

PMI Rochester Chapter Presents:

# PROFESSIONAL DEVELOPMENT DAY

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Thursday, May 2, 2019 8:00 am - 5:00 pm  
Rochester Riverside Convention Center  
123 East Main Street, Rochester, NY 14604



# OUR SPONSORS

## ANNUAL



PDD



# PROGRAM

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## THE MOBILE EXPERIENCE!

EASILY PLAN OUR YOUR DAY WITH THE **FREE ZOHO BACKSTAGE FOR ATTENDEES APP**. DOWNLOAD THE APP TO YOUR PHONE, SEARCH FOR PMI ROCHESTER FOR TODAY'S INFORMATION, SCHEDULE, DETAILS AND PHOTOS DELIVERED DIRECTLY TO YOUR PHONE.



HELP US SEE THIS YEAR'S EVENT THROUGH YOUR EYES!  
TAG YOUR PHOTO'S WITH **#PMIPDD2019**.

# WELCOME

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**Lori J. Gacioch**  
PMP, PMI-ACP  
Chapter President

Welcome to the PMI Rochester Professional Development Day, our most significant event of the year! On behalf of the Board of Directors and volunteers, we want to thank you for attending! We have lined up the best of the best keynotes and breakout speakers that will culminate in a well-rounded and beneficial professional development experience for you.

There is so much to share about what the PMI Rochester Chapter is doing for the Project Management community here in Rochester and surrounding areas (including our Ithaca Branch). However, we are not just serving Project Management Professionals anymore. As the PMI global organization expands its reach with certifications in the area of Agile (PMI-ACP) and Business Analysis (PMI-PBA), we want to support these communities by ramping up programs and services such as Agile Communities of Practice, and leveraging Business Analysts skills on our volunteer team. We continue to look for opportunities to serve the growing Program Management (PgMP) and Portfolio Management (PfMP) communities as well.

While PMI Rochester has always focused on serving our Project Management professionals, recently we have begun to expand our reach to Social Good initiatives like the Rochester-Monroe Anti Poverty Initiative (RMAPI) and ROC The Project, a collegiate competition where students focus on giving back to a non-profit organization. Our parent organization, Project Management Institute (PMI), turns 50 this year! PMI is supporting the United Nations' mission to align strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, and take actions that

# WELCOME

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advance societal goals. PMI is asking Chapters around the world to pull together in service, contribute our collective skills and passion, and make a difference in the world together and PMI Rochester isn't going to lose out on an opportunity to engage with our global community in a Global Celebration of Service. To accomplish this, PMI Rochester's Project Management Day of Service is this Fall on September 13.

As we continue to grow our Social Good programs, we are finding that our volunteers and members feel drawn from the heart to engage and give back using their strengths as project managers. One of our newer programs is our Diversity & Inclusion program. What makes this program truly unique is the story of its inception, in that it is the first of its kind! I don't mean just in the Rochester area; no other chapter in the world had a Diversity & Inclusion program! Read the story about this uncharted territory on the next page. We intend to continue to raise awareness and serve our diverse growing community. We embrace every professional in our community, and we will continue to work tirelessly to show that. You can read and engage in all the programs mentioned above by going to our website at [www.pmirochester.org](http://www.pmirochester.org) or by contacting Wendy Ross at [diversity@pmirochester.org](mailto:diversity@pmirochester.org).

As chapter president, I am so honored to be leading this great organization! We have over 100 volunteers engaged across our eight portfolios. It is genuinely humbling every day to reflect on how committed we are to giving back to enhance the lives of others. We take our volunteerism seriously, and I think that shows through the programs and services we provide.

Enjoy this day; It is all for you! Our theme this year is Leadership with a focus on diversity; diversity of thought, action and purpose. You will see this theme shine through every keynote and breakout session. Make it the best day ever!

## NEW OBJECTIVE

### Diversity & Inclusion | *Uncharted Territory at PMI Rochester*

by Amanda Schartau and Lori Gacioch

Diversity and inclusion are more than just words in the PMI Rochester Chapter -- they are among our guiding principles. When our leadership discussed our own progress toward establishing an organization that strives for diversity where all members and volunteers, feel valued and respected, we realized there were opportunities to improve. We realized that we could offer more to our membership and volunteers to advance the understanding of diversity and inclusion regarding gender, race, ethnicity, national origin, age, sexual orientation, identity, education and development support needs. We realized that we first needed a clear, concise policy statement instated to share with our members and volunteers that we are about every individual who comes across our organization. And, we realized that diversity and inclusion must be of utmost importance to our organization in order to continue to

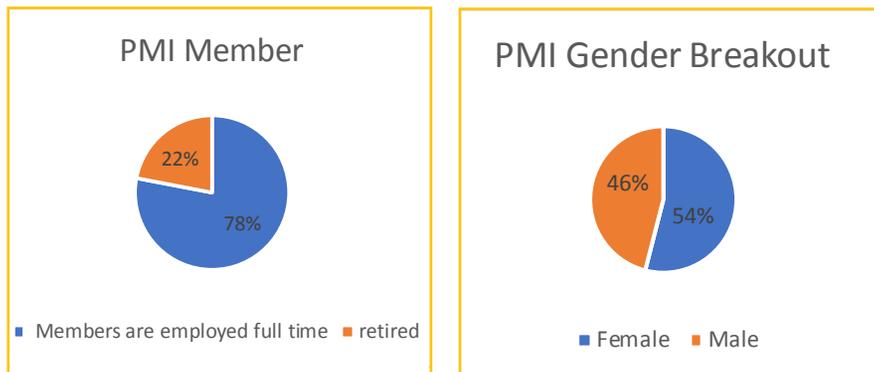


## NEW OBJECTIVE

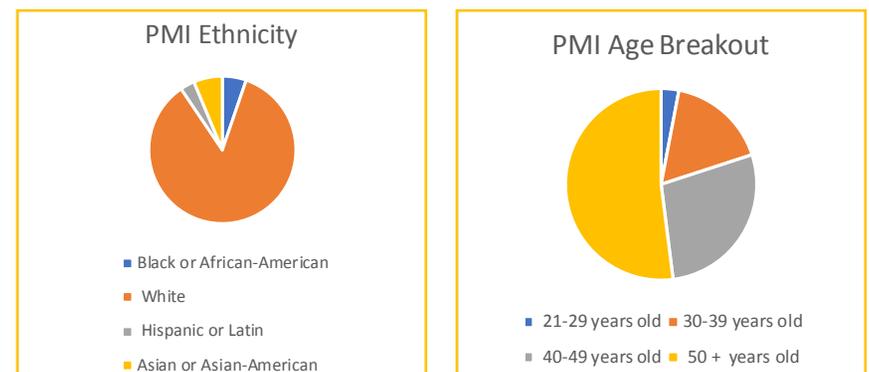
be valuable to our profession and community.

The Diversity and Inclusion Program at PMI Rochester started in 2017 by our then President, Michelle Venezia, after we received some feedback from our membership that we were not showing focus on diversity. Director of Diversity and Inclusion, Wendy Ross, was appointed and the research began. In the Spring of 2018, the Diversity and Inclusion Committee, under the leadership of our current President, Lori Gacioch, was formed. Our initial task was to create an encompassing policy statement on our dedication to diversity and inclusion as an organization (you can find our statement here: <https://pmirochester.org/diversityandinclusion>). We established bright minds with extensive knowledge in the diversity and inclusion field, beginning with Herb Marshall, PMP, LSSGB, Peter Lepore, Director of Diversity and Inclusion for the Society of Human Resource Management (SHRM) and Brennon Thomson, Cultural Competence and Health Literacy Operations Specialist at Heritage Christian Services. Later in 2019 Amanda Schartau, Emerging Leader Fellowship, joined the committee.

## SURVEY RESULTS



## SURVEY RESULTS



## NEW OBJECTIVE

We crafted and delivered a survey to our members and volunteers to gauge the diversity within our organization and to begin to understand our areas to improve with current state inclusivity. Our results and learnings were: **78%** of our Members are employed full time, **22%** of our Members are retired, **54%** of our Members are female, while **46%** of Members are Male, **81%** of our Membership and Volunteers identify as White, **5%** as Black or African-American, **3%** as Hispanic or Latinx, and **6%** as Asian or Asian-American, Only **3%** of respondents were 21-29 years old, **17%** were 30-39 years old, **28%** were 40-49 years old, and the majority of respondents were 50 and older, we do not have a significant number of Members who are Military Veterans, respondents answered that they did not require accommodations for disabilities, or preferred not to say and the majority of Members rated the Chapter Leadership as responsive to Member needs.

We encourage you to become involved in the Diversity and Inclusion Committee as a volunteer to continue to learn and define our organization's advancement of diversity and inclusion. We hope that you will participate in our upcoming events designed to better understand why diversity matters and how we can all be more inclusive. Please join us on our journey of understanding our differences and accepting all as we are, with knowledge that we are better when all voices are valued and heard. Please contact Wendy Ross at [diversity@pmirochester.org](mailto:diversity@pmirochester.org) for more information.



## KEYNOTE SPEAKERS



Vinh Giang

### MORNING

TOPIC: THE PSYCHOLOGY OF ILLUSION

*Objective: How to create and cultivate RIGHT influence and unlock limitless potential in your team.*

Magic is much more than sleight of hand. It's the ability to guide perspective, spotlight influence, and challenge belief systems. With humor, heart, and captivating showmanship, Vinh Giang transforms these three powerful components and shares how creating and cultivating the RIGHT influence in our lives can make the difference between tremendous success or limited mediocrity. What we know in this world is that everything that once seemed impossible can be reimagined and overcome. It takes suspending old belief systems. Unlocking mindsets. Innovating. Deliberate and definitive action. And yes, even a little magic.



Ginny Ryan

### LUNCH

TOPIC: THE GLORY OF YOUR STORY

*Objective: Learn the power behind embracing "your own story" that can help shape your journey as a leader.*

I wanted to be a reporter since I was 8 but the girl who grew up wanting to tell other people's stories, never wanted to tell her own. I spent half my life wishing my story was different.

Better late than never, I learned to embrace my story and telling it has proven to me that the most important story we ever tell is the one about ourselves. In fact, you're telling it whether you want to or not. It's not too late to get it right and harness the glory of your story.



Dr. Rashid Muhammad

### AFTERNOON

TOPIC: THE VALUE OF INCLUSIVE & EFFECTIVE LEADERSHIP IN AN INCREASINGLY DIVERSE WORKPLACE AND WORLD

*Objective: Listen and learn from a panel of diverse experts in their field, talk about their experiences and observations on leadership and diversity of thought in this increasingly changing world.*

## BREAKOUT SPEAKERS



Vinh Giang

### SPEAKER TOPIC: CREATING COMMUNICATION MAGIC

*Objective: Teach your team to be more fluent and deliver with authority to stand out as leaders in their business and their lives.*

There is very real magic in the powerful ability to communicate at extraordinary levels. It allows people to shift mindsets. To close deals. To build relationship bridges. To overcome objections. To connect in ways that foster leadership, teamwork, and exponential growth. Master communicator, magician, entertainer, and keynote speaker

Vinh Giang captivates audiences with the tools, skills, and strategies that allow them to transform themselves into dynamic communicators. The lessons learned in this non-conventional, no-box-at-all workshop are much more than just learning to speak to each other as human beings. With years of innovative study in theatre, arts, and speaking-- Vinh shares visionary insights that help strengthen and build self-confidence. Put fear in the rear-view. Teach your team to be more fluent and flow with clarity in their words. Deliver with authority. Rise above the noise of the crowd and stand out as leaders in their business and their lives.



Stacy Munechika

PMP, PMI-ACP, CSM,  
CSPO, ATD Master Trainer

### SPEAKER TOPIC: PICTURING PROJECT PITFALLS: VISUAL TOOLS FOR COMMUNICATING RISK AND ENGAGING STAKEHOLDERS

*Objective: Learn visual techniques as effective and persuasive way to summarize project status, trends and risks.*

Projects are becoming more complicated and uncertain. Schedules are becoming more compressed and difficult to predict. Project managers are under pressure to adapt and find new ways to convey project status, trends, and risks. Visual tools can be an effective and persuasive way for project managers to summarize project information and engage stakeholders.

In this session, you will learn visual techniques to illuminate project risks and uncertainty - making them easier to understand. We'll cover practical tips to help make your presentations more compelling and engaging.

Join us for a fun, informative, and practical learning session that will add new tools to your project visualization toolbox!

## BREAKOUT SPEAKERS



Drew Saur

### SPEAKER TOPIC: THE IMPORTANCE OF EMPATHY & TRUST IN AGILE ENVIRONMENTS

*Objective: Discuss why the agile environments require people to heighten their trust and empathy skills in order to be effective.*

Trust & Empathy – it's a new T&E for the Agile Project Manager to consider! Where traditional PM approaches offer us tools that help us compensate for a lack of these difficult-to-develop human capabilities, Agile environments require people to heighten their trust and empathy skills in order to

be effective. We'll be talking about how trust & empathy are essential to support the commitment-based culture that is fundamental to agile practices, including Scrum, and we will illustrate that with concrete examples. We'll also have an interactive discussion about how a deeper application of trust and empathy can mitigate many traditional project management struggles as well, and we will discuss processes and roles where these practices have the most profound effect and most immediate ROI.



Hannah Morgan

### SPEAKER TOPIC: BUILD YOUR PERSONAL BRAND WITH LINKEDIN

*Objective: Learn power of inclusion and outward mindset to encourage a culture of collaboration with win-win for everybody.*

LinkedIn is a platform to stay connected, meet new people and share your expertise. It all starts by having a vibrant LinkedIn profile that clearly shows your expertise. There are many ways to tell your story on LinkedIn and in this session, we will explore how to showcase your unique value and personal brand.

We will discuss:

- ~ What to include in your LinkedIn headline so that it stands out and attracts the right audience
- ~ Why your LinkedIn summary section is so important and what to include
- ~ How to write a LinkedIn invitation that people won't ignore
- ~ The best LinkedIn status updates to engage your network.

## BREAKOUT SPEAKERS



Karin Hurt



David Dye

### SPEAKERS TOPIC: SESSION 1: STRATEGIC STORYTELLING FOR PROJECT MANAGERS

*Objective: Learn strategic storytelling techniques to communicate with impact, reinforce key messages, and enhance trust and transparency.*

As a project manager, you know that communication requires more than readouts and PowerPoint decks. The real art of communication comes down to how you can influence key stakeholders and engage your project team.

In this session, you will work with the powerful S.T.O.R.I.E.S. technique for communicating with impact. You will use strategic storytelling to hone communication skills, reinforce key messages, and enhance trust and transparency. Participants are given quick guidelines for developing their strategic stories, and then have an opportunity to work on them and practice with a group.

### SPEAKERS TOPIC: SESSION 2: HOW CAN WE? HOW GREAT LEADERS FOSTER INNOVATION AND PROBLEM SOLVING

*Objective: Learn unique approaches to build more creative, innovative and solutions-oriented leaders.*

What would happen if every member of your project team came focused on finding solutions and creating better results? Based on ground-breaking new research in innovation and problem-solving, you'll learn what leaders like you are doing to build more creative and solutions-oriented teams. We'll explore the root causes of the FOSU (fear of speaking up) epidemic and how to turn fear and frustration to innovation.

## BREAKOUT SPEAKERS



Steven Wilson

### SPEAKER TOPIC: "INCLUSION" – NOT JUST THE NEW CORPORATE BUZZWORD SEEING BEYOND OURSELVES

*Objective: Learn power of inclusion and outward mindset to encourage a culture of collaboration with win-win for everybody.*

Unknowingly, too many of us operate from an inward mindset; a narrow-minded focus on self-centered goals and objectives. When faced with personal ineffectiveness or lagging organizational performance, most of us instinctively look for quick-fix behavioral band-aids, not recognizing the underlying mindset at the heart of our most persistent challenges.

Through an interactive group challenge, you will learn to make the one change that most dramatically improves performance, sparks collaboration, and accelerates innovation - a shift to an outward mindset. Leaders who serve with an outward mindset encourage a project culture of collaboration where everyone wins.



## PANEL SPEAKERS



Dr. Rashid Muhammad

**PANEL TOPIC: THE VALUE OF INCLUSIVE & EFFECTIVE LEADERSHIP IN AN INCREASINGLY DIVERSE WORKPLACE AND WORLD**

*Objective: Listen and learn from a panel of diverse experts in their field, talk about their experiences and observations on leadership and diversity of thought in this increasingly changing world.*

Our afternoon panel will discuss the importance of inclusive leadership- as an integrated set of skills that are required to channel the power, and potential of a diverse workforce, for the benefit of the organization, teams, workgroups, individual employees, customers, suppliers, and communities we serve.



Mara Ahmed



Dr. Holly Cicconi-Eggleston



Adrian Hale



Shikha Ganguly



Yversha Roman



Will Wallace



Drew Saur

## PMI ROC Ads

PMI Rochester Chapter's  
Project of the Year Award!



Find out who the winner is!

Join us at noon (12:00 pm) in the Main Ballroom

**TOP OF THE ROC  
HAPPY HOUR  
5:00 - 7:00 PM  
Galleria Room**



**AFTER A LONG DAY  
OF LEARNING, COME  
RELAX, MINGLE AND  
NETWORK**



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	7:15 - 8:00 AM	<b>Registration - Lobby</b>				
	8:00 - 8:15 AM	Welcome by the PMI Rochester Chapter - Grand Lilac Room - .25 Leadership PDU			0.25	
	8:15 - 9:15 AM	<b>Morning Keynote Presentation - Vinh Giang</b> The Psychology of Illusion <i>1.0 Leadership PDU</i> <i>PDD2019LVGK</i>			1.00	
	9:15 - 9:30 AM	15-Minute Break; Network with Vendors				
	9:30 - 10:30AM	<b>Stacy Munechika</b> Picturing Project Pitfalls: Visual tools for Communicating Risk and Engaging Stakeholders  <i>1.0 Technical PDU</i> <i>PDD2019TSM1</i>	<b>Vinh Giang</b> Creating Communication MAGIC  <i>1.0 Leadership PDU</i> <i>PDD2019LVG1</i>		<b>Drew Saur</b> The Importance of Empathy & Trust in Agile Environments  <i>1.0 Leadership PDU</i> <i>PDD2019LDS1</i>	1.00
	10:30 - 10:45 AM	15-Minute Break; Network with Vendors				
	10:45 - 11:45PM	<b>Steven Wilson</b> Inclusion - Not just the New Corporate Buzzword  <i>1.0 Leadership PDU</i> <i>PDD2019LSW2</i>	<b>Karin Hurt and David Dye</b> Storytelling for Project Managers  <i>1.0 Leadership PDU</i> <i>PDD2019LKH2</i>		<b>Hannah Morgan</b> Build Your Personal Brand with LinkedIn  <i>1.0 Strategy Business Management PDU</i> <i>PDD2019SHM2</i>	1.00
	11:45 - 12:00 AM	15-Minute Break				
	12:00 - 12:30PM	<b>30-Minute Lunch - (Presentations &amp; Awards)</b>			0.50	

	12:00 - 12:30PM	<b>30-Minute Lunch - (Presentations &amp; Awards)</b>			0.50	
	12:30 - 1:30 PM	<b>Lunch Keynote Presentation - Ginny Ryan</b> The Glory of Your Story <i>1.0 Leadership PDU</i> <i>PDD2019LAWD</i>			1.00	
	1:30 - 1:45 PM	15-Minute Break; Network with Vendors				
	1:45 - 2:45 PM	<b>Stacy Munechika</b> Picturing Project Pitfalls: Visual tools for Communicating Risk and Engaging Stakeholders  <i>1.0 Technical PDU</i> <i>PDD2019TSM3</i>	<b>Karin Hurt and David Dye</b> How Can We? How Great Leaders Foster Innovation and Problem Solving  <i>1.0 Leadership PDU</i> <i>PDD2019LKH3</i>	<b>Hannah Morgan</b> Build Your Personal Brand with LinkedIn  <i>1.0 Strategy Business Management PDU</i> <i>PDD2019SHM3</i>	<b>Drew Saur</b> The Importance of Empathy & Trust in Agile Environments  <i>1.0 Leadership PDU</i> <i>PDD2019LDS3</i>	1.00
	2:45 - 3:15 PM	15-Minute Break; Network with Vendors				
	3:15 - 4:45 PM	<b>Dr. Rashid Muhammad</b> Panel Discussion (A Diverse Panel of Professionals - Leadership, Diversity, and Inclusion) <i>1.50 Leadership PDU</i> <i>PDD2019LDIR</i>			1.50	
	4:45 - 5:00 PM	Wrap-Up - <i>.25 Leadership PDU</i> <i>PDD2019LWUP</i>			0.25	
	5:00 - 7:00 PM	<b>Happy Hour / Networking   Galleria Room   sponsored by Wellington Steele</b>				
		 Total PDUs Available:			7.50	

# COUPONS

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## Free WebCam Cover

Come visit us at the PMI ROC Engagement table and get a free PMI ROC WEBCAM Cover!  
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## PMI ROCHESTER CHAPTER WILL BE HOSTING A PROJECT MANAGEMENT DAY OF SERVICE



PROJECT MANAGEMENT  
FOR CHANGE

CHANGING THE WORLD,  
ONE PROJECT AT A TIME!

IN HONOR OF PMI'S 50TH ANNIVERSARY CELEBRATION OF SERVICE, THE PMI ROCHESTER CHAPTER WILL BE HOSTING A PROJECT MANAGEMENT DAY OF SERVICE (PMDOS) AS PART OF OUR SOCIAL GOOD TRAINING PROGRAMS INITIATIVE. THE PMDOS WILL BE HELD ON FRIDAY, SEPTEMBER 13, 2019 AND WILL FOCUS ON BRINGING PROJECT MANAGEMENT TO NON-PROFITS IN THE ROCHESTER COMMUNITY. THE DAY WILL CONSIST OF PROJECT MANAGEMENT TRAINING IN THE MORNING FOLLOWED BY FACILITATED WORKSHOPS AIMED AT ASSISTING ATTENDEES TO NAVIGATE THROUGH REAL-LIFE CHALLENGES.

TO MAKE THE PMDOS SUCCESSFUL WE ARE SEEKING VOLUNTEERS TO SERVE IN THE FOLLOWING ROLES:

- TRAINERS
- FACILITATORS/CONSULTANTS (TO FACILITATE WORKSHOPS)
- VOLUNTEERS FOR DAY OF EVENT

IF INTERESTED CONTACT BRIAN GREGORY, PMI ROCHESTER SOCIAL GOOD OPERATIONS MANAGER AT [socialgood@pmirochester.org](mailto:socialgood@pmirochester.org).

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Table



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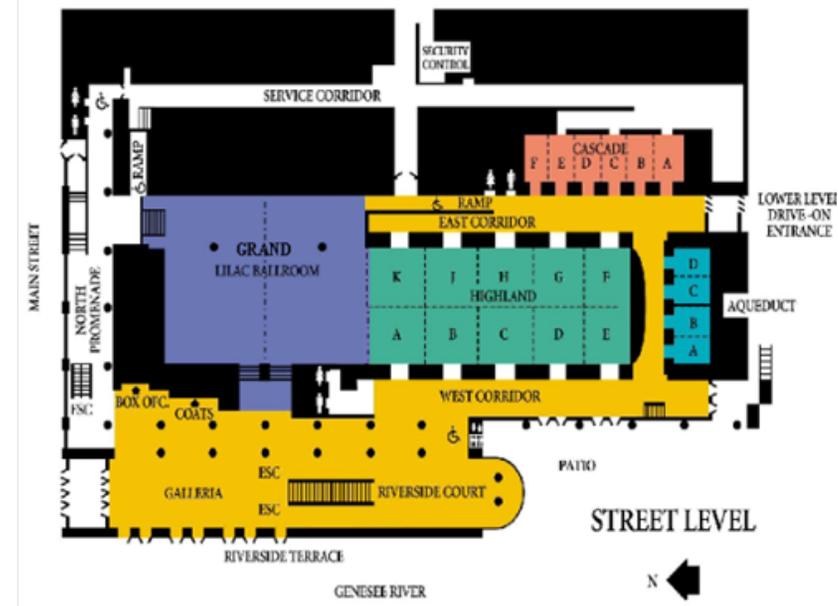
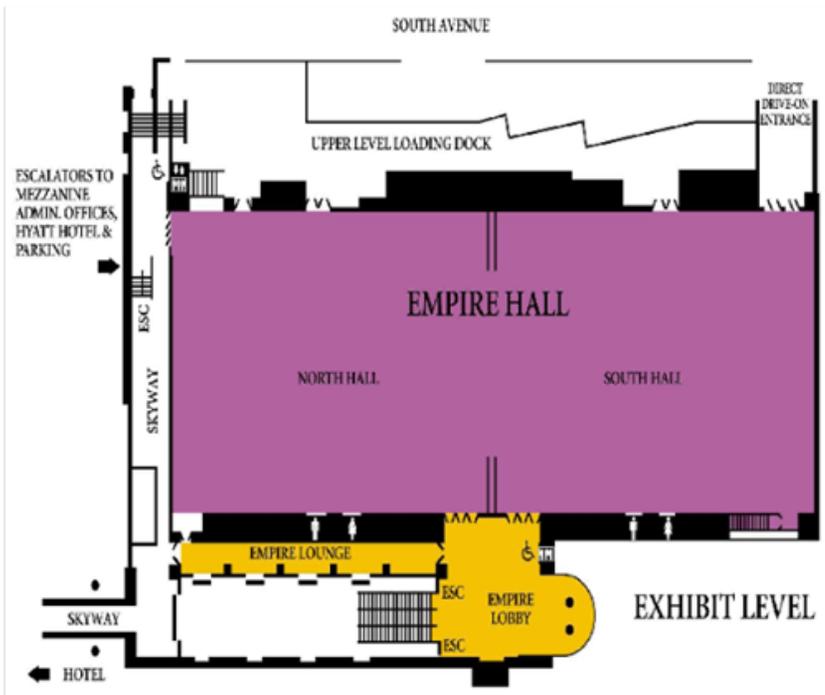
- 2-SAMSUNG GALAXY TAB E
- AMAZON ECHO
- KEURIG K ELITE SINGLE SERVE COFFEE MAKER
- GIFTCARDS AND GIFT CERTIFICATES  
FROM LOCAL RESTURANTS AND SAOLNS
- GIFT BASKETS PACKED WITH EXCITING GIFTS



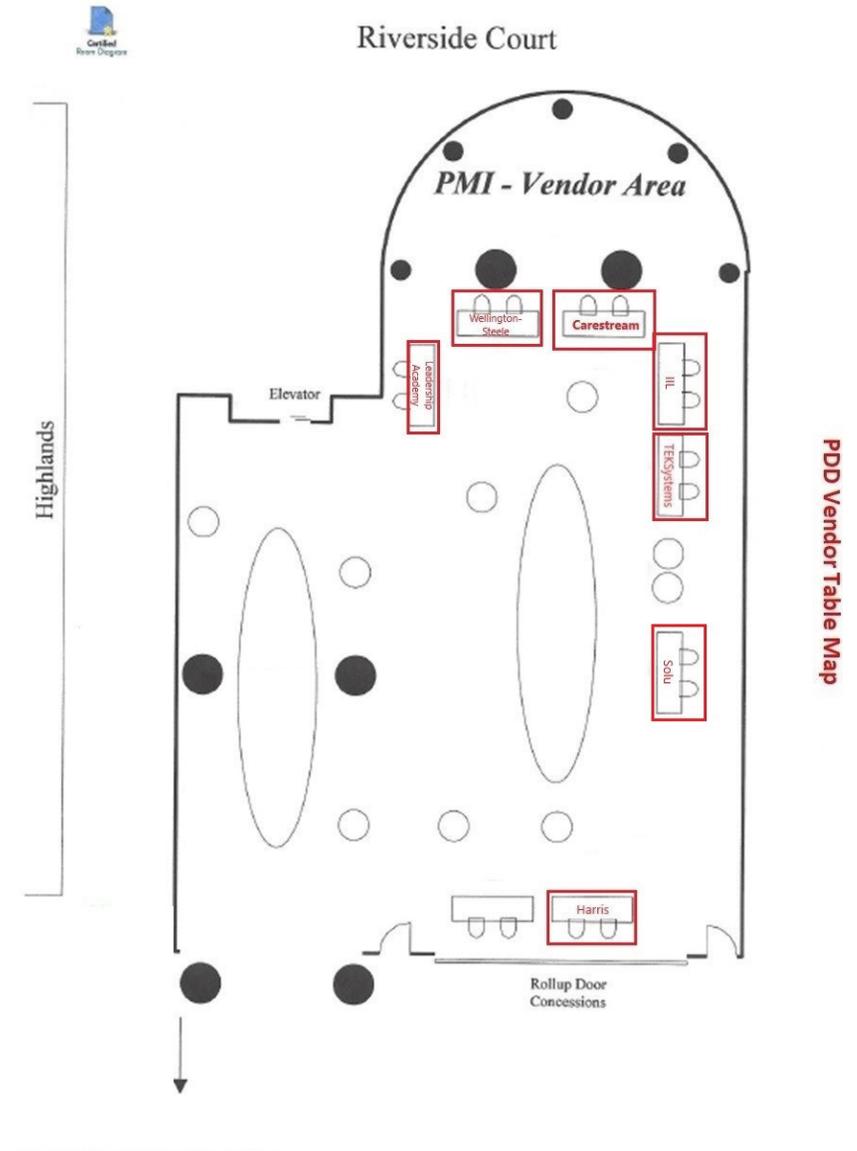




# CONVENTION CENTER MAP



# VENDOR MAP LAYOUT



## THANK YOU!

Yogita Joshi	VP Professional Development
Julia Cote	PDD Director
Lauren Alloco	Director of PD
	Gift Manager
Chad Emory Wright	PD Finance Lead
Amanda Schartau	Manager of PDD Speakers
Summer Kraatz	Logistics Team Lead
Keith Ewanyk	Venue Coordinator
Denisia Carden	Registration Team Lead
Marcia Gyles	Graphic Designer
Zachary Sweet	Communications Lead
Jaime Monsees	Communications Lead
Josh Kleppe	Vendor Lead

### Our Board of Directors



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Robin Louvain  
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Debra Jaczysen  
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Zac Sweet  
VP of Marketing & Communications



Chris Joy  
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Paula Wedemeyer  
VP of Ithaca Branch



Yogita Joshi  
VP of Professional Development



Michelle Venezia  
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Acting VP of Outreach



### Follow PMI Rochester on Social Media:

- **LinkedIn** – <http://www.linkedin.com/groups/PMI-Rochester-NY-Chapter-113742>
- **Facebook** – <https://www.facebook.com/pmirochesterchapter>
- **Twitter** – [https://twitter.com/PMI\\_Rochester](https://twitter.com/PMI_Rochester)
- Share pictures and comments throughout the day on Twitter using **#PMIPDD2019**

### Instructions for Reporting PDUs (for non-members):

Using the codes provided for each session in the Schedule on pages 8-9, go to [pmi.org](http://pmi.org) to self report your PDU's.

1. Go to [pmi.org](http://pmi.org).
2. Login using your PMI user name and password.
3. Select the MyPMI tab and click on Dashboard.
4. On the right hand side of the page is your Certification Status. Click on *Report PDUs*.
5. Potential activities in which you participated are categorized by Education or Giving Back. Click on *Course* or *Training*.
6. Enter C034 or PMI Rochester Chapter in the Provider field.
7. Enter the code from the session schedule in the Activity field.
8. Select May 2, 2019 for Date Started and Date Completed.
9. All other fields are optional.
10. Under PDU's claimed enter under Technical, Leadership or Strategic as specified in the session schedule and the PDU hours.
11. Check the box for *I agree this claim is accurate*.
12. Click *Submit*.

**Note:** The PMI Rochester Chapter volunteers will report PDUs on your behalf for members only. Non-members will need to self report. Codes can be found in the Schedule on pages 14 -17.

### DISCLAIMER: Photography and Videography on Premises at PMI Events

A photographer may be on site to document this PMI Rochester event and activities. Photographs and video footage are the sole property of PMI® Rochester Chapter, Inc. By registering for and/or attending this event, attendees understand that PMI Rochester may use their likenesses for promotional purposes. If you do not wish to be photographed, please notify the photographer on site.



**PMI Rochester Chapter**

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