



The Permian Basin's Premier Leadership Event

Wednesday, October 21, 2026, Odessa (Odessa College)
Wednesday, October 28, 2026, Midland (Bush Convention Center)

LIVE2LEAD

Intentionally Limited Attendance
Reserve Your Leadership Table

Permian Basin

Message from the hosts:

Dear Fellow Leaders,

Every meaningful journey begins with a simple belief. Ours began with the belief that when leaders grow, communities grow.

The Permian Basin has never lacked talented people. It has never lacked determination, resilience, or vision. What has always set this region apart is the willingness of its people to invest in one another. That spirit inspired Live2Lead Permian Basin.

We envisioned more than a leadership conference. We envisioned a place where business leaders, educators, nonprofit leaders, civic leaders, entrepreneurs, students, and emerging leaders could gather around one table—not because we all share the same experiences, but because we all share the same desire to strengthen the communities, we call home. That is why we call it The Leadership Table. Around a table, everyone has value. Every voice matters. Every perspective contributes. And there is always room for one more.

This October, we invite leaders from across the Permian Basin to experience a day designed to inspire growth, encourage meaningful conversation, and strengthen the relationships that help our communities flourish. As one of our potential Leadership Partners, you have an opportunity to do far more than support an event. You have an opportunity to invest in the future of leadership throughout the Permian Basin. Your partnership helps create an experience where ideas are exchanged, relationships are formed, leaders are encouraged, and communities become stronger.

Thank you for taking the time to read our story.

We would be honored to welcome you to The Leadership Table.

With gratitude,

Joni Hires
Christine Foreman
Debbie Bynum
Jessica Stanford
Leadership Team

Around a table, everyone has value; every voice matters, and there is always room for one more.

More Than A Leadership Event

Live2Lead Permian Basin has been intentionally designed to create an experience that extends beyond the stage. Throughout the day, participants will engage with nationally recognized leadership voices, hear from respected leaders serving our own communities, and participate in meaningful conversations that encourage both personal and professional growth. Every element of the day has been selected with one purpose in mind: To help leaders leave stronger than they arrived. The experience includes:

National Leadership Insights

Thought-provoking presentations from world-renowned leadership voices that inspire fresh thinking and practical action.

Voices of the Permian Basin

Honest conversations with respected local leaders who understand both the opportunities and challenges unique to our region.

Leadership Table Conversations

Intentional discussions designed to move learning beyond note-taking and into meaningful dialogue.

Leadership Connections

Relationships often become the greatest takeaway from a leadership experience. New conversations lead to new partnerships. New partnerships strengthen communities.

A Leadership Legacy

Our commitment extends beyond the closing session. We hope this gathering becomes the beginning of something that continues to multiply throughout the Permian Basin for years to come.

Intentionally Limited Attendance

To encourage meaningful conversation and authentic connection, seating is intentionally limited. We invite you to reserve your place early and join us.

We believe leadership is not about standing above others. It is about sitting beside them.



John C. Maxwell (simulcast)

#1 NYT Best-Selling author and founder of Maxwell Leadership. The world's most influential leadership expert, with 34 million books sold. His frameworks or leadership laws, and levels have developed leaders in Fortune 500s, governments, and nonprofits worldwide.



Kathryn McClay (simulcast)

Former President and CEO of Walmart International and Sam's Club. Led 500,000 associates across 18 countries, serving 80 million customers weekly, and grew Sam's Club revenue 43% to 84 billion. One of the most influential retail executives in the world.



Gina Watts

Vice President of U.S. Student Transformation for Growing Leaders. Leads national efforts focused on equipping educators, developing student leaders, and strengthening organizational culture. Gina has trained leaders across corporate, educational, nonprofit, faith-based, and civic sectors.

“Everything rises and falls on leadership.”

John C. Maxwell

The Leadership Forum

Every community has its own story. Its own opportunities, its own challenges, its own hopes for the future. While the principles of leadership are universal, their application is always local. That is why the Leadership Forum is one of the defining experiences of Live2Lead Permian Basin. Rather than ending the conversation when the presentations conclude, we continue it with respected leaders who live, work, and serve right here in our region. Together, they bring diverse perspectives from business, education, local government, economic development, nonprofit leadership, and community service. They understand our industries, our schools, our neighborhoods, and our opportunities. They share one common belief:

The future of the Permian Basin will be shaped by leaders who choose to work together.

The Leadership Forum is not a panel discussion in the traditional sense. It is an invitation. An invitation to listen, to ask thoughtful questions, to learn from one another, and to discover that some of our greatest solutions begin when leaders with different experiences gather around the same table. Because meaningful leadership rarely happens in isolation. It happens in conversation.

“If you are a good leader, you are a good listener.”

Sir Richard Branson

Voices Around the Table

October 21st - Odessa



Cal Hendrick
Mayor
City of Odessa



Lori Blong
Mayor
City of Midland



Renee Earls
President
Odessa Chamber



Evan Thomas
President
Midland Chamber



Lorraine Perryman
Vice President
Perryman Group



Toby Eoff
Owner
Odessa Marriott

October 28th - Midland



Lori Blong
Mayor
City of Midland



Cal Hendrick
Mayor
City of Odessa



Evan Thomas
President
Midland Chamber



Renee Earls
President
Odessa Chamber



Roy Geer
President
Team Midland



Alex Mata
Financial Associate
Diamondback Energy

Different perspectives. Shared purpose. One stronger community.

Becoming a Leadership Partner

Every meaningful community initiative begins with people who are willing to believe in something before it becomes a tradition. Leadership Partners are those people. They understand that leadership is not simply an individual pursuit. It is a community investment. Their partnership enables leaders across the Permian Basin to gather, learn, encourage one another, and strengthen the organizations and communities they serve every day. More importantly, their investment extends beyond a single event. It helps establish a leadership experience designed to serve the Permian Basin for years to come.

Our commitment is simple. We will steward every partnership with integrity, excellence, and gratitude. Funds generated through Live2Lead Permian Basin will first ensure the experience is delivered with excellence and that the work required to create it is responsibly sustained. Should resources remain beyond those needs, they will be reinvested into leadership development initiatives that strengthen the Permian Basin and help cultivate future leaders. That commitment is not an afterthought. It is part of our mission. Because leadership should always multiply, and generosity should always create opportunity.

If this vision resonates with you, we would be honored to welcome you as one of our Leadership Partners.

“People don’t care how much you know until they know how much you care.”

Theodore Roosevelt

Leadership Partner Opportunities

Platinum Partnership

\$10,000

- 18 Reserved Tickets (3 VIP Tables)
- Sponsorship of 6 Next Generation Leaders
- Maxwell DISC Indicator Reports and Debriefs for 8 leaders in your organization
- 2-Hour Leadership Experience and evaluation of strengths and weaknesses for 6-8 top leaders in your organization
- Title logo on all flyers and media promotion
- First logo on the ticketing website

Silver Partnership

\$5,000

- 6 Reserved Tickets (1 VIP Table)
- Sponsorship of 2 Next Generation Leaders
- Maxwell DISC Indicator Reports and Debriefs for 4 leaders in your organization

OR

- 2-Hour Leadership Experience and evaluation of strengths and weaknesses for 6-8 top leaders in your organization
- Logo on all flyers and media promotion
- Logo on the ticketing website

Gold Partnership

\$7,500

- 12 Reserved Tickets (2 VIP Tables)
- Sponsorship of 4 Next Generation Leaders
- Maxwell DISC Indicator Reports and Debriefs for 6 leaders in your organization

OR

- 2-Hour Leadership Experience and evaluation of strengths and weaknesses for 6-8 top leaders in your organization
- Second largest logo on all flyers and media promotion
- Logo on the ticketing website

Bronze Partnership

\$2,500

- 4 Reserved Tickets
- Sponsorship of 1 Next Generation Leader
- 2-Hour Leadership Experience and evaluation of strengths and weaknesses for 6-8 top leaders in your organization
- Logo on all flyers and media promotion
- Logo on the ticketing website

Leadership is one of the few investments that benefits everyone.

Leadership Partner Opportunities (continued)

Breakfast Sponsor

\$2,0000

- 2 Reserved Tickets
- 2-Hour Leadership Experience and evaluation of strengths and weaknesses for 6-8 top leaders in your organization
- Logo on all flyers and media promotion
- First logo on the ticketing website

(Yogurt Bar, Pastries, Coffee,
Fruit, Water, etc.)

Lunch Sponsor

\$4,000

- 4 Reserved Tickets
- 2-Hour Leadership Experience and evaluation of strengths and weaknesses for 6-8 top leaders in your organization
- Logo on all flyers and media promotion
- Logo on the ticketing website

(Box Lunch or Hot Lunch)

Youth Sponsor

\$1,000

- 2 Reserved Tickets
- Sponsorship of 2 Next Generation Leaders
- Logo on all flyers and media promotion
- Logo on the ticketing website

Thank you

Whether you choose to partner financially, attend as a guest, encourage another leader, or simply share our vision with someone else....thank you.

Every movement begins because someone chooses to believe. Thank you for believing in leadership. Thank you for believing in the Permian Basin. Thank you for helping set the Leadership Table.

There's a place for you. Pull up a chair.

For more information, to sponsor or buy tickets, contact Joni Hires (joni@live2leadpb.com) or 432-349-5398, or visit the website: <https://live2leadpb.com>



LIVE2LEAD