



**ITCA Conference Agenda
October 16-18, 2016
Holiday Inn Chicago O'Hare**

Sunday, October 16

5:00 PM – 6:30 PM

Registration: Foyer, Michigan Room

6:30 PM - 7:00 PM

Welcome and Introductions:
Louise Kutz/Chris Taggart, Conference Chairs

Bill Reid, ITCA President

7:00 PM – 9:00 PM

Refreshing Our True Colors Game: Chris Taggart
This interactive trivia game will showcase participants who have the chance to become a contestant on our live game show. This refresher will provide an opportunity for all of us to refresh our knowledge of each of the four colors in a fun and interactive way. Includes prizes and participation by all.

9:00 PM – 11:00 PM

Welcome to Chicago Reception, Bill Reid's Suite

Monday, October 17

8:00 AM – 9:00 AM

Registration/Continental Plus Breakfast

9:00 AM – 10:15 AM

**Take a Risk: Using True Colors to Create Real Change
Michael Miller, Leadership Trainer and Consultant**
Michael will be exploring "risk-taking" as a leadership behavior that helps us get more out of what we want in our lives and careers. Using the two dimensions of Risk Taking, participants will explore the ways they can use their brightest color to step up and make real change in the real world.

10:15 AM – 10:30 AM

Nutrition Break

10:30 AM – 11:45 AM

Using True Colors in Higher Education: Michael Miller

Want to learn more about an excellent market for True Colors? In this session, we'll look at higher education students and the characteristics they bring to the world. Then, we'll look at the developmental stages they move through in higher education. We'll see how these factors come together, giving True Colors an important and powerful role in shaping a generation's understanding of itself and others.

12:00 PM – 1:30 PM

**Buffet Luncheon with Dionne Gonzalez, True Colors International Representative, (TCI), Orange, CA
Gwen Edwards, Moderator**

1:30 PM – 2:30 PM

**Reframing: The Key to a Successful True Colors Life,
Tom Doyle**

This session will emphasize the importance of helping clients understand the true, working value of True Colors. We will progress through several of the seven essential elements and show how one can weave the case for Reframing throughout a workshop.

2:30 PM – 3:30 PM

Extraversion/Introversion: A Powerful Overlay to True Colors, David Eng

This session will explore extraversion and introversion and how these concepts are important in determining how much dominant color we show and how much we keep to ourselves. We will learn the primary differences between extraverted color traits and introverted color traits.

3:30 PM - 3:45 PM

Nutrition Break

3:45 PM - 5:00 PM

**Master Trainer Panel: Paul Duchin, Moderator
Panelists: Louise Kutz, Bill Reid, David Eng, Ann Kashiwa**

5:00 PM

Adjourn

8:00 PM – 11:00 PM

Hospitality Suite is open

Tuesday, October 18

8:00 AM – 9:00 AM

Continental Plus Breakfast

9:00 AM – 10:45 AM

True Colors: Rx for Bullying Behaviors, Tricia Peña and Louise Kutz

The bully, the bullied, and bystanders exist in the sandbox, schoolhouse, and the workplace. Drawing upon our True Colors knowledge and application, this interactive group work

session will craft True Colors Rx Ideas for bullying behaviors with practical strategies to reclaim motivation, self-worth and self-esteem for the bully, the bullied, and the bystander.

10:45 AM – 11:00 AM

Nutrition Break

11:00 AM – 12:15 PM

Behind the Scenes: True Colors in Corporate America, Chris Taggart

This session will provide tips on facilitating, marketing and catering to corporate clients. Many of the tips shared will also be applicable in other settings as well. This session will focus on helping provide new ideas and tips on experiential activities for the corporate arena.

12:15 PM – 1:45 PM

ITCA Buffet Luncheon/General Membership Meeting: Bill Reid, ITCA President

1:45 PM – 2:30 PM

Marketing Plan for My True Colors: Bill Reid

Marketing opportunities can be planned or spontaneous events. Dr. Bill Reid, Master Trainer, will share how you can develop a plan to be ready for those opportunities whether it is presenting as a keynote speaker about True Colors at a conference or talking to the person next to you on an airplane. By the end of the session, you will have a draft of a personal marketing plan. There will also be an opportunity for you to share your favorite ideas.

2:30 PM – 3:30 PM

**Marketing Panel: Bill Reid, Moderator
Panelists: Chris Taggart, Tricia Peña, Louise Kutz,
Dionne Gonzalez, Carlos Gonzalez**

3:30 PM – 3:45 PM

Nutrition Break

3:45 PM – 5:00 PM

Closure, Action Plan, and Final Wrap-up: Merri Steele

We will reflect on what we have learned at the conference and how to stay connected and continue to use what we've learned throughout the year in applying True Colors in our own worlds.

Topics and sessions may change due to circumstances beyond our control.

*** The Monday and Tuesday breakfasts and luncheon buffets will be held in the Michigan Room that is directly across the hall from the Main Ballroom where all sessions will be held.**