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Summer

2020 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Building a Culture of Success

ACE Leadership: Lead from the Seat YOU Are In

Gail Alofsin

Director of Corporate Partnerships

Newport International Boat Show

Newport, RI

*What do you want from the workplace? How do you feel when you walk in the door? Camaraderie, spirit, opportunity, acknowledgement, motivation? The culture of your company is dependent on the team's contribution and leadership. By inspiring your employees and colleagues to their success, you create an "ACE" Culture of increased **a**ppreciation, **c**ontribution and **e**ngagement. Culture extends beyond ping pong tables and cold brew - let's start with **YOU!***

Gail Alofsin is a professional speaker, author, university professor, humanitarian and sponsorship thought leader. Gail provides audiences with practical tools and the inspiration to achieve sponsorship and event success. As the Director of Corporate Partnerships for Newport International Boat Show for over three decades, Gail has sold millions of dollars of corporate sponsorship to clients inclusive of Southwest Airlines, Pepsi, Dr Pepper/Snapple Group, Sovereign Bank, Born Footwear, Unilever, Ahold and Mercedes. Passionate about education, Gail has served as an Adjunct Professor at the University of Rhode Island since 1999 and Salve Regina University since 2015. She is the author of *Your Someday is Now- What are YOU Waiting For?*

— a book focused on becoming YOUR best YOU. Since being published, the book has raised over \$40,000 for nonprofit organizations. A graduate of Tufts University, Gail serves on several non-profit boards focused on education and hunger. She resides in Newport, Rhode Island.

