



Great Lakes. Great Registries.

A brief preview of session topics and speakers at the 47th Annual Conference in Detroit!

General Session Topics

Roll Call of the Jurisdictions

One of IACA's most popular sessions! Roll Call kicks off the conference with invaluable information for all attendees. A representative from each jurisdiction should be prepared to introduce themselves as well as co-workers and announce their biggest accomplishments and most significant challenges over the last year, along with their top priority for the coming year.

Partner Roll Call

The perfect opportunity for partners and members to connect! The Partner Roll Call provides our partners with the opportunity to explain what they do and why they want to connect. This session helps members identify who they need to seek out for business solutions.

Safeguarding Public Trust: Fraud Fighting Strategies in a Ministerial Role

*In an era marked by technological advancements and increasing interconnectivity, government leaders bear the responsibility of fortifying public trust by implementing robust fraud-fighting strategies. This dynamic, **two-part** conference session, tailored for ministerial roles, will delve into the intricate landscape of fraud prevention and detection, offering a comprehensive guide to fortify governmental operations.*

Speakers: Jay Johns, TransUnion

***Andrew La Marca, Dun & Bradstreet
Federal Bureau of Investigation (TBA)***

Cybersecurity with KnowBe4

Cybersecurity update from Erich Kron, Security Awareness Advocate at KnowBe4, author, and regular contributor to cybersecurity industry publications. He is the former security manager for the US Army's 2nd Regional Cyber Center-Western Hemisphere and holds CISSP, CISSP-ISSAP, SACP and many other certifications. Erich has worked with information security professionals around the world to provide the tools, training, and educational opportunities to succeed in Information Security.

Speaker: Erich Kron, KnowBe4

Advancing Excellence: Project Management 201

Join "Project Management 201" to elevate your project management skills to new heights! Building on the success of last year's "Project Management for Rookies" session, Mandy Ogunnowo returns to provide attendees the next level of knowledge and tools necessary to lead projects with confidence and success. Topics will include advanced tools for risk management, monitoring and evaluation frameworks, and quality assurance best practices.

Speaker: Mandy Ogunnowo, CleanSlate Technology Group

"Chatter" the voice in our head, why it matters, and how we can harness it to educate and motivate us!

Acclaimed psychologist [Ethan Kross](#) explores the silent conversations we have with ourselves. Interweaving groundbreaking behavioral and brain research from his own lab with real-world case studies—from a pitcher who forgets how to pitch, to a Harvard undergrad negotiating her double life as a spy—Kross explains how these conversations shape our lives, work, and relationships.

Speaker: Ethan Kross

Everyone has a place! Inclusion through Diversity, Equity, Access with accessibility

Join us for this very relevant roundtable discussion where we will delve into the importance of recognizing and addressing systemic inequities that will allow us, as managers, to foster an inclusive, unbiased workplace that demonstrates the value of staff, regardless of age, race, sexual orientation, socioeconomic status, or physical appearance, among other distinguishing traits.

Speaker: Jessica Garcia, Ph.D.

Filing Offices Exercising Discretion

Most of our offices work under the ministerial philosophy -- that our offices play no role in determining the validity or veracity of the submitted filings. But there are areas where we play a more active or investigatory function. Iowa will discuss their Safe at Home program and partnership with over 700 Iowa businesses to raise awareness of and fight against human trafficking. Connecticut will cover their foreign investigations process to enforce state law imposing penalties on foreign businesses that fail to timely register. And Michigan will discuss UCC investigations and their role in helping citizens fight fraudulent UCC liens.

**Speakers: Christy Johnson, Iowa Deputy Secretary of State
Christopher Drake, Director of Business Services, Connecticut Secretary of State
Brittany Roman, UCC Supervisor, Michigan Department of State**

Business Organization Section

The USPTO and You

Discover what's new – and what remains evergreen – in federal trademark registration in this interactive briefing with the U.S. Patent and Trademark Office. Learn about the USPTO's trademark registration process, new trends, and the resources available to jurisdictions and constituents alike.

Lessons in New Registry Implementation

Jurisdictions looking to launch a new business registry or modernize an existing one have a lot of important decisions to make. Discover best practices and lessons learned in this moderated discussion that will explore the experiences of several U.S. states that have recently implemented new registries.

Multilingual Documents Best Practices

Whether a homegrown initiative or statutory requirement, many jurisdictions are transforming English-language forms, websites, and documents for a multilingual world. This session will explore best practices in translating documents, both online and paper.

All About the e-App

The world has gone digital...and apostilles have, too! The long-awaited e-App is changing the way we provide apostille service to customers.

Speaker: Lori Hamm, Montana Secretary of State's Office

Secured Transactions Section

Adoption of Revised MARS

The Model Administrative Rules (MARS) have not been updated in many years and this session will provide an opportunity to discuss the revisions presented to the STS section prior to the conference as well as any last-minute changes. The section members will vote on a resolution to adopt the Revised MARS.

**Speakers: Jennifer Booker, Wisconsin
Rayne Sherman, Michigan
Paul Hodnefield, CSC**

Secured Transactions Around the World

*Secured transactions are not limited to just the United States. This session will compare and contrast secured transactions in the U.S., Nigeria, and Spain. **This is a joint session with International Relations Section.***

**Speakers: Bulos Musa, Nigeria
Ana del Valle, Spain**

Spending Time With Article 9

While we can't offer legal advice, filing offices receive queries from filers and service companies about how to resolve problems. The discussion will include direction we can provide within the scope of our duties as well as a study of a Georgia court case.

Speaker: Dan Lias, Lien Solutions

"Survey Says" Best Practices

Interactive session to discuss best practices between service companies and jurisdictions. Will include public website feedback, communication channels, XML filing, Administrative Rules, and more.

**Speakers: Eric Geringswald, CSC
Despina Shields, Cogency Global**