



 **MAKING
WAVES**

ADAPTING TO CHANGING TIDES
FSAE 2018 ANNUAL CONFERENCE

———— JULY 11-13 ————

FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA

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ADAPTING TO CHANGING TIDES
FSAE 2018 ANNUAL CONFERENCE

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**"THE ONLY THING THAT IS CONSTANT
IS CHANGE."**

- Heraclitus, Ancient Greek Philosopher

Whether it comes in ripples, surges or tsunamis, change will affect your organization, if it hasn't already. How you adapt to those changes can determine the fate of your association – and your career.

The 2018 FSAE Annual Conference (#FSAE18) is designed to ensure association executives are prepared to adapt and move their organizations into the next era through education, interactive discussions and attendee engagement.

It's crucial that all levels of association management are prepared for the shift that is already here. Keep yourself and your organizations relevant in this fast-changing world with professional growth and functional development, no matter your career stage or experience.

**Now is the time to rise with the tides and
make your own waves of success.**

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FORT LAUDERDALE
meet sunny

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PROGRAM AT A GLANCE



12 Hours - CMP Information Coming Soon

TUESDAY, JULY 10

12:00 pm – 3:00 pm
1:00 pm – 3:00 pm
3:00 pm – 5:00 pm
3:00 pm – 5:00 pm
5:30 pm

FSAE Board Meeting
Silent Auction Drop Off
Registration Open
Foundation Board Meeting
Hilton Leadership Reception

WEDNESDAY, JULY 11

9:00 am – 4:00 pm
9:00 am – 4:00 pm
10:00 am – 12:00 pm

Registration Open
Silent Auction Open
Roundtables: CEO,
Aspiring Leaders and
Meeting Planner
Lunch on Your Own
Opening Session
General Session
VIP Connection Reception
Welcome Reception
Marriott Afterglow

12:00 pm – 1:30 pm

1:30 pm – 3:00 pm

3:15 pm – 4:45 pm
5:30 pm – 7:00 pm
6:30 pm – 9:30 pm
10:00 pm

THURSDAY, JULY 12

7:30 am – 4:30 pm
8:00 am – 9:00 am
8:30 am – 3:30 pm
9:00 am – 10:00 am
10:00 am – 10:45 am
10:45 am – 11:45 am
12:00 pm – 1:30 pm
1:45 pm – 2:45 pm
2:45 pm – 3:30 pm

Registration Open
Foundation Breakfast
Silent Auction Open
Breakout Sessions
Networking Break
Breakout Sessions
Board Intro Luncheon
Breakout Sessions
Networking Break
Auction Closes
Breakout Sessions
Chairs' Reception
Conference Gala & Dinner
YP Afterglow

3:45 pm – 4:45 pm
6:00 pm – 7:00 pm
7:00 pm – 10:00 pm
10:00 pm

FRIDAY, JULY 13

8:30 am – 10:00 am
8:30 am – 9:30 am
8:30 am – 10:30 am

Registration Open
Networking Coffee Break
Silent Auction Pick Up
& Checkout
Breakout Sessions
Breakout Sessions
Closing Keynote and
Awards Luncheon
Adjourn

9:00 am – 10:00 am
10:15 am – 11:15 am
11:30 am – 1:15 pm

1:15 pm

**FSAE Foundation Grants have over \$16,600 for professional
development. See page 5 for more information.**



**MARRIOTT RESORT
FORT LAUDERDALE
HARBOR BEACH**



FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA

3030 Holiday Drive, Fort Lauderdale, FL

Room Rate: \$140 Single/Double

Reservations: (954) 525-4000 or
(800) 222-6543

Code: FSAE

Block Cut-off: June 19, 2018

Breathe in the crisp ocean air and immerse yourself in the warmth of the Sunshine State at the Fort Lauderdale Marriott Harbor Beach Resort & Spa!

In addition to outstanding educational sessions, there will be opportunities for networking and to explore all that our unique location has to offer – from our own world-class amenities to the diversions of Fort Lauderdale. You will be able to sample delicious cuisine from our celebrated chef Adrienne Grenier in our 3030 Restaurant, along with innovative presentations from our award-winning banquet team.

See for yourself at #FSAE18!

**FSAE is a CAE Approved Provider. The program(s) in this brochure meet the requirements for fulfilling the professional development requirements to earn or maintain the Certified Association Executive credential. As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for 12 credits toward your CAE application or renewal professional development requirements.*

NETWORKING

—WEDNESDAY—

VIP CONNECTION RECEPTION

Wednesday, July 11 5:30 - 7:00 PM
The VIP Connection Reception is your *ultimate opportunity* for exclusive networking after a full day of education. **All association executive attendees** and their registered guests are invited to this upscale reception for hors d'oeuvres, libations and entertainment.

Associate attendees are invited to host this exclusive event. The opportunity is limited to the first 60 paid registration forms received.

WELCOME RECEPTION

Wednesday, July 11 6:30 – 9:30 PM
Sponsored by **Greater Fort Lauderdale CVB**

Be inspired and network in style at downtown **Fort Lauderdale's Museum of Discovery and Science**. Enjoy tropical entertainment and "Floribbean" cuisine in an interactive space where you can channel your inner-explorer. **All attendees invited.**

MARRIOTT AFTERGLOW

Sponsored by **Marriott International**
Wednesday, July 11 10:00 PM
For Executive Members Only



FEED THE MIND COMMUNITY SERVICE PROJECT

Make a difference in nourishing a child's mind through the FSAE Feed the Mind campaign to encourage reading. Please bring new or gently used books for any ages to donate to the local Fort Lauderdale community.

TUESDAY, JULY 10

12:00 PM – 3:00 PM – FSAE BOARD MEETING

Sponsored by **Royal Caribbean International**

3:00 PM – 5:00 PM – FOUNDATION TRUSTEE MEETING

5:30 PM – LEADERSHIP RECEPTION *for Executive Attendees*

Sponsored by **Hilton Worldwide**

WEDNESDAY, JULY 11

10:00 AM – 12:00 PM: ROUNDTABLE DISCUSSIONS

Join us for these two-hour, informal discussions of new ideas and current challenges with small groups of your peers.

CEO Roundtable - Open to Association CEOs, Executive Directors, and CSEs only

Sponsored by **Naylor Association Solutions**

Leadership/Aspiring Leader Roundtable - Open to all Executive Aspiring Leaders & Young Professionals

Sponsored by **JHG Marketing**

Meeting Planner Roundtable - Open to Meeting Planners Only

Sponsored by **Caribe Royale**

12:00 PM – 1:30 PM: LUNCH ON YOUR OWN

1:30 PM – 3:00 PM: OPENING SESSION

Keynote Sponsored by **Thomas Howell Ferguson, PA**

Unconscious Bias in Leadership Decision Making

Speaker: **Dr. Shirley Davis, CSP**



Everyone has unconscious biases. They are a natural function of the human brain. Biases can have a negative impact on team performance and collaboration, decision making and problem solving. Dr. Davis' presentation is designed to move participants from unconscious to conscious—in a **no shame and no blame** approach. Learn the importance of building cultural competence and the practices every leader can develop to move from minimization to acceptance and full adaptation of valuing differences.

3:15 PM – 4:45 PM: GENERAL SESSION

How to Work a Room so it Works for You!

Speaker: **Annetta Wilson**



An *Inter-Active* Networking General Session
Networking is NOT a race to collect the most business cards. It is NOT the time to SELL anything. Do it wrong and it could cost you contacts and business! In this highly interactive session you'll discover easy ways to escape the person who monopolizes your time, an unusual 'mindset' change that gets rid of nerves and why you should NEVER ask, 'What do you do?'

Find full session descriptions online:
www.fsaе.org/annualConference

THURSDAY, JULY 12

8:00 AM – 9:00 AM: FOUNDATION BREAKFAST

9:00 AM – 10:00 AM BREAKOUTS

Talent Management Trends in an Age of Disruption

Mark Sedgley

Gone are the days of the traditional 9-5 work day. To attract highly talented people, your association benefits must remain competitive to best support productivity, job satisfaction and retention. Explore shifting trends in the fight for talent such as work-life-balance, wellness programs, results-only performance reviews, professional development stipends, mentorship & more.

Lead Your Evolution

Judson Laipply

Everything Changes. Not everything evolves. Associations executives must not fall into the trap of changing for the sake of changing. Learning how to turn our adverse reactions to change into *anticipation* is one of the most important shifts we can make to become the evolutionary leaders our associations need.

Utilizing Technology to Run Your Organization

Amy Smythe Harris

Get inspired with technology that can help you run your teams more efficiently, meet modern expectations and better communicate with your members and staff. Solutions include Evernote, paperless scanning programs, apps like Trello, Slack and Wunderlist. Plus learn about delayed and mass text messaging apps and email organizational tools.

10:00 AM – 10:45 AM: NETWORKING SOCIAL

Break Sponsored by *DoubleTree by Hilton Orlando SeaWorld*

10:45 AM – 11:45 AM BREAKOUTS

Solution Circle: Mind-Mapping Your Challenges

Facilitated by Cheryl James, Jeannie Power, CMP; and Jessica Walters

Presented by the Associate Advisory Committee (AAC)

We've all heard the phrase "two heads are better than one." Using the power of more than one brain in problem-solving provides better — and sometimes more — solutions. Join your meeting planning peers to brainstorm and solve meeting industry challenges using movement and small group co-creation.

Unlock the Secrets of Member Engagement

Amanda Kaiser, MBA

More and more associations are struggling with engagement. Our business model requires that members join, attend courses, volunteer, speak, present, mentor and lead. But all that talent is hard to come by when members do not engage. Based on in-depth interviews with over 345 members, learn how members from small to large associations become engaged.

Data Safety & Security - Amy Smythe Harris

In an increasingly technology-dependent world, we must work to both adapt and protect sensitive information both personally and for our organizations. At this session, attendees will explore data security strategies to prevent breaches and what to do if something happens.

12:00 PM – 1:30 PM: BOARD INTRODUCTION LUNCHEON

Sponsored by *Visit Tampa Bay*

All invited to meet the new 2018-19 FSAE Leadership

GRANTS

OVER \$16,600 AVAILABLE FOR PROFESSIONAL DEVELOPMENT

All FSAE members are eligible to apply for grants to attend the FSAE Annual Conference or use towards getting your CAE or CMP certification! These grants not only help you with your professional development, but are an excellent way to bring more of your staff to Annual Conference. Special grant opportunities include the Hilton Diversity & Inclusion Grant, MemberClicks Small Staff Grant, Naylor Communications and a New Member Grant, Foundation Associate Grant and Foundation Young Professionals Grant. Don't leave money on the table - apply today!

Deadline April 30th.

www.fsae.org/grants



AUCTION

Help fund professional development through the FSAE Foundation

Online Auction June 1-8 (open to anyone), and the Silent Auction onsite at Annual Conference.

Proceeds from both auctions fund the Grant programs and underwrite the education offered at Annual Conference.

Donate online at www.fsae.org/silentAuction

Contact Hester Ndoja, CAE at hester@fsae.org or call 850-702-0944.

NETWORKING

— THURSDAY —

CHAIRS' RECEPTION

Thursday, July 12 6:00 PM

Hosted and Sponsored by **Fort Lauderdale Marriott Harbor Beach Resort & Spa**

All conference attendees are invited to honor our outgoing chairs for FSAE and the Foundation: Vicki Long, CAE, and Sue Fern.

CONFERENCE GALA/DINNER

Thursday, July 12 7:00 - 10:00 PM

Hosted and Sponsored by **Fort Lauderdale Marriott Harbor Beach Resort & Spa**

Hang 10 as we surf through your favorite beach themed TV and movie pastimes! A retro yet relaxing vibe washes through the party as we reminisce and celebrate life at the shore. **All attendees invited!**

YOUNG PROFESSIONALS AFTERGLOW

Thursday, July 12 10:00 PM

All invited to join FSAE's Young Professionals. Drinks will be on your own. More information coming soon.



BIG TICKETS

The Foundation's BIG Tickets are your chance to win a spectacular vacation package! Ticket purchases are available for a suggested donation of \$25. The BIG Ticket drawing will take place during the Closing Session and you don't have to be present to win. Information on Big Tickets is available online: www.fsae.org/silentAuction



THURSDAY 1:45 PM – 2:45 PM BREAKOUTS

Associations Are the Key to an Inclusive Society

Facilitated by Jim Zaniello & Featuring James Pogue, PhD

Whether associations focus on inclusion internally – at the staff and governance level – or an external workforce, associations are at the forefront of ensuring a more inclusive society. Building on the research from FSAE's 2018 diversity and inclusion study, this session includes a panel of experts ready to tell their story and the impact they have seen organizations achieve.

Understanding & Enhancing Event Security - Jeff McKissack

This presentation looks at what can happen to blindsides event planners and association leaders alike where security is concerned. Despite cameras, access controls, and physical security, what are other considerations that associations need to enhance the safety and security of their events as well as their own staff?

Outsourcing Association Accounting Operations Panel Discussion

Facilitated by Al Pasini, CAE

This session is designed for CEOs, COOs, and CFOs, of medium to small staff organizations who are wrestling with the appropriate checks and balances needed to assure foolproof ethical practices that meet with GAAP and Auditor reviews. Hear best practices and pick the brains of two expert CPA's discuss financial policy and reports, how/why to work with outside firms, and services available to free your limited staff time and resources.

2:45 PM – 3:30 PM: NETWORKING SOCIAL (BREAK) SILENT AUCTION FINAL BIDDING

3:45 PM – 4:45 PM BREAKOUTS

4 Steps for Growing, Engaging, and Retaining Your Association Membership - Jan Spence

Learn the importance of an integrated membership program that addresses the challenge of finding new members and engaging existing members. Gain a fresh perspective of your growth plan and concrete tools to stay in front of members and engage with prospects in a relevant, meaningful way.

Multimedia Jeopardy: How and Why You Should Tell Your Association's Story - Heidi Otway, APR, CPRC

Test your knowledge on the changing multimedia landscape. This interactive session examines why local newsrooms still matter and how to use videos to tell your association's story. Get insider tips on how to engage reporters, create shareable videos and why storytelling reigns in 2018 and beyond.

How to Elevate Your General Session and Captivate Your Audience - Facilitated by Tara Liaschenko, CMM

Want your General Session to be as seamless, entertaining and smooth as programs you see on TV? Now's your chance. This session provides the *what's* and *why's* of production with our interactive panel of a producer, talent provider, CVB and meeting planner to learn how to acquire talent in any destination and how do it cost effectively.

FRIDAY, JULY 13

8:30 AM – 9:30 AM: NETWORKING COFFEE BREAK

Sponsored by **OPAL Collection Properties**

Get charged for the day with our coffee break sponsor OPAL Collection!

9:00 AM – 10:00 AM BREAKOUTS

“Say Yes to the Address!” Linley + Lauren

Learn how to harness the power of email addresses on Facebook and Instagram with social smarties Linley+Lauren. Get hands on instruction in how to create custom audiences to reach your members and prospects in their feeds.

Using Improv Techniques for Decreasing Stress in an Un-Funny World - Jessica Brustad

Apply the rules of Improv comedy to adjust to change and decrease stress. Get tips, tricks and exercises to create a lasting approach to dealing with strategy shifts, stress, uncomfortable feelings, and more.

Investment Policies for Growth - Panel Discussion Facilitated by Barney Bishop, III

Learn how a clearly articulated investment policy can help small-to-medium sized foundations reach their growth goals through disciplined investing and enhanced governance.

10:15 AM – 11:15 AM BREAKOUTS

Influence: The Art & Science of Changing Minds Steve Hughes

Association leaders are called upon daily to overcome contrary opinions, implement new policies, and provide trustworthy leadership. “Influence” unlocks the proven strategies your members need to change minds and get things done.

29 Tech Tools to Create Cool Content for Social Media Beth Ziesenis, Your Nerdy Best Friend

The most popular posts on social media are pictures and videos, and with a few easy (and free!) tech too-Is, you can transform your messages into share-worthy graphics that will put your organization out in front.

Maximize and Re-Energize Your Governmental Affairs Facilitated by Paul A. Ledford, CAE

Join leading government advocates to discuss how to energize your grassroots lobbying efforts and political contributions as well as communicate your legislative priorities and mission to your members.

11:30 AM - 1:15 PM: CLOSING KEYNOTE AND AWARDS LUNCHEON

Lunch sponsored by *Visit Jacksonville and The Beaches*

Keynote Sponsored by *Partners in Association Management*

The Epic Advantage - How to Get What You Want Without Losing What You Love

Speaker: Jerome Wade, CSP



Life is filled with endless deadlines, demands and dilemmas. The pursuit of success can lead you to perform at an unsustainable pace - putting at risk the very things you love. But it doesn't have to be that way. Stay at the top of your game while beating burn out and conquering fatigue.

1:15 PM: CONFERENCE ADJOURNS

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as of March 1, 2018

