate  
Ardaman & Associates, Inc.

- 7:30 - Sunset Beach Volleyball
- Join us for an exciting and informal game of beach volleyball while building camaraderie with other Chapter Leaders!

### Saturday, May 10, 2003

- 7:30 – 8:30 Registration
- 8:00 – 8:30 Continental Breakfast
- 8:30 – 8:45 "The Buddy Challenge"--Energize Exercise  
Tom Laughon  
Catch Your Limit Consulting
- You'll be assigned a "buddy" and with a little help from our "Buddy Challenge" questions, get to know things about your "buddy" you never would have guessed in a million years.

8:45 – 9:30 Regional Vice Presidents Break-Out Sessions

Regional VPs will meet with Chapters to discuss how to recruit community professionals as speakers, get sponsors, foster community professional engineers, etc.

- 9:30- 11:00 The Fish & Chips of Chapter Leadership
- The following "roundtable topics" will be offered on a 15-minute rotating schedule. Participate in as few or as many discussions as you like – just be sure to mark your selections on the registration form. We guarantee you will leave this session with a new understanding of and appreciation for chapter activities and their leaders!

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| <ul style="list-style-type: none"> <li>• Officer's Positions</li> <li>• Chapter Presidents</li> <li>• Chapter Vice Presidents</li> <li>• Treasurers</li> <li>• Secretaries</li> <li>• Past Presidents</li> <li>• State Committee Chairs</li> <li>• State Directors</li> </ul> | <ul style="list-style-type: none"> <li>• Chapter Activities</li> <li>• Membership</li> <li>• MATHCOUNTS</li> <li>• Newsletters</li> <li>• Boosting Attendance at Meetings</li> <li>• Foundation</li> <li>• Fundraising</li> </ul> |
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- 11:00 – 11:30 7 Ways to Become One Great Chapter  
Tom Laughon  
Catch Your Limit, Inc.
- Tom's take on what it takes to become "World Famous." And, it all starts with how to better utilize a three-pound tool you carry around with you at all times... your brain.

- 11:30 – 11:50 Thoughts on Restructuring Our FES Leadership Conference  
John Zumwalt, PE  
President, FES
- 11:50 – Noon Closing Remarks & World Famous Secret Orders

Camp is over and the campfire is only embers ... it's time to take our ideas and memories back home to our chapter and fan the local fires to a roaring blaze! Secret Orders is our "next steps" process that will guide and sustain us in our quest to become "World Famous."

#### HOTEL ACCOMMODATIONS

The site of the conference is the Marriott Resort & Golf Club, located at 400 South Collier Blvd, in Marco Island. Room rates are \$135 single or double occupancy plus 7% tax. To receive the discounted rate, you must call the hotel at 800/438-4373 and reference the FLORIDA ENGINEERING SOCIETY no later than April 8, 2003.

#### CANCELLATION POLICY

Cancellation must be received in writing before 5 p.m. April 25, 2003. The cancellation fee is \$50. No refunds will be issued for cancellations after April 25, 2003. Substitutions are permitted at any time, however, if non-members are taking the place of members, a full non-member registration fee will be charged. Please be prepared to remit additional fees at the registration desk.

#### TAX LIABILITY

Eligibility for tax deductions may apply. Registration fees may or may not be deductible. Check with your accountant regarding expenses.

#### HOW TO REGISTER

Please follow the instructions on the registration form below, or register online at [www.fleng.org](http://www.fleng.org).

#### QUESTIONS?

Please call FES at 850/224-7121.



**FLORIDA ENGINEERING SOCIETY LEADERSHIP CONFERENCE**  
**May 9-10, 2003 • Marriott Resort & Golf Club, Marco Island**  
**REGISTRATION FORM**

NAME \_\_\_\_\_ PE \_\_\_\_\_ EI \_\_\_\_\_

FIRST NAME FOR BADGE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

REGISTRATION FEE: Includes 1 continental breakfast, 1 dinner, 2 breaks and all course materials.

QTY.	DESCRIPTION	FEE	TOTAL
	Registration – FES Member	\$250	\$
	Registration – Non-Member	\$350	\$
	Extra Ticket for Friday Dinner – Adult	\$50	\$
	Extra Ticket for Friday Dinner – Children Ages 4-12	\$25	\$
	Extra Ticket for Friday Dinner – Children 3 and Under	FREE	FREE
	<b>TOTAL DUE</b>		<b>\$</b>

THE FISH & CHIPS OF CHAPTER LEADERSHIP- Pick your top three choices:

**Officer's Positions**

- Chapter Presidents
- Chapter Vice Presidents
- Treasurers
- Secretaries
- Past Presidents
- State Committee Chairs
- State Directors

**Chapter Activities**

- Membership
- MATHCOUNTS
- Newsletters
- Boosting Attendance at Meetings
- Foundation
- Fundraising
- OTHER (please describe: \_\_\_\_\_)

REGISTRATION DEADLINE: Registrations will be accepted at the FES office until May 2, 2003. After May 2nd, registrations will be accepted at the conference plus a \$50 late fee.

PAYMENT: Make checks payable to Florida Engineering Society or charge to:

MasterCard  Visa

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Submit completed form and payment to:  
 FES • P.O. Box 750 • Tallahassee, FL 32302-0750 • Fax: 850/222-4349