

2025 IBA ANNUAL CONVENTION

Thursday, June 12

Renaissance Des Moines Savery Hotel
401 Locust Street Des Moines, IA 50309

Tentative Schedule

REGISTRATION

10:30am

WELCOME & ANNUAL BUSINESS MEETING

11:00am

Presenter: **Bernie Merrill**

2025 IBA AWARDS & LUNCHEON

11:15am - 1pm

Presentations:

- 2025 IBA UNI Media Scholarships
- 2025 IBA Annual Awards
- 2025 IBA Annual Station Awards Winners

1pm – 2pm:

Convention Keynote: **Jeremy Gosch, CEO, Hy-Vee, Inc.**

AFTERNOON SALES SEMINAR:

2pm – 5pm

Presenter: **Derron Steenbergen**

AFTERNOON MANAGEMENT SESSIONS

2pm – 3pm

Presenter: **Brenda Clark Hamilton**

Influential Leadership: Set a Tone of Excellence in Your Organization

Leadership guru Brian Tracy states, “The leader always sets the tone for the department or organization...The more excited and committed you are to your work, the more excited and committed will be the people around you.” During this engaging, interactive session, Brenda will share practical strategies for setting a tone of excellence for your team, and in the process, being a leader who is well-respected, highly effective, and highly regarded by their team and fellow leaders. Strategies to be discussed include Nurturing a Coaching Culture; S²T² Praise and Recognition; and Creating Your Own Leadership Identity.

3pm – 4pm

Presenter: **Brenda Clark Hamilton**

You Got This! Strategies for Confidence & Resilience in Every Area of Your Life

The phrase ‘You Got This’ is often used to express confident assurance in a friend or ally facing a challenge: “Just play the game as you know how. You got this.” This fun, engaging session will share current research into how to foster genuine confidence in yourself and resilience in your life. Brenda will start the session by sharing insights from a unique Harvard Business School *Don’t Stop Believin’* study. She’ll then work into identifying

what lens each of us wears that impacts our demeanor and relationships daily. Participants will also learn what an eight-second video clip can teach us about creating a 'new normal' in our lives. Join us for this dynamic session and leave with valuable user-friendly strategies for developing the confidence and grittiness to wisely handle whatever life throws your way.

4pm – 5pm

FEDERAL & STATE UPDATE

Nicole Gustafson, NAB

David Oxenford, WILKINSON BARKER KNAUER

Brad Epperly, IBA STATE LOBBYIST