NAAA 2017 Leadership Institute

Pro Football Hall of Fame • *Preparing for "Game Day"*

April 2-3, 2017

Why the Pro Football Hall of Fame?

The Pro Football Hall of Fame's Mission is to "Honor the Heroes of the Game, Preserve its History, Promote its Values & Celebrate Excellence.

The game of football, arguably more so than any other sport, teaches values that extend far beyond the confines of a football field. Through team comradery, demanding hours of practice and study, and the pressures, there is an insatiable bond developed by the individuals on a football team. The virtues learned from the journey in football transfer to the game of life. Focus will be on preparing for "Game Day" (also known as sale day) as a leader within your organization.

What You Will Learn:

- Learn the keys to solving insurmountable problems with creativity and teamwork.
- Ownership and accountability wins: true leadership comes from owning your mistakes with your team, and being accountable to yourself first. If the leader of the team holds himself or herself to a high standard, then accountability will permeate the culture of the organization. Only then will you and your team find out how truly good you are.
- Integrated teams play better with and for each other: the teams that win are the teams that talk to each other, trust each other, and enjoy playing together – on the field or in the office.
- Develop vision-enhancing systems and processes (organization). And always take care of the details.
- Identify the personal and organizational values that drive you as a leader to carry out your organization's vision.
- Develop strategies to sustain your organization's values and vision during turbulent times as well as good times.

PRELIMINARY ITINERARY:

Sunday, April 2

3:00 – 6:00 pm Registration & Badge Pick-Up
Museum tour (museum and exhibits will be open to only program participants)

6:00 – 6:30 pm Reception

6:30 – 7:30 pm Dinner

7:30 - 8:00 pm Workshop: *Kevin Greene, Hall of Fame Class of 2016*

8:00 – 9:00 pm "Chalk Talk" *with Kevin Greene*

Monday, April 3

8:00 am – 9:00 am Breakfast

9:00 am – 9:45 am Workshop: *Jerome Bettis, Hall of Fame Class of 2015*

9:45 am - 10:30 am Break/Photo Op

10:45 – 11:15 am "Chalk Talk" *with Jerome Bettis*

12:00 pm – 2:00 pm Lunch / Executive from Pro Football Hall of Fame / Program Conclusion

Hotel Information: A room block has been set-up at the Holiday Inn Canton, 4520 Everhard Rd NW, Canton, OH 44718 Phone: (330) 494-2770 Rate: $119/night Reservation cut-off date is March 4, 2017. Refer to the National Auto Auction Association when making your reservation.

Airport: The Akron-Canton Airport is located 8 miles from the Pro Football Hall of Fame. Cleveland-Hopkins International Airport is located 60 miles from the Pro Football Hall of Fame. Transportation from the hotel to the Hall of Fame will be provided both Sunday and Monday.

Dress: Business Casual