



2025 PLW Agenda
August 3-5, 2025
Scottsdale, AZ

Sunday, August 3			
8:30 a.m. – 12:00 p.m.	Board of Direction Meeting	<i>Invitation Only</i>	Pueblo 2
12:00 – 7:00 p.m.	Registration Open	Pick up your badge & tote	Coronado 1-3
12:30 – 4:00 p.m.	New Leaders Lunch SAME101 for New Post Leaders	RSVP Required	Coronado 4-5 Coronado 1-3
4:30 – 5:30 p.m.	Opening General Session		Coronado 1-3
	Welcome & Introductions President's Year Ahead	Mike Huffstetler	
	Strategic Plan 2030	Brian Duffy & NK Mbaya	
	Member Survey Highlights – What Members Want!	Jill Murphy Ann McLeod	
	What you need to know for PLW		
5:30 – 7:30 p.m.	Icebreaker Reception & SAME Bingo	<i>Wear your "hometown" pride!</i>	Vista Verde Dining Room
7:30 p.m. onward	Dinner / Evening on own		
Monday, August 4			
7:30 a.m. – 5:00 p.m.	Registration Open	Pick up your badge & tote	Coronado 1-3
8:00 – 8:45 a.m.	Breakfast		Coronado 4-5
9:00 – 9:30 a.m.	Supporting Government Engagement within the Society – Help us Help You! <ul style="list-style-type: none"> • SLOs • Executive Advisory Group • Listening Sessions • IGE Roundtables • Strategic Partnerships (AUSA) 	Mike Huffstetler Mike Wehr Kathy Off	Coronado 1-3
9:30 – 10:30 a.m.	IGE – What is it and how do you do it? How can IGE drive membership?	Moderator, Ben Matthews <ul style="list-style-type: none"> • DC– Coast Guard Mission – Bree Beal • Houston - Local Govt Engagement - Buddy Barns & Lars Zetterstrom • Jacksonville - Military Engagement – Tom Bestafka & Anant Patel 	Coronado 1-3
10:30 – 11:00	Group Photo & Break	ALL	Paradise Park Lawn
11:00 - Noon	Resources for Posts Post Resource Center Member Reports Member Directory Membership Committee Town Halls C3s - Toolkits People - National Leaders RVPs Staff AOF Website calendars SAME Engage! Post Logos/Photos	Jill Murphy Ann McLeod Albert Romano	Coronado 1-3

Noon – 1:15	Lunch	Seating by Region	Coronado 4-5
1:30 – 2:15 p.m.	Recruit, Engage, Retain & Event Success Finding New Members Keeping Current Members Planning – Use C3s – Keep it Fresh Format/Platform Location/Logistics	Ann McLeod Jill Murphy Belle Febbraro	Coronado 1-3
2:15 – 3:15 p.m.	Post Best Practices & Lessons Learned Finances – Los Angeles / Phoenix Posts Filing your 990 – Northern VA Post	<ul style="list-style-type: none"> • Phoenix & Los Angeles– Bruce Preston/NK Mbaya • Northern VA – Ed Chamberlayne 	Coronado 1-3
3:00 – 3:30	BREAK		
3:30 – 5:00 p.m.	Post Best Practices & Lessons Learned Recruiting Volunteers – San Deigo Succession Planning – Baltimore Field Chapters – Poland FC/Rhein Main	<ul style="list-style-type: none"> • Recruiting Volunteers – Tae Parrish • Baltimore – Mindy Hinsley/ Mychael Gaynes • Poland FC/Rhein-Main– Sylwia Januszczak/Adam Boubede 	Coronado 1-3
5:30 – 6:30 p.m.	Networking Reception		Vista Verde Dining Room
6:30 p.m. onward	Dinner / Evening on own		

Tuesday, August 5			
8:00 – 8:30 a.m.	<i>Breakfast</i>		Coronado 4-5
8:30 – 9:30 9:45 – 10:45 a.m. 2 concurrent sessions by Post size	<i>Concurrent Breakout Sessions:</i>		
	Post Leadership on Up Succession Planning Recruiting Volunteers Leadership Pathways Roberts Rules of Order Bylaws Code of Conduct	Ann McLeod Sharon Krock	Arizona 1
	Admin & Finance, Insurance, Post Ops Annual Reporting 990 Filings Audits Event insurance re:Members	Jill Murphy James Black	Arizona 2/3
10:45 – 11:30 a.m.	<i>Break / Hotel Check out</i>		
11:30 a.m. – 12:30 p.m.	Open Forum: How can we help you? Executive Director Wrap Up	SAME National Staff National Leadership Team Mike Wehr	Coronado 1-3
12:30 – 2:00 p.m.	Lunch		Coronado 4-5