

Get ready to
L.E.A.D.

AAFP LEADERSHIP CONFERENCE

April 26-28, 2018 (Preconference April 25) • Kansas City, MO

AAFP.ORG/LEADER





Take the L.E.A.D.

Get ready to **Learn. Empower. Advance. Develop.** the leader within you. Whether new to a leadership role or looking to sharpen your skills, the AAFP Leadership Conference is built to provide you with a roadmap and the tools you'll need to achieve success.

Choose one of two tracks.

Enjoy three-plus days to network and share ideas about what leadership means to you with your peers and AAFP leadership in a high-energy environment.

ANNUAL CHAPTER LEADER FORUM (ACLF)

Leadership development program for chapter-elected leaders, aspiring leaders, and chapter staff.

NATIONAL CONFERENCE OF CONSTITUENCY LEADERS (NCCL)

Leadership and policy development by and for underrepresented constituencies.



REGISTER BY MARCH 29 TO SAVE \$50

at aafp.org/leader or call (800) 274-2237

Your registration includes

- Optional preconference afternoon sessions on April 25
- Educational breakout sessions and business functions
- Access to exhibits
- Preconference meet and greet, and welcome reception
- Digital conference handouts
- AAFP Leadership Conference mobile app
- Wi-Fi in meeting rooms
- Breakfast, lunch, and morning/afternoon refreshments

CONFERENCE HANDOUTS ARE AVAILABLE IN MID-APRIL in the mobile app and online.

| | UNTIL MARCH 29 | AFTER MARCH 29 |
|----------------------------|----------------|----------------|
| AAFP members/chapter staff | \$230 | \$280 |
| Student/resident members | \$150 | \$150 |

VISIT AAFP.ORG/LEADER FOR HOTEL RESERVATION INFORMATION at the Sheraton Kansas City Hotel at Crown Center. Book your room by March 29 to secure the AAFP's discounted rate.

ACLF

Get ready to L.E.A.D.

ACLF is a great orientation for emerging leaders who serve, or are interested in serving on chapter boards, while chapter presidents, presidents-elect, and chapter executives are strongly encouraged to attend.

Discover solutions to chapter challenges as you:

- **Learn from your colleagues.**
- **Strengthen relationships with peers and AAFP leadership.**
- **Refine your leadership skills.**
- **Develop new leaders.**

STAY UP TO DATE.
CONNECT WITH
ACLF ATTENDEES.



aafp.org/aclf



ACLF 2018 Highlights

WEDNESDAY

Chapter forums will provide chapters the opportunity to share best practices and challenges, and engage with AAFP experts in communications, membership, and CME. Share your experiences and take peer learning to a whole new level.

Family Medicine Advancing Health Equity

Join this power-packed preconference on the role of family medicine in advancing health equity. Facilitated discussions and participative workshops will get attendees ready to stand against the injustices that cause health disparities and become change agents that lead the way to health equity.

THURSDAY

Mark Engle, CAE, and Steve Smith, CAE, from the Association Management Center cover all the bases with **Board Governance Components** for chapter executives and officers at all levels that provide essentials every board member needs to know, from board member roles and responsibilities, to advanced sessions that dig deeper.

Learn how the changing legislative landscape affects you and your members at **Advocacy in Action**—a look at state and federal legislative priorities.

FRIDAY

How Temperaments Affect Leadership Style will show you how your temperament directly affects your leadership skills in communication, problem-solving, and conflict management.

Leading Member Engagement from the Outside In offers a member-centric engagement approach that flips your focus, allowing your association to become a vital partner in your members' success.

Master the Messaging Trifecta for Better Communications explains how to tackle the medium, strategy, and content to strengthen your communications.

Insightful Decision-making in an Overthinking World will give practical tips to leverage neuroscience and combine analytics with gut feel for optimal decision making.

SATURDAY

Don't miss three information-packed sessions on top AAFP advocacy priorities including MACRA/QPP, State Level View of ACA Waivers, and Administrative Simplification.

VISIT [AAFP.ORG/LEADER](https://aafp.org/leader) FOR MORE INFORMATION

ACLF

Wednesday, April 25

(optional preconference)

Thursday, April 26

| | |
|----------------------|--|
| 1-4 p.m. | Chapter Forums on Communications, Membership and CME |
| 4:15-5:30 p.m. | Building an ABFM Data Tool for State Chapters: What Do Your Members Need? |
| 6-7 p.m. | ACLFF/NCCL Meet and Greet |
| 6-6:45 a.m. | Yoga |
| 7:15-8:30 a.m. | Networking Breakfast |
| 9-10 a.m. | Board-Staff Partnership - Roles and Responsibilities (Essentials I) Qualities of High Performing Boards (Advanced I) Chapter Staff Lounge <i>LIMITED TO CHAPTER STAFF</i> Effective Governance Practices for Chapter Leaders (Essentials II) The Right Board Leaders Translate to High Performance (Advanced II) |
| 9-11:15 a.m. | Chapter Presidents/Presidents-Elect Luncheon <i>LIMITED ACCESS</i> |
| 10:15-11:15 a.m. | Chapter Staff with Chapter Relations Luncheon <i>LIMITED TO CHAPTER STAFF</i> General Luncheon <i>OPEN TO ACLF CHAPTER LEADERS AND NCCL ATTENDEES</i> |
| 11:30 a.m-1 p.m. | Insights About Natural Behavior for Effective Partnering Effective Resolution Writing |
| 12-1 p.m. | Advocacy in Action – State and Federal Legislative Priorities |
| 1-2:15 p.m. | CME Credit 101 |
| 1-3 p.m. | Chapter Staff with the <i>AAFP EVP LIMITED TO CHAPTER STAFF</i> |
| 2:30-3:45 p.m. | BREAKOUT SESSIONS Case-Based Health Policy to Inspire Confidence You Can Affect Change in Your Community How to Remedy "Advocacy Apathy" Leadership Listen & Learn Crisis Media Training for Chapter Leaders and Staff |
| 4-5:15 p.m. | Welcome Reception |
| 4:30-5:45 p.m. | |
| 5:45-8 p.m. | |
| 6-6:45 a.m. | Pilates |
| 7-8 a.m. | Meet Your Chapter Peers Breakfast |
| 7:30-8 a.m. | Town Hall Meeting |
| 8-8:45 a.m. | MACRA/QPP Update with CMS |
| 9-10 a.m. | BREAKOUT SESSIONS Cybersecurity Strategies for Chapters Medium. Strategy. Content.: Master the Messaging Trifecta for Better Communications Treasure Hunting |
| 10:15-11:15 a.m. | BREAKOUT SESSIONS Time Management for Today's Workplace Leading Member Engagement from the Outside In #Money: Sponsorship in the Age of Social Media 5 Website Pitfalls and How to Avoid Them LUNCH, AWARDS, AND PLENARY |
| 11:30 a.m.-1:15 p.m. | BREAKOUT SESSIONS How Temperaments Affect Leadership Style Successful Collaborations – How Chapters, Foundations and Members Raised \$40K in 4 Days Online Communities to Enhance the Chapter Experience Health Equity Resources for Chapters and the EveryONE Project |
| 1:30-2:15 p.m. | BREAKOUT SESSIONS Insightful Decision Making in an Over-Thinking World Primary Care Spending Examining Ourselves to Understand Others: Moving Toward Health Equity Leading in Times of Change Case-based Health Policy to Inspire Confidence that You Can Affect Change in Your Community |
| 3:15-4:30 p.m. | FMPC Chapter Representatives Meeting |
| 4:45-5:45 p.m. | |
| 6-6:45 a.m. | Yoga |
| 7-8 a.m. | Networking Breakfast |
| 8:15-9:15 a.m. | Chapter Presidents/Presidents-Elect Breakfast |
| 9:30-10:30 a.m. | State-Level View of Affordable Care Act Waivers Administrative Simplification |

Friday, April 27

Wednesday, April 25

(optional preconference)

Thursday, April 26

| | |
|----------------------|---|
| 1:30-4:30 p.m. | Family Medicine Advancing Health Equity |
| 6-7 p.m. | ACLFF/NCCL Meet and Greet |
| 6-6:45 a.m. | Yoga |
| 7:15-8:30 a.m. | Networking Breakfast |
| 7:30-8:30 a.m. | First-time Attendee Orientation and Resolution Overview |
| 8:45-10:15 a.m. | Opening Session and Plenary |
| 10:30-12 p.m. | Constituency Discussion Groups |
| 12-1 p.m. | General Luncheon |
| 1-3 p.m. | Resolution Writing |
| 3:15-4:15 p.m. | Joint Session Caucus |
| 4:30-5:45 p.m. | BREAKOUT SESSIONS Case-based Health Policy to Inspire Confidence You Can Affect Change in Your Community How to Remedy "Advocacy Apathy" Leadership Listen & Learn Crisis Media Training for Chapter Leaders and Staff |
| 5:45-8 p.m. | Welcome Reception |
| 5:50-6:20 p.m. | Tellers Committee Orientation |
| 5:50-6:20 p.m. | Reference Committee Orientation |
| 6-6:45 a.m. | Pilates |
| 7-8 a.m. | Meet Your Chapter Peers Breakfast |
| 7:30-8 a.m. | Town Hall Meeting |
| 8-8:45 a.m. | MACRA/QPP Update with CMS |
| 9-10:15 a.m. | Constituency Caucuses and Elections |
| 10:30-11:15 a.m. | REFERENCE COMMITTEE HEARINGS Health of the Public and Science |
| 10:30-11:15 a.m. | Organization and Finance |
| 11:30 a.m.-1:15 p.m. | LUNCH, AWARDS, AND PLENARY |
| 1:30-2:15 p.m. | REFERENCE COMMITTEE HEARINGS Education |
| 2-2:45 p.m. | Advocacy |
| 2:30-3:15 p.m. | Practice Enhancement |
| 3:15-4:30 p.m. | BREAKOUT SESSIONS Insightful Decision Making in an Over-thinking World Primary Care Spending Examining Ourselves to Understand Others: Moving Toward Health Equity Leading in Times of Change Case-based Health Policy to Inspire Confidence that You Can Affect Change in Your Community |
| 4:45-5:45 p.m. | Candidate Forum and Elections |
| 6-6:45 a.m. | Yoga |
| 7-8 a.m. | Caucus and Networking Breakfast |
| 8:15 a.m.-12 p.m. | Parliamentary Procedure, Business Session, and Conference Closing |

Friday, April 27

Saturday, April 28

NCCL

Get ready to L.E.A.D.

NCCL is the AAFP's premier leadership and policy development event for underrepresented constituencies—a platform for the many different perspectives and concerns AAFP members bring to the family medicine discussion. Help establish positive change, develop your voice, and have it heard while you focus on leadership and advocate for the issues that are relevant to your constituency, your practice, and your patients.

Build leadership skills to use in your practice and community. Connect with fellow physicians who share your passion for family medicine. Come together to work as a team, and leave invigorated, revitalized, and refreshed by the enthusiasm and excitement to inspire change.

NCCL features representation in these distinct constituencies:

- **Women physicians**
- **Minority physicians**
- **New physicians** in the first seven years of practice following residency
- **International medical graduates (IMG)** who studied outside the U.S., Canada, and Puerto Rico
- **Lesbian, gay, bisexual, and transgender physicians (LGBT)** who self-identify as LGBT or are LGBT-physician allies

CONSIDER RUNNING
FOR A POSITION:
HAVE YOUR CV PREPARED.

INTERESTED IN ATTENDING NCCL AS A CHAPTER DELEGATE?

NCCL chapter delegates participate in all business functions and can attend educational breakout sessions. Chapter delegates also elect national officers, gain and enhance skills to be articulate policy advocates and effective leaders, and meet others with similar interests. You can also attend NCCL as a general registrant and observe any constituency functions of interest.

Contact your chapter to serve as a delegate at NCCL. Find it at www.aafp.org/chapterlookup.



NCCL 2018 Highlights

WEDNESDAY

Turn three days of dynamic leadership development into four with the preconference session—**Family Medicine Advancing Health Equity**. Join this power-packed preconference on the important role of family medicine in advancing health equity. Facilitated discussions and participative workshops will get attendees ready to stand against injustices that cause health disparities and become change agents leading the way to health equity. This session is included in your conference registration fee.

THURSDAY

The **First-Time Attendee Orientation and Resolution Overview** provides an overview of the conference. Learn relevant takeaways from NCCL leaders. Familiarize or reacquaint yourself with resolution writing. Understand the purpose of a resolution, how one should be crafted and what the AAFP does with them. First-time attendees are highly encouraged to attend this session to get the most from your conference experience. All other attendees are welcome to assist with this interactive session.

Constituency Discussion Groups and Resolution Writing offer opportunities to talk with your colleagues about the issues that affect you, your patients, your community, and the specialty of family medicine. Come together to craft resolutions, and ask the AAFP for action. Attendees also have the opportunity to look at resolutions from 2017 and review the actions taken.

Attend leadership sessions including **Leadership Listen & Learn** where AAFP member leaders discuss how to take your leadership to the next level, and **Disruptive Leadership** with Reid Blackwelder, MD, FAAFP, past president of the American Academy of Family Physicians.

FRIDAY

Reference Committees allow constituencies to testify and defend resolutions written together.

Hear **Shelley Row, P.E., MBA**, talk about the secrets to complex decision making and **Mike Collins** discuss leading in times of constant change.

SATURDAY

The **Business Session** allows attendees from all five constituencies to debate resolutions from each reference committee and take action.

STAY UP TO DATE.
CONNECT WITH
NCCL ATTENDEES.



aafp.org/nccl

VISIT AAFP.ORG/LEADER FOR MORE INFORMATION

NCCL



Make the most of your AAFP Leadership Conference experience

ELIGIBILITY

ACLF

Chapter presidents, presidents-elect, and chapter executives are encouraged to attend ACLF. Many chapters also send professional staff, and emerging and aspiring chapter leaders to participate in the wide range of educational programming and networking opportunities.

NCCL

Chapters are encouraged to send one member to NCCL from each of the five member constituencies (women, minorities, new physicians, IMGs, and LGBTs). AAFP active members who meet the definition of a constituency group can attend as a chapter delegate or general registrant.

EARN WHILE YOU LEARN

Attend breakout sessions and claim Enrichment CME credit on an hour-for-hour basis.

ACLF ATTENDEES: EARN CAE CREDIT The Annual Chapter Leader Forum (ACLF) track fulfills the professional development requirements to earn or maintain the Certified Association Executive (CAE) credential.

NOTE: This program is not endorsed, accredited, or affiliated with ASAE or the CAE program. Applicants may use any program that meets eligibility requirements in the specific timeframe toward the exam application or renewal. There are no specific individual courses required as part of the applications—selection of eligible education is up to the applicant based on individual needs.

TRAVEL REIMBURSEMENT

Travel expense reimbursement funding is available from the AAFP for three AAFP Leadership Conference representatives from each chapter. An additional travel expense reimbursement is available for the NCCL new physician constituency delegate for each chapter.

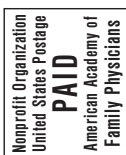
Visit aafp.org/leader for all the latest information on

CONFERENCE MATERIALS | TRAVEL AND TRANSPORTATION | HOTEL RESERVATIONS | SCHEDULES

PHOTOGRAPHY AND RECORDING

The AAFP may take photographs and/or record audio and video at this event. By attending, you consent to the use of any photograph, audio, and video recordings of you by the AAFP and its designees in AAFP communications and promotions, or for any other lawful purpose.





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