



TRENDS FOR 2018

Market Trends Impacting The Way We Do Business

From social media to health care to customer service, here are the forecasts of how different the business world will be for the future. What are the forces causing change? Have you adjusted your strategies? Michele promises you will leave this high-energy and engaging program with tips, tools and techniques that can be applied on the job immediately!

- Recognize trends and their implications within your organization.
- Identify the changes required within your meeting planning department.
- Develop a 90 day action plan.
- This interactive program that demonstrates not just “how to do” things better, but “what to do” better, when the road gets bumpy!



About Our Speaker Michele Wierzgac, MSEd:

It's no surprise that Michele Wierzgac, keynote speaker and author has been dubbed by the media as Business Solutions From The Lady On The Harley. Michele promises that you will all leave her solution-driven keynotes and workshops with at least one passionate, life transforming leadership tool - something that will change the way you seek out solutions and practically apply them without getting stuck. She is a symbol of navigating business solutions with high energy, audience engagement, and on-your-feet participation. Michele has presented to prestigious organizations worldwide and a Faculty Member at Harper College. She is the author of the book, *The Talking Stick: A Guide to Reflecting on Your Personal Brand* and is available for meet-and-greet book signings after every presentation. In her spare time, Michele is a Rider Coach for Harley-Davidson's Motorcycle Riding Academy. She has a Master's degree in Educational Administration and Leadership from Illinois State University, where she also earned an undergraduate degree in Physical Education and Athletic Coaching while playing volleyball on a NCAA scholarship. Stop running your business on auto pilot and book Michele to speak at your next event, conference, or meeting!



All eligible attendees to ACES luncheons will be able to invite any of their staff to the programs, provided the registration also includes at least one person at the supervisor level or above.

ACES Luncheon

Friday, March 9

11:30 a.m. – Registration

Noon to 1:30 p.m – Program

Fratelli's Ristorante (Home to Chef Mark Cox, formerly of Mark's American), 1330 Wirt Road

Program Fee: \$55/person

Register at www.haaonline.org.

For reservations and information, see online at www.haaonline.org. Notice of cancellation is required by February 21 for a refund, less a \$15 administrative fee. Pre-registered no shows will be billed. Payment will be required at the door if not received prior to the event.



**Thanks to Our Program Sponsors:
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