



2024 Professional Development Day Schedule

FFA Enrichment Center, DMACC Ankeny Campus

www.ffaenrichmentcenter.com

1055 SW Prairie Trail Parkway; Ankeny, Iowa 50023

Tracks

1. Integrated Talent Development, Managing Learning Programs, Knowledge Management
2. Performance Improvement, Change Management, Coaching
3. Training Delivery, Instructional Design, Learning Technologies, Evaluating Learning Impact
4. *New* Non-Profit Talent Development

Session	Room	Title	Speaker	Track
7:15 - 8:00	Exhibition Hall	Breakfast, Registration, Networking		
8:00 - 8:20	Main Conf. Room	Opening Remarks/Welcome	Adam Rich, Conference Chair	
8:20 - 9:20	Main Conf. Room	AI: A Design Tool or a Learning Tool?	Megan Torrance, TorranceLearning	
9:20 – 9:35	BREAK 🍌			
Session 1 9:35 – 10:25	Conference C/D	Power Up with Power Apps	Mary Roth and Elizabeth Kinsey, Principal Financial Group	3
	Conference E/F	Skills Revolution: The Skills-Driven Future of Talent Development	Joey Spivey, Wellabe	1
	Conference G/H	Redefining Your TD Role: From Functional Expert to Strategic Leader	Carlos Rojas, 2.0 and Gina Brown Magnify Innovation and Leadership	1
	208	Culture & Learning: The Catalyst for Employee & Customer Engagement	Katherine Phillips-Parrish, Phillips Learning Design	2, 4
	209	L&D Consulting in a Vending Machine World	Denise Kyle-Needs and Jacey Beukelman, Farm Bureau Financial Services	2
10:25-10:40	BREAK 🍌			



Session	Room	Title	Speaker	Track
Session 2 10:40 – 11:30	Conference C/D	Leveraging Coaching When Working with Subject Matter Experts	Jacque Hollingshead and Katelyn Proctor, Mary Greeley Medical Center	2
	Conference E/F	Augmenting Learning and Performance with AI	Thom Powell, Value People and Gerard Krupke, BSB Design	1
	Conference G/H	Level Up Your Organization's Measurement and Evaluation Criteria	Jon Pederson, Principal Financial Group	3
	208	Feed the Beast: How to Win on Social Media with Engaging Kick*ss Content	Joshua Scheinblum, Five Seasons Media	1
	209	Things We Don't Know We Don't Know: Managing Skills and Talent Development	Dr. Jeffrey Kappan and Stephen Smith, Baton Global	3, 4
11:30-12:15	Main Conf. Room	Lunch and Awards 🍷🏆	Cheri Patzner, Waldinger Corp.	
12:15-12:45	EXHIBITOR SHOWCASE & BREAK 🍷			
Session 3 12:45-1:15	Energizer & Networking Session Spring into the afternoon and connect with fellow PDD attendees for a fun game and networking activity from the Dealt Hand! Room C/D: Guitars Room E/F: Pianos Room G/H: Drums Room 208: Horns Room 209: Microphones			
1:15-1:25	BREAK 🍷			
Session 4 1:25 – 2:15	Conference C/D	From the Public School to the Private Sector: Teacher to Corporate Trainer	Alan Feirer, Group Dynamic	1
	Conference E/F	The Key to Increasing Learning Performance – Psychological Safety	Molly Mackey, LEAdERnship Institute	2, 4
	Conference G/H	How to Make Development Assessments a Better Investment	Kick Hannasch, Aware and Willing, LLC and Roxy Galkin, ChildServe	2
	208	A Higher Education Perspective on Collaborating with Subject Matter Experts	Dr. Long He and Hiro Iino, Iowa State University	3
	209	Making Learning Stick: Why Training Can Fall Short and What to Do About It	Dr. Teresa Peterson, Sara Noll Wilson, Inc.	3, 4
2:15 – 2:30	BREAK – Bar Opens 🍷🍷			



2:30 – 4:00	Main Conference Room	Roundtables 12 Engaging Presentations; 3 Rounds of 20 minutes each. Raffle Drawings Between Rounds	Hosts: Chandra Chase, Sammons Financial Group and Kai Gillespie, IMT Insurance	All
4:00 – 4:15	Main Conference Room	Closing Remarks	Adam Rich, Conference Chair	