

# ELEVATE & INNOVATE

*How Positivity, Empathy and Trust Build Cultures, Brands, Associations and Better Communities!*

Discover how trust, empathy, and positivity fuel high-performing teams and lasting relationships. This session explores the six key traits of influential leaders, the power of culture, and practical ways to boost efficiency, engagement, and customer satisfaction—one meaningful interaction at a time.

**FEBRUARY 6, 2026**  
**10 AM - 2 PM**

*Terry Trueblood Recreation Area*  
579 McCollister Blvd, Iowa City, IA 52240

There is no charge for this event. This is a complimentary feature of your IPRA membership. This event is open to all individuals affiliated with a department or commercial organization that has at least one staff member who holds an IPRA membership.

**REGISTER NOW**

*Registration Deadline: January 30 @ noon*

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