TAKING THE STAGE
NSAA National Convention 2020 Speaker Preview

BY EARL SALINE, DIRECTOR OF EDUCATION PROGRAMMING

NSAA’S 2020 NATIONAL CONVENTION will be here before we know it. The tropical Omni Amelia Island Plantation Resort, Florida will be an ideal location for meeting, gathering and recreating. Registration is open and lodging is expected to fill quickly, so make plans now to join us May 4–7, 2020. With a mix of thought-provoking and forward-thinking speakers in the lineup, attendees are sure to find tangible ideas and takeaways to put into action at their ski areas.

Afdhel Aziz is one of the world’s leading experts on brand purpose, marketing innovation and how business can be a force for good. Based in Los Angeles, he is also founder and chief purpose officer at Conspiracy of Love, a social impact consultancy that advises Fortune 500 companies. As the co-author of the best-selling book “Good is the New Cool: Market Like You Give a Damn,” he explores how brands like Warby Parker, The Honest Company and Zappos attract loyal customers through their mission of doing well by doing good and also retain the best talent by helping employees find meaning in their work.

Purpose is the buzzword of the moment, but what is brand purpose? How can older companies reverse-engineer it into their DNA in an authentic and meaningful way? And how can leaders harness its power in order to create compelling brand propositions for a new generation of socially-aware consumers while attracting the best employee talent? In his illuminating talk, Afdhel Aziz will explore the topic using examples of purpose-driven brands, providing actionable takeaways.

Risha Grant is diversity personified. From her race, gender and lifestyle choices, to being a young, small business owner and tackling economic issues, every area of her life intersects diversity. Today, Grant is the founder & CEO of Risha Grant LLC, an award-winning diversity consulting and communications firm. Their mission is to utilize diversity communication strategies, tactics and training as a catalyst to create an inclusive culture.

Using passion, persistence, knowledge, and humor, Grant has worked with governors, NBA teams, mayors, CEOs of Fortune 500 companies, and other business and community leaders to reduce bias and further the understanding of diversity and inclusion. As an international speaker, Grant teaches and empowers attendees with tools to increase their bottom line. Her mix of fun and engaging stories will bring perspective to an important and oftentimes difficult topic.

Immediately following her keynote presentation, Grant will conduct her exclusive Permission: Granted 75 minute workshop. Space is limited to the first 100 attendees and requires pre-registration. Visit nsaa.org > Conferences > National Convention & Tradeshow for registration information.

Jerry Taylor is a Washington-based natural resources policy analyst and influential Libertarian voice on energy policy in DC. Taylor is president of the Niskanen Center, a think tank that advocates for market environmentalism and the adoption of a revenue neutral carbon tax system to combat climate change. Mr. Taylor is part of a growing movement of Republicans, conservatives and Libertarians pushing for action on climate change.

Before founding the Niskanen Center in 2014, Taylor was a senior fellow at the Cato Institute. He is a prominent example of a former climate skeptic who came to embrace policies to address climate change after researching the scientific consensus behind man-made global warming. His unique background provides perspective on how to engage with conservatives on climate action and the pivotal role that Republicans in Congress will play in solving climate change through broad-scale federal action.

In his presentation, Finding Common Ground on Climate Change: Engaging Conservatives on Climate Solutions, Taylor will speak to strategies to help engage representatives in productive climate discussions. Takeaways will include tools to discuss common ground topics and solutions that meet the goals and needs of both ends of the political spectrum.

Education Sessions

During the convention, education sessions will address topics from technology to risk management. Here’s a sampling of sessions being worked on for National 2020 (subject to change):

+ **VRBO & Home Away**—The Data, Trends & Issues Facing Resort Communities
+ **Selling a Ski Area**—The Strategies you Need to Know
+ **Attacking Yourself**—The Case for System & Network Security
+ **Succession Planning**—Financial Strategies for Small Businesses

74 | NSAA JOURNAL | WINTER 2020