

# CEO UPDATE

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## **CEO Update CCO Forum**

Thursday, June 6, 2019

- 10:00 – 10:10 a.m. **Arrivals**
- 10:10 – 10:20 a.m. Updates on CCO Forum  
*Lynn McNutt, Editor in Chief, CEO Update*
- 10:20– 11:45 a.m. ***The Language of Trust***  
*Michael Maslansky, CEO of Maslansky+Partners*  
Followed by group Q&A
- 11:45 – 12:45 p.m. Break & Lunch
- 12:45 – 1:30 p.m. Member-led discussion  
**Structuring comms/marketing departments in associations**  
*Jonathan Collegio, Senior Vice President, Public Affairs, National Association of Automobile Dealers Association*  
Followed by group Q&A
- 1:30 – 1:55 p.m. Open discussion
- 1:55 – 2:00 p.m. Closing remarks

### **Wi-Fi Instructions:**

**Wireless Network Name:** WineryGuest

**Password:** districtwinery