

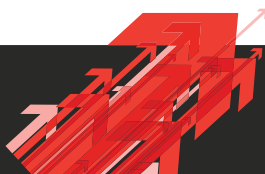
2025

CONFERENCE **AGENDA**

Wednesday O C T O B E R 1 5

7:00 – 8:15 am	Registration	Registration Desk
7:00 – 8:15 am	Networking Breakfast	Red Rock & Pavilion Ballrooms & Red Rock Terrace
8:30 – 9:30 am	Opening Session: The Dynamic Assistant: Innovate, Engage, Excel Joan Burge	Red Rock Ballroom
9:30 – 10:30 am	General Session: Resilient by Design: Thriving in the Face of Change and Challenge Peggy Vasquez	Red Rock Ballroom
10:30 – 11:00 am	Break / Success Store Open / Career Coaching Corner	Success Store & Career Coaching Corner: Veranda D&E (Conference Floor)
11:00 am – 12:00 pm	General Session: Digital YOU—Real Personal Branding in the Virtual Age William Arruda	Red Rock Ballroom
12:00 – 1:30 pm	Lunch / Success Store Open / Career Coaching Corner	Red Rock & Pavilion Ballrooms & Red Rock Terrace Success Store & Career Coaching Corner: Veranda D&E
1:30 – 2:15 pm	Team Building Session* Joan Burge	Red Rock Ballroom
2:15 – 3:00 pm	General Session: Dynamic Professional Presence: Elevating Your Impact Across Every Workspace Alexandra Von Tiergarten	Red Rock Ballroom
3:00 – 3:30 pm	Break / Success Store Open / Career Coaching Corner	Success Store & Career Coaching Corner: Veranda D&E (Conference Floor)
3:30 – 4:30 pm	General Session: The Conflict Whisperer: Empowering Dynamic Assistants to Resolve Conflict With Ease Cherron Castillo	Red Rock Ballroom

**The Team Building Event on Wednesday is designed for in-person attendees. The virtual audience may observe the team-building activity if they choose.*



DYNAMIC
ASSISTANT
INNOVATE → ENGAGE → EXCEL

CONFERENCE **AGENDA****Thursday** OCTOBER 16

7:00 – 8:15 am	Networking Breakfast	Red Rock & Pavilion Ballrooms & Red Rock Terrace
8:30 – 9:30 am	General Session: A Star in Motion – Overcoming Struggles and Growth Joan Burge	Red Rock Ballroom
9:30 – 10:30 am	General Session: Get Your Brave On: Mastering Communication and Commanding the Room as The Dynamic Assistant Carol Schulte	Red Rock Ballroom
10:30 – 11:00 am	Break / Success Store Open / Career Coaching Corner	Success Store & Career Coaching Corner: Veranda D&E (Conference Floor)
11:00 am – 11:45 am	General Session: The Executive Perspective James Bristow, PhD & Joan Burge	Red Rock Ballroom
11:45 am – 1:00 pm	Lunch / Success Store Open / Career Coaching Corner	Red Rock & Pavilion Ballrooms & Red Rock Terrace Success Store & Career Coaching Corner: Veranda D&E
1:00 – 1:45 pm	General Session: Everyone is a Project Manager: And I'll Show You How Tamara McLemore	Red Rock Ballroom
1:45 – 2:30 pm	General Session: Empower, Automate, Elevate: Harnessing AI for Administrative Excellence Reanette Etzler	Red Rock Ballroom
2:30 – 3:00 pm	Break / Success Store Open / Career Coaching Corner	Success Store & Career Coaching Corner: Veranda D&E (Conference Floor)
3:00 – 4:00 pm	General Session: Put A Different Spin on Networking: Transform the Way You Build Meaningful Connections Kimberli Jeter	Red Rock Ballroom
7:00 – 7:30 pm	Mix & Mingle (Foyer Bar Open)	Red Rock Ballroom Foyer
7:30 – 10:30 pm	Joan Burge Gala: A Red, Black, and White Affair	Red Rock Ballroom



CONFERENCE **AGENDA****Friday** OCTOBER 17

7:00 – 8:45 am	Networking Breakfast	Red Rock & Pavilion Ballrooms & Red Rock Terrace
8:00 – 9:00 am	Success Store Open	Success Store: Veranda D&E (Conference Floor)
9:00 – 9:45 am	General Session: Celebrating Achievements and Building a Legacy Joan Burge	Red Rock Ballroom
9:45 – 10:00 am	Joan Burge Innovation Award: Benchmarking Experience Joan Burge	Red Rock Ballroom
10:00 – 11:00 am	General Session: Embrace Your Administrative Presence: Confidently Stepping into Empowerment Lisa Olsen	Red Rock Ballroom
11:00 am – 12:00 pm	Closing Session: Making Work Suck Less: Invigorating Your Workplace Through Play Jeff Harry	Red Rock Ballroom

