



2025 Summer AEC Meeting

[Stein Eriksen Lodge](#)

7700 Stein Way
Park City, UT 84060

Tuesday, July 15th (Day 1)

Pre-Event

Optional Golf Outing – more information to come

6:00 PM

Welcome Reception & Dinner – Downtown Park City

Wednesday, July 16th (Day 2)

6:15 AM

Optional Sunrise Hike – Start Your Day on the Right Foot!

8:00 AM

Breakfast

9:00 AM – 12:00 PM

The Power of Storytelling: Crafting Authentic Narratives for Strategic Influence

- Great leaders don't just inform—they inspire. In this hands-on workshop, leadership coach Nancy Bocskor shows association executives how to craft compelling narratives that connect emotionally, clarify purpose, and drive meaningful action.

Change is Hard: How a Heritage Brand Innovates

- Explore firsthand insights on successfully transforming legacy brands in today's digital landscape. Discover actionable strategies for managing innovation and embracing change while preserving your organization's heritage.

12:00 PM – 1:30 PM

Networking Lunch

1:30 PM – 3:30 PM

Insight to Impact: Asking Better Questions of Your Data

- Move beyond dashboards and dive into strategic thinking to help chart your metrics of success and implement actionable solutions. This session provides association executives with an informed strategy to ask sharper questions of their teams and technology.

Concurrent Sessions

The Leadership Conversation: What's Keeping You Up at Night? (Invitation Only)

- This candid, closed-door conversation (open only to the top AEC executives) between peers creates a space to share the real challenges behind the scenes—whether it's board engagement, staff culture, disruptive technology, or personal burnout. The session encourages honest reflection, peer problem-solving, and connection at the highest level.

The Tactical Conversation: Making It Happen Behind the Scenes

- While CEOs gather to discuss high-level leadership challenges, this candid, closed-door conversation is for the strategists and tacticians who bring vision to life. From managing up and across teams to juggling competing priorities with limited resources, this session invites honest reflection, peer-driven problem-solving, and connection among those who keep their associations running smoothly.

3:30 – 6:00 PM

Free Afternoon

6:00 PM – Late Night

Group Activity & Dinner – the Stein Eriksen Experience

Thursday, July 17th (Day 3)

8:00 AM – 9:00 AM

Breakfast

9:00 AM – 10:30 AM

Organizational Entrepreneurship: Innovating from Within

- Learn to cultivate an entrepreneurial mindset to empower internal change agents. Develop strategies to foster innovation, embrace risk-taking, and drive sustainable growth from within your association.

Advocacy During Uncertain Times

- NAW's GR team will lead a timely discussion on how evolving policies are creating new challenges for the distribution industry. Discover how advocacy efforts are evolving to support members in an increasingly unpredictable regulatory and economic landscape.

10:30 AM

Conclusion