



## AGENDA

April 16 – 18, 2025

Hampton Inn & Suites Greensburg

2075 N Michigan Avenue

Greensburg, IN 47240

### Wednesday, April 16

1:00 p.m. – 4:00 p.m.

#### **Registration**

Hampton Inn & Suites Greensburg

2075 N Michigan Avenue

Greensburg, IN 47240

5:00 p.m. – 8:00 p.m.

#### **Group Networking and Dinner\***

Join us for a vibrant evening of networking, delicious appetizers, and live entertainment, courtesy of the City of Greensburg. This event is designed to foster connections and offer an opportunity to engage with fellow assistants, Aim staff, and sponsors, in a relaxed and enjoyable setting. The evening will feature the sounds of Brothers McGee.

#### **Location:**

Highpoint Orchard – Big Barn

3321 N Old US Highway 421

Greensburg, IN 47240

*\*Transportation will leave the Hampton Inn at 5:00 p.m. and will return to the hotel no later than 8:00 p.m. If you are driving to the dinner location, you will reach the Big Barn using the left driveway.*

8:00 p.m. – 11:00 p.m.     **Networking Suite** – Hosted by Brian Long  
*Indiana Association of Regional Councils*  
Room 134 (with available seating in the lobby)

**Thursday, April 17\***

8:00 a.m. – 9:00 a.m.     **Registration and Breakfast**  
Hampton Inn & Suites Greensburg  
2075 N Michigan Avenue  
Greensburg, IN 47240

9:00 a.m. – 9:20 a.m.     **Welcome, Ice Breaker, and Sponsors**  
IMA President Kristen Williams will kick-off the day by introducing the current IMA Officers and Greensburg Mayor Joshua Marsh. After the welcome, attendees will be introduced through an ice breaker activity. Be prepared to pin your city on a map, say how long you have been in your position, and share a fun fact about your municipality. Let's also take a moment to thank our conference sponsors.

**Speakers:**

**Mayor Joshua Marsh**, Greensburg

**Randy Nichols**, IMA Secretary/Treasurer & Mayor's Assistant,  
Charlestown

**Nancy Wagner**, Vice President & Mayor's Assistant, Columbus  
**Kristen Williams**, IMA President & Mayor's Assistant,  
Greensburg

9:20 a.m. – 9:30 a.m.     **Break**

9:30 a.m. – 10:30 a.m.

**Keynote Presentation by Tiffany Sauder**

Join us for an insightful and inspiring keynote presentation by Tiffany Sauder, tailored specifically for Mayor's Assistants across Indiana. Tiffany will share her personal and professional journey. Following the presentation, there will be a Q&A session where attendees can ask Tiffany their questions.

**Speaker:**

**Tiffany Sauder**, CEO, wife, mom, speaker, podcast host, and mentor to high achievers in two career homes, Tiffany Sauder, LLC

10:30 a.m. – 10:45 a.m.

**Break**

10:45 a.m. – 12:00 p.m.

**Media Training with Brilliant Consulting**

In today's fast-paced media environment, knowing how to effectively communicate with the press is crucial. This engaging and interactive workshop will introduce attendees to the essential elements of media training, covering foundational topics designed to help individuals confidently navigate press interactions and media coverage including creating compelling content, writing press releases, press conference basics, and more. By the end of the session, attendees will leave with practical skills to interact with the media more effectively, ensuring they make a lasting and positive impression.

**Speakers:**

**Jennifer Brilliant**, Principal CEO, Brilliant Marketing

**Jeremy Brilliant**, former WTHR reporter and anchor, Co-Founder, Brilliant Marketing

12:00 p.m. – 1:00 p.m.

**Lunch – Aim Update with Matt Greller**

Aim CEO Matt Greller will provide an Aim update, discuss upcoming events, and talk about the importance the role of Mayor's Assistant provides to Aim. Matt will also share how your Mayors can be involved with Aim in 2025 and beyond.

**Speaker:**

**Matt Greller**, Chief Executive Officer, Aim

1:15 p.m. – 2:30 p.m.

**Building and Managing a Mayor's Youth Council: Empowering the Next Generation**

This workshop will dive into the purpose, structure, and impact of Mayors' Youth Councils. Learn how to effectively create, manage, and work to empower young people to engage in civic leadership, develop valuable skills, and drive meaningful community change.

**Speakers:**

**Lisa Bower**, Mayor's Assistant, Jasper

**Erin Jamison-Koenig**, Communications Director, Aim

**Josh Kirsh**, Engineering Administrator & Youth Council Advisor, Carmel

2:45 p.m. – 4:00 p.m.

**Defending Yourself and City Hall**

In this hands-on demonstration, law enforcement will teach attendees how to defend city hall with not only what is around you, but how to also respond during an emergency situation. This workshop will also include some self-defense tactics.

**Speaker:**

**Derek Fasnacht**, Assistant Chief, Greensburg Police Department

5:00 p.m. – 6:30 p.m.

**Downtown Scavenger Hunt and Sip**

Embark on an exciting and interactive adventure through the heart of Greensburg by participating in the Downtown Scavenger Hunt and Sip. This event will take you on a journey to discover the hidden gems, historic landmarks, and vibrant local spots that make Greensburg unique. Participants will receive cards that will take them through downtown merchants. Have your card stamped as you complete the activities. Be sure to return your completed card at the end of the scavenger hunt for a chance to win a prize! Grab a drink

from one of Greensburg's DORA vendors and enjoy sipping away while you shop.

*\*Transportation will leave the Hampton Inn at 5:00 p.m. There will be a short five minute walk from the end of the scavenger hunt (Alley 1822) to Heritage Hill. Please notify Lesley Mosier at (317) 223-9306 or [Imosier@aimindiana.org](mailto:Imosier@aimindiana.org) regarding any accessibility needs ahead of time.*

7:00 p.m. – 9:00 p.m.

**Dinner**

Heritage Hill  
208 S East Street  
Greensburg, IN 47906

*\*Transportation will leave Heritage Hill at 8:45 p.m. and will return to the hotel by 9:00 p.m.*

9:00 p.m. – 11:00 p.m.

**Networking Suite – Hosted by Brian Long**

*Indiana Association of Regional Councils*  
Room 134 (with available seating in the Hampton Inn lobby)

**Friday, April 18\***

8:00 a.m. – 9:00 a.m.

**Breakfast, Business Meeting, and Raffle**

IMA Officer Elections for 2025–2026 will take place at this meeting. Your feedback is important to us, so feel free to share your ideas about future training sessions, conference locations, and other ways IMA can be involved throughout the year.

**Speakers:**

**Randy Nichols**, IMA Secretary/Treasurer & Mayor's Assistant, Charlestown

**Nancy Wagner**, Vice President & Mayor's Assistant, Columbus  
**Kristen Williams**, IMA President & Mayor's Assistant, Greensburg

9:15 a.m. – 10:15 a.m.

**Break**

9:15 a.m. – 10:15 a.m.

**Greensburg DORA – Our First Year**

Main Street Greensburg was the first organization outside of Lawrenceburg to establish a DORA district in 2024, bringing a new economic and community opportunity to the downtown area. Learn how to navigate the process as Greensburg shares what the City has learned.

**Speaker:**

**Allison Beck**, Executive Director of Main Street, Greensburg

10:30 a.m.

**Adjourn**

*\* Headshots available by Keighlea Owens Photography on Thursday and Friday*