



# Outdoor Advertising Association of Illinois

## ANNUAL CONFERENCE

September 18-19, 2024

### Wednesday, September 18 (includes sessions/cocktail reception)

Admin. & Legislation Track – one day registration fee is \$250.00

### Thursday, September 19 (includes sessions/breakfast/lunch)

Sales Track – one day registration fee \$250.00

### Wednesday and Thursday (includes all sessions/meals)

Two day registration fee \$400,00

Register online at:

[www.oaai.net](http://www.oaai.net)

For information on hotel reservations and how to register, please see page 5 of this program.

For questions, please contact Rose Trader @ 217-522-6224

## Schedule for Wednesday, September 18

- 1:15 pm **Welcome**  
*Speaker:* Jeff Burton – Lamar Advertising/OAAI President
- 1:15– 2:00 pm **Federal Update - OAAA**  
*Speaker:* Andy McDonald, Sr. VP of Governmental Affairs - OAAA
- 2:00 – 2:30 pm **Vegetation Control Overview**  
*Speaker:* IDOT – Department of Highway Control
- 2:30 – 3:00 pm **Application denied? Understanding the Administrative Review Process**  
*Speaker:* Carl Draper – Attorney at Law – Draper, Fesselman
- 3:00 – 3:30 pm **OAAI Legislative Affairs 2025**  
*Speaker:* Bill Velazquez – Lobbyist – Veritas Strategies
- 3:30 – 4:00 pm **7 Tips to Bring Out the Best in You**  
*Speaker:* Kris Anderson – Motivational Speaker/Life Coach
- 4:00 – 4:30 pm **Visit with Vendors – Open Bar/Appetizers**
- 6:00 pm **Meet Up/Dinner (offsite – tbd)**

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### *Schedule for Thursday, September 19*

7:45 – 9:00 am	<b>Buffet Breakfast</b> – Ballroom
9:05 – 9:15 am	<b>Welcome</b> <i>Speaker:</i> Jeff Burton – OAAI President/Lamar Advertising - Chicago
9:15 – 10:00 am	<b>Keynote – 11 Core Competencies in Sales to Dominate Your Marketplace</b> <i>Speaker:</i> Melissa Whitaker – CEO Melissa Whitaker International
10:00 – 10:45 am	<b>Why Should I Buy from You?</b> <i>Speaker:</i> Thomas Herman – CRO Executive Roundtable
11:00 – 11:45 am	<b>Continuous Referrals – Developing a Referral System for Explosive Growth”</b> <i>Speaker:</i> Tom Kelly – Potential in Motion
12:00 – 12:45 pm	<b>Lunch</b>
12:45 – 1:30 pm	<b>Masterful Networking – How to Create Massive Amounts of Business from Your Networking Efforts</b> <i>Speaker:</i> Tom Kelly – Potential in Motion
1:30 – 2:15 pm	<b>Games Prospects and Buyers Play</b> <i>Speaker:</i> Bryan McDonald – onPurpose Growth
2:15 – 3:00 pm	<b>Leading and Pruning - Closing Keynote</b> <i>Speaker:</i> Dr. Jeff Van Meter
3:00 pm	Adjourn

**This agenda is subject to change with additions to the program.**

# Our Speakers



**Carl R. Draper.** Judges and attorneys throughout Illinois recognize Carl Draper as a leader in administrative law because he usually knows more about an agency's rules than the agency's own lawyers do. Carl led Feldman Wasser's prosecution of the highly publicized IDOT lawsuit, successfully representing 16 Illinois Department of Transportation Employees who were fired for their political affiliation.

Carl's courtroom knowledge of state, municipal and federal governmental bodies runs deep, thanks in part to his years as an assistant attorney general and legal counsel to the governor of Illinois. About three-quarters of his practice currently involves litigation.



**Tom Kelly** is the founder and owner of Potential In Motion, Inc. As a coach, Tom is dedicated to working with salespeople, entrepreneurs, small business owners and corporate executives that want to reach their full potential in both their business and their life. Tom is focused on "coaching to the edge of what is possible" by providing you with the tools, support, and structure necessary to set better goals, increase your focus, and maximize your results.



**Thomas Herman's** expertise in revenue generation strategies, processes, procedures and execution is the result of more than four decades experience in direct sales, sales management, service delivery, operations and executive management.

Working for Fortune 100, Emerging and Mid-size businesses, franchises, and start ups, Thomas has done business in more than 20 countries on 5 continents, created and led client advisory boards, managed annual client conferences, opened sales/service offices in North America and Europe, hired and trained staff in Europe, Asia, Africa and North America.

Thomas holds a Bachelor of Science degree from the University of Minnesota and serves as a director on multiple boards in the commercial and not-for-profit sectors.

Thomas is the owner of High Road Enterprises, LLC dba as CRO RoundTable - Chicago and dba as Maidpro of Naperville.



**Melissa Whitaker.** A dynamic and passionate leader, Melissa has helped hundreds of companies run more effective Sales Departments by increasing sales revenue, gross profit and company morale. She has now launched two new divisions around "Health & Wellness", and creating "Legacy Wealth". Melissa is a dynamic speaker who captures the room and inspires motivation and success in her attendees. Melissa's high-performance transformational systems help empower you to drive results around your health, wealth & success.

# Our Speakers



**Bryan McDonald** has spent his whole 20+ year career in new revenue growth and focused on a superior sales strategy that created a track record of success by serving vs selling people. He is a partner at onPurpose Growth, a coaching and consulting firm that serves entrepreneurs who have ambitious yearly or multiyear revenue goals, fulfill that ambition.

He helps entrepreneurs build sales systems that predictably grow revenue as well as build communication practices and strategies that are superior to traditional sales tactics and practices. Clients say that when they apply what they learn they are assed as rare by their prospects and clients so, their offers are more readily accepted vs people with common skills and practices.

Bryan has served over 100 consultants, experts and service-based entrepreneurs go from as little as \$75k in revenue all the way to \$1M in 6-18 months using the strategies, tactics, mindsets and frameworks he and his partners have put together. No matter what revenue clients have started out at, he has served them by supporting them in 2x, 3x and even 5x+ their revenue.

Many times these types of results are created because of the support Bryan gives to these entrepreneurs to become the person they desire that creates these types of results. So, he believes that it's not only the skill and systems that help people, it's also the personal growth and transformation that people make while working with him that supports this type of results.

Bryan focuses his time outside of work with his wife and two daughters as well as being involved in his church community or helping run men's Christian leadership development weekends.



**Andy McDonald** joined OAAA from McDonald Law, PLLC, where he served as an attorney in his private firm for 15 years. Prior to that, he served as Vice President and General Counsel for Elite Media Group, LLC, Blackwood Management Services, LLC and Lindmark Outdoor Advertising, LLC. His experience spans many industries and specialties including finance, corporate management, and litigation and dispute resolution, making him a valuable asset to OAAA's growing team and membership. He has been practicing

law for more than 25 years and has been an AV Preeminent Martindale-Hubbell Peer Review Rated attorney for the past decade.

"I've been aware of the OAAA since I first began practicing law decades ago, but over the past few years, I've gained a firsthand understanding of its importance to the out of home industry. It is the face and voice for its member companies and does a great deal to advance the interests of the industry," said McDonald. "As I step into this new role, I'm looking forward to working with OAAA's member organizations to use their incredible energy and harness it for the benefit of the entire industry by bringing companies together to tackle issues that affect them all."



**Dr. Jeff Van Meter.** A Consigliere knows you better than you know yourself and keeps you and your company's best interest at the forefront of his advice. For years, Dr. Jeff has met with CEO's and leaders who are struggling with the effectiveness of their leadership and what to do differently. More than a coach, Dr. Jeff becomes a trusted advisor walking beside his clients providing a listening ear and candid feedback.

## Our Speakers



**Kris Anderson** has more than 20 years of human development and interpersonal relations experience. Her skills range from teaching; coaching; mentoring; facilitating; leadership/empowerment; public speaking; and public relations to assessment and referral.

Her professional experience includes life and leadership coaching; wellness consulting; college instruction with extensive presentation experience; counseling; resource and referral work; crisis intervention; law enforcement administration and criminal justice; school social work, case management, and individual therapy in the field of behavioral health.

As a coach, Kris help clients get results. She is highly invested in helping clients discover and uncover their skills, talents and abilities and, overcome barriers to becoming their own personal best.

## Hotel Information

Our conference will be held at the Marriott Hotel in Burr Ridge, located at 1200 Burr Ridge Parkway in Burr Ridge, IL 60527. OAAI has reserved a block of rooms for our group under the name “Outdoor Advertising Association of IL.” Our group rate is \$169.00 a night. You can reserve a room two ways:

1) Reserve a room online at OAAI’s website @ [www.oaai.net](http://www.oaai.net) . On the home page on the top menu bar, click on the “Annual Conference” tab and then the sub tab for “General Information.” The general information page will provide all conference details as well as a direct link for our group (OAAI) to the hotel’s online booking. This link is tied to our group and will automatically give you our hotel rate after filling in your dates or,

2) Call the hotel direct at 630-986-4100. If you call the hotel direct, you must provide them our group name of “Outdoor Advertising Association of IL”. Please note, the hotel offers free onsite parking. If you have any problems with reserving your room, please contact Rose Trader @ 217-522-6224.

## Registration Information

There are two ways to register. You can register by mail or online if you are an OAAI member. Go to the home page of [www.oaai.net](http://www.oaai.net). At the top of the page is a menu bar. Click the “Annual Conference” tab and then the sub tab “General Information” or “Registration”. At the bottom of the page there are two links. 1) Online registration, or 2) A link to print the registration form and mail it to the Association office. If you choose to register online, once you submit your registration the website will automatically route you to PayPal. If you do not want to use PayPal, then do not finish the PayPal step. Instead, you can mail a check to: OAAI @ P.O. Box 7224, Springfield, IL 62791-7224. For non-members you will need to use the mail-in registration form.