

11th ANNUAL KEY EXECUTIVE LEADERSHIP CONFERENCE



SPEAKER BIOS

Session I: 9:30AM-10:30AM

AN INSIDE LOOK AT TWO UNIQUE JOURNEYS INTO THE SENIOR EXECUTIVE SERVICE



C. Michelle Bryan
Deputy Director
Federal Protective Service
Resource Management,
Strategy and Policy

C. Michelle Bryan is the Federal Protective Service (FPS) Deputy Director for Resource Management, Strategy, and Policy. Since joining FPS in November 1995, Deputy Director Bryan has served in several positions at both the headquarters and field levels. In her current role, she is responsible for the development and implementation of policy and internal controls agency-wide. From 2007-2016, Deputy Director Bryan worked as the FPS Chief of Staff and strategic advisor to the Director of FPS. During her tenure as the Deputy Assistant Director for Administration at the Federal Law Enforcement Training Center (FLETC), Deputy Director Bryan led change management initiatives around human capital programs and operations and partnered with key stakeholders to communicate and implement organizational and cultural change. Deputy Director Bryan also served as the Acting Chief Diversity Officer for ICE and as the FPS Chief of Mission Support in Baton Rouge, Louisiana in the aftermath of Hurricanes Katrina and Rita. Deputy Director Bryan is a graduate of the DHS Senior Executive Service Candidate Development Program, recipient of the Georgetown University McDonough School of Business Change Management and Leading Government Change certification, and alumni of the Federal Executive Institute Leadership for a Democratic Society Program.



Joshua Ederheimer
Deputy Director
Federal Protective Service
U.S. Department of
Homeland Security

Joshua Ederheimer has served as Deputy Director of the Federal Protective Service at the U.S. Department of Homeland Security since 2017. In this capacity, Mr. Ederheimer serves on the senior leadership team, and his specific portfolio is the agency's Training and Professional Development Directorate which includes the FPS National Training Academy at FLETC in GA, the FPS Consolidated Training Center in Alexandria VA, and the FPS K-9 explosive detection training at Lackland AFB TX.

Mr. Ederheimer previously served in senior positions at the U.S. Department of Justice. He worked at the DOJ Office of Community Oriented Policing Services (COPS) where he served as Principal Deputy Director and was designated by the Attorney General as Acting Director. Mr. Ederheimer also served as the Senior Law Enforcement Advisor at DOJ's Office of Tribal Justice, as well as the Senior Law Enforcement Advisor to the First Responder Network Authority (FirstNet) at the U.S. Department of Commerce.

Prior to joining the Federal government, Mr. Ederheimer spent 22 years with the Metropolitan Police Department of Washington D.C., rising to the rank of Assistant Chief.

He holds a bachelor's degree in Justice from American University, and a master's degree in Management and Leadership from Johns Hopkins University



Cassandra Bell
Senior Manager
BDO USA, LLP

Ms. Isbell is a Senior Manager at BDO USA, LLP in the Public Sector practice with fourteen years of government consulting experience. She specializes in business process improvement, operational improvement, strategic planning and communications, change management, project management, and executive briefings and facilitation. While at BDO, Ms. Isbell has provided expertise for a federal law enforcement agency aiming to improve the training and development opportunities of its workforce. In this role, Ms. Isbell provides expertise in strategic planning, performance measurement and evaluation, and process development. She serves as an advisor to clients developing strategic partnerships to advance market prominence within the security and law enforcement industry, gathering lessons learned and best practices and identifying current and future trends to enhance excellence in operational and mission support execution. Prior to joining BDO, Ms. Isbell provided project management and analysis to a range of government agencies and public entities while serving as a consultant with Lockheed Martin. In this role, she assisted clients seeking comprehensive business process reengineering, strategic integration, and technology implementation support. Ms. Isbell is a certified Change Management Specialist and holds a Master of Arts in Criminal Justice and a Bachelor of Arts in Political Science from Boston University.

THE INTENT OF EXCELLENCE: ALIGNING GOALS TO DRIVE PERFORMANCE AND PRODUCTIVITY



Bill Yeager
Chief Learning Officer & Director
Training & Workforce Development
U.S. Department of
Homeland Security
Office of Inspector General

William (Bill) Yeager is the Chief Learning Officer and the Director, Training & Workforce Development for the Department of Homeland Security Office of Inspector General. Bill has over 30 years of professional human-centric experience analyzing, developing, and evaluating performance improvement products for military, government, and commercial users. He leads, conducts, and delivers human systems integration and human performance analyses to optimize human performance to improve business and occupational results.

A Certified Performance Technologist (CPT) since 2003, Bill is a leader in the performance improvement field. He applies analysis, design and development, implementation, and evaluation processes to identify human performance inefficiencies closing performance gaps with a systematic approach to practical goals, sustainable metrics and workplace environments to enhance worker productivity.

Mr. Yeager is a member of the International Society for Performance Improvement (ISPI) Board of Directors. In this role, he is responsible for the direction and future-focus of the Society for leading edge of evidence-based professional development in the fields of Human Performance Innovation and Organizational Health & Effectiveness throughout the world.

Bill retired from the U.S. Navy in 2001 after a 21-year career in naval aviation. He currently resides in the Washington DC area and can be reached at BillYeager@ispi.org.

SPEAKING WITH CONFIDENCE - STEP UP YOUR GAME!



*Jim Golden
Owner/Principal
Jim Golden Speaks*

Jim Golden B.S., M.S., an experienced national and dynamic award-winning public speaker and entrepreneur, professor, and is the Owner/Principal of Jim Golden Speaks (Formerly Golden Opportunity Learning and Development, LLC) which is an award winning national public speaking business that provides keynotes, public speaking training, and coaching services. Golden is a sought-after national speaker and facilitator to Fortune 1000 corporations, government (state and federal), and colleges and universities nationwide including the National Minority Supplier Development Council (NMSDC), University of Maryland Baltimore, Virginia Association of State Colleges and University Purchasing Professionals (VASCUPP), Pennsylvania State University, Commonwealth of Pennsylvania, Commonwealth of Virginia, Choice Hotels, Int'l, Department of Transportation, I.R.S., Uniform Services University, Pepco, WSSC, and Washington Gas. Golden is a frequent blogger and soon to be author who will publish a book titled "Presentation Swagger®: 10 Keys to Delivering a Powerful Presentation," which provides sage information on how to captivate, engage your audience and move them to action. Golden is a Toastmasters Int'l Speaker and President of the Year Award Winner. Jim Golden Speaks is a Capital Region Minority Supplier Development Council Supplier of the Year Award Winner and Top 100 Minority Business Enterprise Award Winner in the Mid-Atlantic Region. Golden is a Lecturer at the University of Maryland Department of Communication and Faculty Fellow for The Do Good Institute, and Associate Adjunct Professor at University of Maryland Global Campus (UMGC). Golden received his Executive Business Education from Tuck School of Business at Dartmouth, Master of Science from University of Maryland Global Campus (UMGC), and Bachelor of Science degree from Central State University in Wilberforce, Ohio. Golden holds active memberships and associations in the Capital Region Minority Supplier Development Council (Education & Training Committee), College and University Professional Association for Human Resources (CUPA-HR), National Speakers Association (NSA), and Alpha Phi Alpha Fraternity Inc.

EXPAND YOUR NETWORK- LEARN TO LOVE (NOT LOATHE) NETWORKING!



*Macey Cox
Learning & Development Specialist
NSF Academy
HRM*

Macey Cox currently works as a Learning & Development Specialist in the NSF Academy in HRM where she has spent much of her time on the development and launch of NSF's comprehensive onboarding program, the New Employee Welcome Program. She also manages the executive and leadership coaching program, co-leads the Leadership Development Program and the New Executive Transition Program at the Foundation, and is a Gallup Certified Strengths Coach. Ms. Cox has fifteen years of professional experience in the field of human resources, starting her career in private sector recruitment for executives and law firm staff, and more recently, spending the last ten years working in a variety of federal HR roles, including training and development, recruitment/staffing, labor and employee relations, and work life programs. She is the mom of two active little boys, a lover of all sports, especially tennis and Roger Federer, and grew up on an island in New England but loves the big city life of Washington, DC.

THRIVING IN THE WORKPLACE USING REVERSAL THEORY



*George Reese
TSA LI Coordinator
Key Executive Leadership Programs
American University*

George has been a member of the Key staff since December 2018. Prior to joining Key as the TSA LI Program Coordinator, George was the Training Coordinator for Georgetown University Training and Organizational Development and an adjunct professor with the Georgetown University School of Continuing Studies Bachelors of Arts program. He taught classes on Power and Politics, Critical Thinking, Decision Making, and Motivation. He holds a Master's degree in Leadership from Georgetown's McDonough School of Business and a Training Specialist Certificate through the Center for Professional Development. George is a certified Qualified Practitioner in the Apter Motivational Style Profile. Before moving to Higher Education George spent 18 years as a classroom teacher. He earned his BS in Elementary Education from the University of Maryland.

Session II: 10:45AM-12:00PM

TURBOCHARGE YOUR LEADERSHIP IN FIVE EASY STEPS



*Alan Heymann
Founder
Peaceful Direction*

An expert communicator and engaging speaker, Alan Heymann has spent more than two decades in public, government and nonprofit communications – leading teams from 2 to more than 100 people who use words and images to inspire positive change in society. Inspired by a career transformation he brought about with the support of an executive coach, Alan decided to become a coach himself. He founded Peaceful Direction in April 2019.

From 2015-19, Alan served as a senior leader at DC water and president of its nonprofit spinoff, Blue Drop. He led Blue Drop's marketing and sales efforts and served as a communications subject-matter expert for other utilities while building a leadership coaching practice. Alan was previously Vice President of Communications for The Humane Society of the United States. He led a team of more than 100 people in seven departments and three time zones in producing and disseminating hundreds of pieces of content across multiple platforms every month.

From 2010-2013, in his first tour of duty at DC Water, Alan served as Chief of External Affairs. He led a nationally-recognized re-branding campaign that reconnected the utility with its customers and reminded them of the value of water in their lives. He launched an aggressive tap-water marketing effort that continues to this day, established DC Water's social media presence and expanded the Authority's government relations efforts. Prior to his work at DC Water, Alan held various roles in the Government of the District of Columbia, including agency information officer, mayoral speechwriter and legislative staffer. Earlier in his career, Alan was a television reporter, producer and anchor in his native Illinois.

Alan is a member of the Barker Adoption Foundation Board of Trustees and the Board of Directors of the Arts and Humanities Council of Montgomery County. He's follow a plant-based diet since 2002, enjoys running half-marathons and lives with his family outside Washington, D.C.

MANAGING CHANGE ALONG A CONSTANTLY EVOLVING TECHNOLOGY JOURNEY



Robin Camarote
Consultant, Facilitator, Blogger

Robin Camarote is a change management consultant, meeting facilitator, and blogger. She is intent on helping clients get a greater return for their time invested at work. Raised by two “can do” parents who drilled resourcefulness and persistence, Robin carries those practical lessons into client offices and conference rooms today to map out the issues and creatively solve their challenges with communication and buy-in.

Inspired by the big ideas of thought-leaders such as Seth Godin, she left her management position within a large consulting firm to work with a woman-owned small business in 2016. Her goal then and now is to reduce the fluff and time-consuming distractions at the office while working directly with clients on their mission. Being a consultant is accepting that you’ll never have your finger directly on the button. Instead, the ideal is to work through and on behalf of clients to achieve their goals. That is precisely what makes Robin love this work. She kisses her three kids goodbye each morning and makes a little promise in her heart to ensure the time apart is worth it by helping her clients have a big, positive impact.

She is the author of an Amazon best-selling book on organizational behavior entitled, *Flock, Getting Leaders to Follow*. *Flock* offers a universal framework for helping people connect with their leadership, articulate their vision, and gain the kind of support (not just approval) needed to see the solution through to completion. Robin works with a range of clients—mostly federal and non-profit organizations—who need leadership to follow.

Between her birthplace in Alaska to her current home in Virginia, there have been geographic stops and lessons learned along the way. Whatever the location, she enjoys meeting people, making connections, and combining ideas in new, innovative ways. She’s interested in engaging with other like-minded people (and maybe some who need a little convincing) via the many amazing outlets for communication and conversation available today. She lives with her family in Falls Church, Virginia.

ROOTING FOREST THERAPY TO ENHANCE EXECUTIVE LEADERSHIP & AGENCY OUTCOMES



Tamberly Conway
Conservation Conexions, LLC
↳ Certified Guide
Association of Nature
↳ Forest Therapy

Tamberly Conway holds a B.S. in Wildlife Management from McNeese State University. She received a M.S. in Forest Recreation Management, and a Ph.D. in Forestry, with a focus on Human Dimensions in Natural Resources, from the College of Forestry and Agriculture at Stephen F. Austin State University. Tamberly served as the Partnerships, Diversity and Inclusion Specialist, for the Conservation Education Program at the U.S. Forest Service Headquarters in Washington, DC for over 6 years and with the USDA Forest Service for nearly 12 years. She recently left the Forest Service to launch Conservation Conexions, LLC, to create non-traditional partnerships in conservation with a focus upon integrating Forest Therapy into the corporate and federal workforce and among the communities they serve. Tamberly has dedicated over 10 years of her career working in the health and nature realm, communicating the value of trees and forests to the improved health of the land and people. Tamberly also serves as an Association of Nature and Forest Therapy Certified Guide, with an emphasis in bringing this practice to diverse communities nationwide and throughout Latin America.



Toby Bloom
National Program Manager
Tourism & Interpretive Services
US Forest Service

Toby Bloom is the National Program Manager for Tourism and Interpretive Services for the US Forest Service. Some of the current initiatives she leads are the National Forest Explorer Mobile App; strengthening recreation economies in forest gateway communities; working with Tribes to promote genuine interpretation and responsible visitation to native heritage sites on Forest Service- managed lands; promoting healthy people and forests through innovative public lands and public health partnerships; and working with Interpretive Associations to improve visitor experience and appreciation of the National Forests. Believing deeply in nature as a key aspect of a healthy life, Toby became the first Forest Service employee to be certified as a Nature and Forest Therapy Guide in January of 2019. Toby was previously the Latin America and Caribbean Program Specialist for the Forest Service International Programs division. Before joining USFS, she worked with local communities to develop ecotourism projects in high biodiversity areas of Latin America and the Caribbean as the Director of Wildlife Ecotourism for Humane Society International, as a technical expert for USAID in Honduras, and in several other consultancies in the region. Toby started her tourism career as a tour guide through the US, Canada, and Mexico. She received her master's degree in Sustainable International Development with a focus on ecotourism from Brandeis University.



Everett Marshall
Director
People, Performance & Culture
Organizational Excellence, Inc.

Everett Marshall is the Director of People, Performance and Culture for the Center for Organizational Excellence, Inc. He has over 20 years of management and consulting experience in both the public and private sectors. After serving as a Surface Warfare Officer in the Navy, he worked in the private sector with a global business consulting /IT services company focused on the development of recruiting and training programs. He has worked as a consultant to several federal agencies in the areas of organizational change, facilitation, team building, leadership coaching, and stakeholder engagement/alignment, and has also served as a federal employee during his tenure as the Director of Strategic Outreach for the US Naval Academy. Everett has been an active participant in the non-profit sector, where he served as a past president of the Chesapeake Bay Organizational Development Network. He holds certifications as an Appreciative Inquiry Coach/Consultant, Licensed Human Element Practitioner TM , Certified Nature and Forest Therapy Guide, and in the delivery of Emotional Intelligence Assessments. Everett is an active member of the Society for Human Resource Management (SHRM) and the Association of Nature and Forest Therapy Guides and Programs (ANFT).

ENTERPRISE LEADERSHIP: HOW THE WHITE HOUSE LEADERSHIP DEVELOPMENT PROGRAM DEVELOPS NEXT GENERATION LEADERS



Chad Clifford
Attorney Leader
FEMA
Office of Chief Counsel
U.S. Department of
Homeland Security

Chad Clifford is an attorney and leader in the Department of Homeland Security - Federal Emergency Management Agency's (FEMA) Office of Chief Counsel with over 13 years of career federal experience. He currently leads a team of attorneys that advises and defends FEMA's disaster response and recovery assistance programs, which provide on average over \$7 billion in assistance annually to help states, local governments, and individuals respond to and recover from disasters. Chad joined FEMA's Office of Chief Counsel shortly after Hurricane Katrina in January 2006 and has led in nearly all of FEMA's public facing mission areas, including: disaster response and recovery, mitigation and floodplain management, protection and national preparedness, environmental planning and historic preservation, as well as legislative affairs.

As a White House Leadership Development Program Fellow, Chad helps lead the Results-Oriented Accountability for Grants CAP Goal and works in the Office of Management and Budget's Office of Federal Financial Management. Chad has a J.D. from The George Washington University Law School (Washington, D.C.), a B.A. in Political Science from the College of the Holy Cross (Worcester, MA), as well as an Executive Leadership Certificate from American University's Key School of Public Affairs (Washington, D.C.). Chad was born and raised in small New England towns, but now lives in Arlington, VA with his wife and two young children.



Amy Bontrager
Director
White House Leadership
Development Program

Amy Bontrager is a leader in creating high-performing programs that develop executive-level leadership and mid-career professionals. She focuses on relationship management, leadership training, and workforce development in diverse functions for the public and private sector. She serves as the Director of the White House Leadership Development program. Bontrager's role is to cultivate the next generation of career senior executives through a rotation focused on the complex, cross-agency challenges that increasingly confront the Federal Government while incorporating a development component to build and strengthen enterprise leadership skills.

Amy's personal and professional experience make her a strategic voice for career, education, and disability advocacy for federal employees and military families. Bontrager has lead programs at Fort Benning, Fort Polk, and the National Capital Region focused on workforce development for military spouses and transitioning service members. She has also served as a national advisor for a national nonprofit focusing on military spouse workforce. She places great value on the well-being of our military and public servants and their involvement in communities. Amy has a Masters in Nonprofit Management and Philanthropy.



Kyra M. Stewart

Team Lead

Technology Business Management PMO

Office of Governmentwide Policy

General Services Administration

Kyra M. Stewart serves as the Team Lead for the Technology Business Management (TBM) Program Management Office (PMO) at the General Services Administration. In this role, she supports TBM Implementation across the Federal government. With more than \$90 billion spent on Federal IT each year, her work is integral to increasing cost transparency and enabling better data-driven decision making. As part of GSA's Office of Governmentwide Policy, the TBM PMO partners with OMB to identify best practices, understand agency needs, and establish related guidance and policy. Ms. Stewart originally came to GSA when she was selected as 1 of 14 White House Leadership Development Program (WHLDP) Fellows in 2017. As a Fellow, Kyra staffed the Federal IT Spending Transparency Cross-Agency Performance (CAP) Goal team, part of the President's Management Agenda.

Ms. Stewart was selected for WHLDP by the Department of Transportation where she served as the Director of Innovation and led the IdeaHub Program, an on-line ideation platform. Using IdeaHub, DOT's 55k employees propose process improvements. As an enterprise-level program, IdeaHub is the largest ideation platform in the Federal sector. The program has been credited with positioning DOT as a Top 10 Best Places to Work in the Federal Government, an assessment performed by the Partnership for Public Service. Additionally, IdeaHub was recognized as a Top 25 innovation in government by Harvard University's Kennedy School of Government.

Previously at DOT, Kyra worked with the Pipeline and Hazardous Materials Safety Administration (PHMSA). Initially hired as an Economist, she supported the development of cost-benefit analyses. Later, she went on to lead the \$40M Hazardous Materials Grants Programs as the Acting Chief. There, she monitored the efficiency of the grant program policies and processes, oversaw budget formulation, IT systems, and federal and contract personnel. Kyra worked directly with grantees nationwide, and represented the agency in the Federal grant-making community. Ms. Stewart was also appointed to the role of Ombudsperson by the PHMSA Administrator and advised leadership on issues related to employee engagement and high-performing organizations. She was also a member of the Coalition of Federal Ombudsmen.

Prior to her work in the Federal sector, Ms. Stewart was a Senior Consultant with the Strategy, Finance and Economic Solutions division of Arthur Andersen, LLP. There, Kyra performed cost-benefit analyses for Fortune 500 companies, assisting in valuations, market research and the development of evidentiary portfolios.

Ms. Stewart holds a Master of Public Administration from American University's Key Executive program and a bachelor's degree in economics from the University of Virginia. She was an INROADS scholar. Kyra lives in Washington, DC with her husband, son, daughter, and two dogs.



*Scott Kelberg
Acting Director
National Training &
Education Division
National Preparedness Directorate
FEMA*

Originally from Bucks County, PA, Scott Kelberg serves as the Acting Director of the National Training and Education Division (NTED) within FEMA's National Preparedness Directorate (NPD). In this role, he is responsible for providing strategic leadership to two FEMA schoolhouses and more than 30 partner organizations that develop and deliver training and education for more than 2 million emergency responders annually. Scott has more than twenty years of experience at FEMA, DHS, DOJ, GSA and OMB in homeland security, law enforcement, suspicious activity reporting, grants management, training administration, and government-wide cross agency priority goal development and implementation.

In October 2017 Scott was accepted into the White House Leadership Development Program sponsored by the Executive Office of the President. Over the course of the program, Scott formed government-wide working groups that developed data standards, single audit resolution data systems, a risk management framework for grants and the conduct of government wide surveys on grantee and grant program performance.

In 2017, Scott was named the Assistant Director for NTED. As the Assistant Director, he was responsible for supervising 25 front office staff, ensuring the implementation of the National Training and Education System, the management and oversight of more than \$120,000,000 in nationwide training and education programs to include the National Domestic Preparedness Consortium and the Center for Homeland Defense and Security. Scott previously served as Senior Advisor to the Director at the Nationwide Suspicious Activity Reporting Program Management Office at the Department of Justice (DOJ). At DOJ, he was responsible for the development and implementation of training programs for law enforcement and intelligence analysts. Scott successfully developed new training program for the fire service, emergency management, corrections officials, and private security.

Session III: 1:45PM-4:00PM

GROWING THOSE YOU LEAD



Bernadette Costello
Managing Partner
BCC Consulting

Bernadette Costello is the Managing Partner for BCC Consulting. She collaborates with leaders, teams, and organizations so they can reach their full potential. As a consultant, her methods involve listening intently to the needs of her clients and helping them identify focused solutions that will work best with the culture and climate. As a coach, her focus is to help the client identify a desired impact and develop a clear plan to achieve that result. In consulting and coaching, she uses a variety of strategies and assessments/tools that have evolved after many years of facilitating and coaching. Her experience includes working with organizations, teams and leaders in the public, non-profit and higher education sectors.

Bernadette has served as a Chapter President for Metro DC ATD, as Chair of the ATD Leader's Conference Program Advisory Committee and is a current member of the National Advisors for Chapters. She has served on other professional organizations in leadership and volunteer roles with Virginia CUPA (Colleges and Universities Personnel Association)-HR, and the International Personnel Management Association. Bernadette received a Bachelor of Social Work from Southern Illinois University, a Master in Public Administration from the University of North Carolina at Chapel Hill and a doctorate in Higher Education from George Mason University. Bernadette holds an ACC coaching credential and a SHRM SCP certification.



Jennifer Rogers
Instructional Designer, Facilitator &
Professional Coach

Jennifer Rogers was born and raised in the salty sea air of beautiful North Carolina beaches. Today, she lives with her husband, two children and a dog in the Piedmont Triad area of Winston-Salem - home of RJ Reynolds, HanesBrands, Krispy Kreme, and the Wake Forest Demon Deacons!

She has spent over 15 years in talent development as an Instructional Designer, Facilitator and Professional Coach, serving non-profit and for-profit organizations in the real estate, higher education, financial services, information technology, healthcare, procurement and supply chain industries. Jennifer graduated in December 2019 with her Master's Degree in Leadership and Organizational Development from the University of Texas at Dallas Naveen Jindal School of Management. Additionally, she is a Certified Professional in Learning and Performance (CPLP) through the Association for Talent Development (ATD) and an Associate Certified Coach (ACC) through the International Coach Federation. Jennifer's company, Development Ocean, was founded to live out her passion of partnering with clients to design and deliver custom solutions that help both individuals and organizations achieve desired successes for purposeful living.

POISON CONTROL: TREATING TOXIC TRAUMA IN THE WORKPLACE



Ted Kniker
Executive Vice President
IMPACT Paradigm Associates, LLC

Ted Kniker is an internationally recognized expert and thought leader in organizational performance improvement, with extensive executive leadership roles in the public and commercial sectors. His work as Chief of Evaluation and Performance at the U.S. State Department was recognized by President George W. Bush, benchmarked by OMB and called a best practice by the OIG. He has received numerous Superior and Meritorious honor awards during his Federal government career and has been nominated to serve in key advisory roles for OMB and the American Evaluation Association.

At IMPACT Paradigm Associates (IPA), Ted oversees the Management and Strategy Consulting business line as well as all internal operations. Using systems-based methodology, he consults, coaches and facilitates C-level, Senior and Mid-level leaders in leadership, organization development, and performance improvement transformation efforts. His people-based approach supported by data focuses on transforming organizational climate, organizational culture and organizational strategies to be aligned with and successful in complex and changing environments.

Before starting IPA, Ted was COO of Enlighteneering, Inc. where he helped grow consulting revenues by nearly 2000 percent, and led projects including a training needs assessment of an 8,600 person agency and facilitating successful strategic plans. He served as a Principal for Mission Measurement, the world leader in measuring social outcomes where he oversaw the Washington, DC office, and projects including piloting a results-based budget and outcomes framework for a state government, defining impact and measures for Fortune 100 companies, and assisting non-profits in how to build evaluation and measurement capacity at any budget level. He provided strategic guidance and methodology for the organization's Impact Genome Project.™ At Mission Measurement, he was the executive for all HR functions.

Prior to this, Ted was the Executive Director of the Performance Institute, the nation's leading think tank on government performance, accountability and transparency. Ted planned and executed a \$5M annual budget, grew the consultancy practice by over 200 percent, and managed over 130 education courses and conferences that train more than 3,000 people each year. Ted was credited for reinvigorating the Institute's program and reputation. He oversaw all operations.

Ted is a polished public speaker and is currently an Adjunct Professor for American University's Key Executive Program, George Mason University's School of Policy, Government and International Affairs, and The George Washington University Center for Excellence in Public Leadership. He has several professional publications and was on the Board of Examiners for the Malcolm Baldrige National Quality Award in 2004 and 2007. Ted holds a Master's Degree in International Relations from the George Washington University, is certified in Program Management and Analysis, and was a Presidential Management Intern (now Fellow). For fun, Ted is in the Golf Hall of Fame for hitting hole in one his first time golfing, he was an extra in The Dark Knight Returns movie, and is featured in the music video "Needle Down" by the band Streetlight Circus.

THREE SECONDS & COUNTING: HOW TO WRITE IN PLAIN LANGUAGE & KEEP THE AUDIENCE READING



*Wendy Wagner-Smith
Communications Professional &
Plain Language & Usable Design
Expert*

Wendy Wagner-Smith is a career communications professional and expert in plain language and usable design. Since 2007, she has taught plain language to federal employees in more than 55 agencies and offices of the national government, as well as employees of state and local governments across the country. From 2012-2018, Wendy was the training coordinator for the federal Plain Language Action and Information Network, managing a corps of volunteer instructors and coordinating all the plain language training requests from across the government.

Wendy began her career as a daily newspaper reporter covering local and state government issue and progressed to first managing a small suburban weekly and then to a business-to-business publishing company. Wendy's expertise and training courses include writing and editing, media relations; social media content creation and management; web usability, website content creation, and management; graphic design and photography (including iPhone photography); marketing communications and video scripting, shooting, and editing; off-set and digital printing and publishing; and project management.

Wendy has taught for national communications organizations including the National Association of Government Communicators (NAGC) and the Society for Technical Communications. She served on the NAGC Board of Directors for nearly 7 years, most recently as interim Communications Director. In addition, Wendy travels around the country by invitation speaking and teaching at national conferences for professionals who want to communicate—and most of all, to write—clearly and concisely.

THE POWER OF LEADERSHIP PRESENCE



*Janet Ioli
Leadership & Change Expert,
Executive Coach, Writer & Speaker*

Janet Ioli has been helping people and organizations make changes and maximize their impact for over 25 years. As a former leader inside Fortune 200 companies such as Cigna, Gannett, Lockheed Martin and Northrop Grumman, she understands first-hand the complexities and realities leaders face leading their organizations. Grounded in real experience working with thousands of leaders in different industries and countries and having provided over 10,000 hours of coaching, Janet has earned a reputation as an extraordinarily talented, highly results-oriented and sought-after leadership coach, change strategist, speaker, and organizational advisor. Forbes has recognized Janet as one of the country's leading business coaches with membership in the Forbes Coaches Council—an invitation-only council for leading business and career coaches. Janet's wealth of practical experience is backed by continuous and robust educational substance and focus. In addition to thousands of hours of self-study in psychology, leadership, change, neuroscience, and human development, she has Masters degrees in both Public Administration and Business, an undergraduate degree in Business, and has extensively studied Human Development & Adult Learning at the Doctoral academic level. She is certified as a Professional Certified Coach (PCC) by the International Coach Federation and has an Advanced Executive Coaching Certificate from the Smith School of Business and a Certificate in Positive Psychology & Well-being Coaching.