



ILLUMINATE  
GATEWAY TO GREATNESS

**FSAE 2016 ANNUAL CONFERENCE**

JULY 13 - 15, 2016

HYATT REGENCY COCONUT POINT

**CONFERENCE GUIDE**

Sponsored By:



# WELCOME TO THE FSAE 2016 ANNUAL CONFERENCE



**RUSTY PAYTON, CAE, MBA**

FSAE Chair 2015-16



**JAIME CALDWELL, ACHE**

FSAE Foundation Chair 2015-16



**GAIL SIMINOVSKY, CAE**

2016 Annual Conference Co-Chair



**TIMOTHY BELL**

2016 Annual Conference Co-Chair

# PROGRAM AT A GLANCE

## TUESDAY, JULY 12

12:00 pm – 3:00 pm	FSAE Board Meeting
1:00 pm – 3:00 pm	Silent Auction Drop Off
3:00 pm – 5:00 pm	Foundation Board Meeting
3:00 pm – 5:30 pm	Registration Open
5:30 pm	Hilton Leadership Dinner

## WEDNESDAY, JULY 13

9:00 am – 4:00 pm	Registration Open
9:00 am – 4:00 pm	Silent Auction Open
10:00 am – 12:00 pm	CEO & C-Suite Roundtables
12:00 pm – 1:30 pm	Lunch on Your Own
1:30 pm – 3:00 pm	Opening Session
3:15 pm – 4:30 pm	Interactive Networking Workshop
5:30 pm – 7:00 pm	VIP Connection Reception
6:30 pm – 9:30 pm	Welcome Reception
9:30 pm	MARSAT Hospitality

## THURSDAY, JULY 14

7:30 am – 4:30 pm	Registration Open
8:00 am – 9:00 am	Networking Breakfast
8:00 am – 3:30 pm	Silent Auction Open
9:00 am – 10:00 am	Breakout Sessions
10:00 am – 10:45 am	Networking Break
10:45 am – 11:45 am	Breakout Sessions
12:00 pm – 1:30 pm	Board Installation Luncheon
1:45 pm – 2:45 pm	Breakout Sessions
2:45 pm – 3:30 pm	Networking Break
3:30 pm	Auction Closes
3:45 pm – 4:45 pm	Breakout Sessions
6:00 pm – 7:00 pm	Chairs' Reception
7:00 pm – 10:00 pm	Conference Gala & Dinner
10:00 pm	Young Professionals Afterglow

## FRIDAY, JULY 15

8:00 am – 9:30 am	Coffee Break
8:00 am – 11:00 am	Registration Open
8:30 am – 11:00 am	Auction Pick Up & Checkout
9:00 am – 10:00 am	Breakout Sessions
10:15 am – 11:15 am	Breakout Sessions
11:30 am – 1:15 pm	Closing Keynote/Awards Luncheon
1:15 pm	Adjourn

*Please be considerate of our Conference Hosts and Sponsors  
and do not plan activities during scheduled FSAE events.*



**13 Hours CAE**



**9 Hours CMP**

## CONFERENCE COMMITTEE

A special thank you to all of the Annual Conference Committee members for their enthusiastic involvement and dedication in ensuring the success of FSAE! Each of these committee members chaired individual committees/task forces that collectively made Annual Conference happen!

### CONFERENCE CO-CHAIRS:

Gail Siminovsky, CAE and Timothy Bell

### EDUCATION COMMITTEE

Chair: Adrienne Bryant, CAE

### MARKETING COMMITTEE

Chair: Mary Malone, CMP

### SPONSORSHIP SUB-COMMITTEE

Chair: Alina Cooper

### VIP CONNECTION RECEPTION

Chair: Kristin Marshall

### FOUNDATION SILENT AUCTION COMMITTEE

Co-Chairs: Crissy Tallman, CMP, CAE and Meg Caldwell, CMP

### AT-LARGE MEMBER

Tara Liaschenko, CMM



With more than \$4.1M invested in technology, energy saving features and connected environments, our newly-renovated meeting rooms are designed for productive conferences.

For more information on meetings, visit  
[coconutpoint.hyatt.com](http://coconutpoint.hyatt.com)

HYATT REGENCY COCONUT POINT  
5001 Coconut Road  
Bonita Springs, FL 34134  
239.390.4272



**HYATT**  
REGENCY  
RESORT

The HYATT trademark and related marks are trademarks of Hyatt Corporation or its affiliates.  
©2016 Hyatt Corporation. All rights reserved.

# THE SILENT AUCTION

## ESTERO B&C

### AUCTION SCHEDULE:

#### TUESDAY, JULY 12

Silent Auction Drop off  
1:00 pm - 3:00 pm

#### WEDNESDAY, JULY 13

Silent Auction Open  
9:00 am - 4:00 pm

#### THURSDAY, JULY 14

Silent Auction Open  
8:00 am - 3:30 pm  
3:30 pm - Silent Auction CLOSSES

#### FRIDAY, JULY 15

Pick Up Winnings!  
8:30 am - 11:00 am

PICK UP ONLY  
ON FRIDAY MORNING

## A Special Thank You to ALL Auction Donors!

The FSAE Foundation held its fourth Online Auction (prior to the Annual Conference) and was a wonderful success all because of our fantastic and generous donors. The donations in the Silent Auction are only part of the donations that we received. Visit the Silent Auction room to view a list of all the Auction Donors. Please support our donors when you can! Our auctions and fundraising efforts would not be as successful without their support and generosity.

The FSAE Foundation Silent Auction is known as one of the best places to shop for yourself or your organization. This year's auction is loaded with great items and services! Visit the Silent Auction and bid on some dream vacations, jewelry, and home goods that you just can't live without.

Check in at the Silent Auction Registration desk in Estero B & C to receive a bidder number. That number gives you the power to bid high and often during the auction's open hours on Wednesday and Thursday. Note that there is only one closing time for all bids on all items - Thursday at 3:30. Good luck!



Other fun Foundation favorites going on in the Silent Auction include the Wine & Liquor Toss and the chance to win one of four amazing packages with the purchase of BIG Tickets.

### BIG TICKETS: \$25 each or Buy 4 get one FREE

- Beaches, Fun & Golfing: 2 Night Stays at 7 different Marriott International Hotels and Resorts of Florida
- Luxury & Relaxation: 2 Night Stays at 7 different Marriott International Hotels and Resorts of Florida
- 2 Night Stays at 4 Ritz-Carlton properties in Florida
- NEW THIS YEAR - Tourism Toronto Big Ticket Package

See page 10 for more details on these great opportunities!

### WINE & LIQUOR TOSS

#### Wine Toss Sponsored by XSITE

Toss a ring and win a bottle of wine or liquor to take home with you! By popular demand, we're bringing back the Wine & Liquor Toss game to the Silent Auction. Come play and even if you don't win, you'll receive a special gift from XSITE. Join in the fun!

*All Auction proceeds help fund educational programming, professional development grants and research initiatives for the association industry.  
Thank you for your participation and support!*

# THANK YOU SPONSORS!

## platinum sponsors



## gold sponsors



## silver sponsor



## bronze sponsors



## sponsors



# WEDNESDAY, JULY 13

## 10:00 AM – 12:00 PM BREAKOUT SESSIONS

**CEO Roundtable** — Facilitated by **Jaime Nolan, CAE** **BLUE HERON**



*SPONSORED BY MARRIOTT INTERNATIONAL*

The CEO Roundtable is a two-hour, informal discussion of new ideas and current challenges with a small group of your peers.

*Open to all Association CEOs, Executive Directors or Presidents, and CSEs only*

**COO/C-Suite Roundtable** — Facilitated by **Richard Brown and Dee Kring, CMP, CAE** **ESTERO A**



*SPONSORED BY CARIBE ROYALE*

Not a CEO or Executive Director? This session is just for you. Meet with a small group of your peers to discuss ideas and challenges of the non-CEO. CFOs, COOs, EVPs, CTOs, and anyone looking to have one of those titles are welcome, including Young Professionals and aspiring leaders.

### SESSION KEY

-  CEO/LEADERSHIP
-  MEETING PLANNING
-  MEMBERSHIP
-  MARKETING
-  ASSOCIATES/SALES
-  YOUNG PROFESSIONALS
-  TECHNOLOGY

12:00 PM – 1:30 PM: LUNCH ON YOUR OWN

## 1:30 PM – 3:00 PM: OPENING SESSION

**Be a Champion On and Off the Court: The Five Qualities of an Effective Leader** — **Lucas Boyce**



**CALUSA BALLROOM**

*SPONSORED BY THOMAS HOWELL  
FERGUSON, PA*

Learn what it takes to win, lead effectively, and be a champion both in your professional and personal life. This presentation offers insight and stories taken from Lucas' service at the White House and his experience as an executive for the NBA's Orlando Magic.

### Session Key Take-Away:

Learn how to be a strong, effective leader in your professional and personal life.

*CMP Credit: 1 Hour Professionalism*

## 3:15 PM – 4:30 PM: INTERACTIVE NETWORKING WORKSHOP

**How to Network Effectively at a Conference** — Facilitated by **Peter Wright**



**CALUSA BALLROOM**

This engaging kick off workshop with Association Hub Founder, Peter Wright will give you the tools and tricks to get more out of networking at this year's conference. In a fun and interactive format, Peter will provide some simple advice and surprising tips to be more confident and effective networkers.

### Session Key Take-Away:

Improve your skills for effective networking & business growth

*CMP Credit: 1 Hour Meeting  
or Event Design*

## WEDNESDAY SOCIAL EVENTS

### 5:30 PM – 7:00 PM: VIP CONNECTION RECEPTION BRAXTON'S BAR & GRILLE, RAPTOR BAY GOLF CLUB

All **association executive attendees** and your registered guests are invited to this upscale reception. See page 8 for information.

### 6:30 PM - 9:30 PM: WELCOME RECEPTION SANIBEL HARBOUR MARRIOTT RESORT & SPA

*SPONSORED BY BEACHES OF FORT MYERS/SANIBEL AND SANIBEL HARBOR MARRIOTT*

Experience the Enlightenment that Thomas Edison experienced as you overlook the waters of the Gulf of Mexico. Enjoy the sunset, sample some of the best local fare and even interact with one of the most famous inventors of all time at the Sanibel Harbour Marriott Resort and Spa! Experience why the destination inspires illumination for all of the senses.

**What to wear:** Resort Casual Light & Breezy - linen/seersucker recommended.

**All attendees welcome. Meet the buses on the Hyatt's front drive at 6:30 PM.** Return buses will leave Sanibel Harbour at 8:30 PM, 9:00 PM and 9:35 PM.

### 9:30 PM - MIDNIGHT: MARSAT HOSPITALITY ABOARD THE SANIBEL PRINCESS

*SPONSORED BY MARRIOTT INTERNATIONAL*

*Docked at the Sanibel Harbour Marriott Resort & Spa*

Come aboard! **Association Executive Attendees** and their registered guest/spouse are invited to join us for the famous MARSAT Afterglow Hospitality. Let our 100-foot private luxury yacht, the Sanibel Princess, carry you away on a relaxing voyage illuminated by delicious cuisine, MARSATinis and magnificent star-gazing. There will be plenty of music, glowing libations and even karaoke!

*Transportation provided back to the Hyatt Coconut Point at 10:30 PM and Midnight*



MEETINGS FEEL MORE NATURAL  
IN SOUTHWEST FLORIDA.

*Find your island*  
SURROUND YOURSELF WITH THE THINGS  
THAT MATTER MOST.

With outstanding venues and endless recreation for unique team-building experiences, find the ideal setting for your next meeting. Find more at [FortMyers-SanibelMeetings.com](http://FortMyers-SanibelMeetings.com).



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**  
[FORTMYERS-SANIBEL.COM](http://FORTMYERS-SANIBEL.COM)



MARRIOTT RESORT  
SANIBEL  
HARBOUR

SPECTACULAR EVENTS WITH  
A TROPICAL ISLAND SPIRIT.

239.466.4000, [SANIBELMARRIOTT.COM](http://SANIBELMARRIOTT.COM)

© 2016 Marriott International, Inc.

# VIP CONNECTION RECEPTION

WEDNESDAY, JULY 13 | 5:30 - 7:00 PM

BRAXTON'S BAR & GRILLE | RAPTOR BAY GOLF CLUB



The VIP Connection reception is your ultimate opportunity for exclusive networking after a full day of education. All association executive attendees and their registered guest/spouse are invited to attend this upscale reception serving hors d'oeuvres & libations and featuring entertainment with a friendly putting competition for **serious** prizes!

Executive Attendees and your registered guest/spouse meet the Hyatt Trolley and Dolphin Transportation bus at 5:20 PM on the hotel's front drive.

Buses will pick you up from Braxton's to take you to the Welcome Reception at Sanibel Harbour Marriott.

## VIP HOST SPONSORS

AS OF JUNE 17, 2016

Abila  
Beaches of Fort Myers & Sanibel  
Brazilian Court Hotel  
Caribe Royale Orlando  
Charlotte Harbor Visitor & Convention Bureau  
Creative Insurance Concepts, Inc.  
Daytona Beach Area CVB  
DiamondHead Beach Resort & Spa  
Discover the Palm Beaches  
Disney Destinations  
Doubletree by Hilton Miami Airport Convention Center  
Doubletree by Hilton Orlando at SeaWorld  
Eau Palm Beach Resort & Spa  
Embassy Suites by Hilton Orlando - Lake Buena Vista South  
Grand Hyatt Tampa Bay  
Greater Ft. Lauderdale CVB  
Greater Miami CVB  
Hawks Cay Resort  
Higher Logic  
Hilton Cocoa Beach Oceanfront

Hilton Melbourne Rialto Place  
Hilton Naples  
Hilton Orlando Lake Buena Vista/ Lake Buena Vista Palace  
Hilton St. Petersburg Bayfront  
Hilton Worldwide Sales  
Holiday Cruises & Tours  
Holiday Inn & Suites Clearwater Beach  
Hutchinson Island Marriott Beach Resort & Marina  
Hyatt Regency Coconut Point Resort & Spa  
Hyatt Regency Orlando  
Hyatt Regency Sarasota  
Marriott International  
MemberClicks  
Naples Grande Beach Resort  
Naylor Association Solutions  
Newport Beachside Hotel and Resort  
novi AMS  
Plantation on Crystal River  
Plaza Resort & Spa  
PMSI - Professional Marketing Services, Inc.

Public Affairs Consultants  
Rosen Hotels & Resorts  
Salamander Hotels & Resorts  
Sandestin Golf & Beach Resort  
Sanibel Harbour Marriott Resort & Spa  
Sheraton Suites Tampa Airport Westshore  
Shores Resort & Spa  
Sirata Beach Resort & Conference Center  
Site Search, Inc.  
Tampa Marriott Waterside Hotel & Marina  
The Breakers, Palm Beach  
The Ritz-Carlton, Sarasota and The Ritz-Carlton Resorts of Naples  
The Westin Cape Coral Resort at Marina Village  
Tideline Ocean Resort and Spa - Palm Beach  
Villas of Grand Cypress  
Visit Sarasota County  
Visit Tallahassee  
Visit Tampa Bay  
Westin Fort Lauderdale Beach Resort



# THURSDAY, JULY 14

## 8:00 AM – 9:00 AM NETWORKING BREAKFAST

CALUSA BALLROOM

SPONSORED BY VISIT FLORIDA

Start your day with VISIT FLORIDA's breakfast so you're fueled and ready for a full day of learning and fun!

## 9:00 AM – 10:00 AM BREAKOUT SESSIONS

### Mastering Storytelling — Jason Ashlock ESTERO A

*BREAKOUT SPONSORED BY REVIEW MY AMS/  
SMART THOUGHTS*

Want to elevate efficiency, increase buy-in from stakeholders and decrease frustration upstream and down? Build a team of Master Storytellers. Transforming an organization's communications practices, graduating them from clumsy to focused, from random to intentional, from scattered to purposeful, Jason explores the power of narrative design.

### Hard Skills Get You in the Door, Mastering Soft Skills as a CEO Ensures Your Success — Bennett Napier, CAE CAPTIVA

*BREAKOUT SPONSORED BY WESTIN CAPE CORAL RESORT AT MARINA VILLAGE*

Learn how establishing strong relationships with your volunteer leaders can ensure a long and vibrant career that brings job satisfaction and broader organizational success.

### Don't be Singin' the Conference Blues: How to Hit Record Attendance at your Next Event — Ron Rosenberg PINE

*BREAKOUT SPONSORED BY NAYLOR ASSOCIATION SOLUTIONS*

Discover seven proven strategies to attract new attendees, boost early registration, and get record attendance at your conferences, retreats, and workshops. Take your event marketing from average to exceptional!

## 10:00 AM – 10:45 AM MORNING BREAK

ESTERO B&C

SPONSORED BY SALAMANDER HOTELS AND RESORTS



**Session Key Take-Away:**  
Learn how stories work, how they're built, and why they stick to transform your communications practices.

**Session Key Take-Away:**  
Learn a proven method of using soft skills as CEO to increase your career success, job satisfaction and organizational metrics.

**Session Key Take-Away:**  
Learn easy-to-implement strategies to boost event registration using guarantees and niche marketing  
*CMP credit: 1 Hour Marketing*

### SESSION KEY

- |  |  |   |  |
|--|--|---|--|
|  CEO/LEADERSHIP   |  MEMBERSHIP |  ASSOCIATES/SALES    |  TECHNOLOGY |
|  MEETING PLANNING |  MARKETING  |  YOUNG PROFESSIONALS |  |

## CANCER SUCKS. FIGHT THE MONSTER. FIND A CURE.

FSAE is partnering with **UF Health Cancer Center** to honor the memory of FSAE members. Help others "Fight The Monster" with a tax-deductible donation dedicated to supporting cancer research, patient care, and education.

Make your donation within the FSAE16 app, or visit:

[bit.ly/FightTheMonster](http://bit.ly/FightTheMonster)

## CONFERENCE APP & GAMIFICATION

### COMPLETE MISSIONS – WIN PRIZES

The FSAE Conference Gamification is back for 2016! This innovative and exciting program is designed to highlight the best experiences at the FSAE 2016 Annual Conference including great education, engaging keynote presentations, enthusiastic sponsors and a beautiful host venue!

Download the app for all your conference information as well as to get in on the game. Complete the missions and make your conference experience even more fun and playful!

Here's how to get started:

- 1. Download the FSAE Events app** on your Apple or Android device from the appropriate app store.
- 2. Login** with your email address used to register for conference and FSAE16 as the password.

**Stop by the Technology Help Desk** near Registration if you have any questions or need any help throughout your gaming process.

App Sponsored by



# BIG TICKET DRAWING AT FRIDAY'S CLOSING LUNCHEON

Here is your chance to win BIG! The Silent Auction has four once-in-a-lifetime packages for the BIG Ticket drawings. The odds to win one of these packages are amazing! Your name is entered into the drawing for every ticket purchased! The drawing will be held during Friday's Closing Keynote Luncheon and you don't have to be present to win.

**Buy your tickets at the Silent Auction Registration Desk before noon on Friday to enter - \$25/ticket or Buy 4, get 1 FREE! Good luck!**



## TOURISM TORONTO PACKAGE

### Experience the best of Toronto with hotel stays and attractions

This four-night stay includes two nights at the Fairmount Royal York, two nights at the Westin Harbour Castle and \$300 Air Canada Gift Card to use towards flights. Also included are round trip airport transfers, 2 tickets to a theater, concert or sporting event, and a VIP passport to dozens of local attractions.

## 8 NIGHTS AT THE RITZ!

### 2 Night Stays at EACH of these 4 Florida Ritz-Carlton Properties:

The Ritz-Carlton, Amelia Island; The Ritz-Carlton, Sarasota; The Ritz-Carlton, Naples Beach Resort; The Ritz-Carlton, Key Biscayne

## LUXURY & RELAXATION

### 2 Night Stays at EACH of these 7 Marriott International Hotels & Resorts of FL:

Marriott Harbor Beach Resort; Marriott Tampa Waterside; Marco Island Marriott Beach Resort Golf Club & Spa; Sanibel Harbour Marriott; Marriott Hutchinson Island; Renaissance Vinoy St Petersburg; Turnberry Isle Miami. Most stays include breakfast or other amenities.

## BEACHES, FUN & GOLFING

### 2 Night Stays at EACH of these 7 Marriott International Hotels & Resorts of FL:

Renaissance Orlando SeaWorld; Marriott Orlando World Center; Renaissance Orlando Airport; Marriott West Palm Beach; Marriott Orlando Airport Lakeside; Marriott Boca Raton; Gaylord Palms Resort. Most stays include breakfast or other amenities.

THURSDAY MORNING, CONTINUED  
10:45 AM – 11:45 AM BREAKOUT SESSIONS

**Young Professionals: Key Issues and Questions —**  
**Facilitator: Lowell Aplebaum, CAE**  
**ESTERO A**



**BREAKOUT SPONSORED BY REVIEW MY AMS/SMART THOUGHTS**

This session will involve young & seasoned professionals in three key discussions:

- Identifying core strengths and building a personal brand
- Empathy, respect, & collaboration between the generations in the workplace
- Leadership lessons: stories of success, narratives of improvement, and a forum to bring your own questions

**Session Key Take-Away:**

Learn new perspectives on building a personal brand, strengths in multi-generation teams, and stories of leadership.

*CMP credit: 1 Hour Human Resources*

**“If I Could Do It All Again” Discussion Facilitated by Carolyn Fazio, ECAM**  
**Sponsored by the FSAE Associate Advisory Committee -** **CAPTIVA**



**BREAKOUT SPONSORED BY WESTIN CAPE CORAL RESORT AT MARINA VILLAGE**

**Ever wish you could have a “Do Over?”** In this fun, interactive session experienced associates and executives will share OMG examples of something that went very wrong and what they did to fix it. YOU get to decide if they’re on the right track or not. There’s never just one answer, so you get to hear options of what would work best for you! Audience members are encouraged to bring their own stories so we can work together to find possible solutions.

**Session Key Take-Away:**

Take away real world, real time best practices for meeting professionals on both sides of the aisle.

**Put Your Marketing on Autopilot: How to Use Automation to Increase Membership and Retention — Ron Rosenberg -** **PINE**



**BREAKOUT SPONSORED BY NAYLOR ASSOCIATION SOLUTIONS**

Learn seven proven strategies to help you segment, personalize, and automate your marketing process. Build instant rapport with your members and get them to take action and fully utilize your database to create end-to-end campaigns for consistent and measurable results.

**Session Key Take-Away:**

Use the power of technology to save yourself time and improve your response rates.

**12:00 PM - 1:30 PM FSAE & FOUNDATION BOARD INSTALLATION LUNCHEON**  
**CALUSA BALLROOM**

**SPONSORED BY VISIT TAMPA BAY**

Please join us as we welcome the next leaders of FSAE and the FSAE Foundation! Our 2016-17 Officers will take the helm and new Directors and Trustees will be sworn into office.



THURSDAY AFTERNOON  
1:45 PM - 2:45 PM BREAKOUT SESSIONS

**Volunteer Excellence: Creating Opportunities for Amazing Volunteer Experiences — Lowell Aplebaum, CAE**  
ESTERO A 

*BREAKOUT SPONSORED BY REVIEW MY AMS/SMART THOUGHTS*

Learn how to repay your volunteers for their generous hearts with amazing volunteer experiences. We will examine and craft approaches such as: The Volunteer Lifecycle; Top 5 Volunteer Pitfalls; Sustainable Volunteer Incubators; and more.

**Session Key Take-Away:**  
Learn best practices in building a volunteer program that creates more engagement in your association.  
*CMP credit: 1 Hour Human Resources*

**Getting Through to Policy Makers: Grassroots Advocacy Best Practices For Associations — Martina Brawer**  
CAPTIVA 

*BREAKOUT SPONSORED BY WESTIN CAPE CORAL RESORT AT MARINA VILLAGE*

Lobbyists give facts and figures and/or influence legislators with favors or campaign contributions, but it's the grassroots advocates who tell the stories and illustrate the message to help legislators understand their industry and its needs. Learn why it is important for associations to mobilize grassroots efforts, and how to do so in an effective way.

**Session Key Take-Away:**  
Identify three advocacy tools and learn how to best communicate with legislators.

**Technology Trends and the Effects on Associations — Reggie Henry, CAE**  
PINE 

*BREAKOUT SPONSORED BY NAYLOR ASSOCIATION SOLUTIONS*

With the amount of disruption in (and caused by) technology today, it is important for associations to focus on what's really important: creating member value! Strategically, what are the technologies and technology trends associations should be focused on? What do these trends mean from a member and staff-expectation perspective? ASAE CIO Reggie Henry will discuss (and in some cases demonstrate) some of these technologies and related topics facing organizations today.








**Session Key Take-Away:**  
Learn about trends associations should be focused on and how to manage expectations.

2:45 PM – 3:30 PM: NETWORKING BREAK -  
SILENT AUCTION FINAL BIDDING

ESTERO B&C

All bidding closes at 3:30 PM. Winners will be posted outside of the Auction room before the Gala. Pick up items Friday morning from 8:30 - 11:00 AM.

SESSION KEY

 CEO/LEADERSHIP	 MEMBERSHIP	 ASSOCIATES/SALES	 TECHNOLOGY
 MEETING PLANNING	 MARKETING	 YOUNG PROFESSIONALS	

## 3:45 PM - 4:45 PM BREAKOUT SESSIONS

**Membership SUSTAINability** — Jim Thompson, CAE, IOM  
ESTERO A



### BREAKOUT SPONSORED BY REVIEW MY AMS/SMART THOUGHTS

The primary component to membership growth is membership recruitment and membership retention. In this session, you will gain a better understanding for what is causing membership growth challenges and learn what needs to happen to get your association on the path to creating a more sustainable membership.

**Session Key Take-Away:**  
Develop methods to increase member retention and recruitment.

**10 Principles of Servant Leadership** — Mark Sedgley  
CAPTIVA



### BREAKOUT SPONSORED BY WESTIN CAPE CORAL RESORT AT MARINA VILLAGE

Explore the 10 principles of servant leadership and the ways they apply directly to leading an association. Learn how your association can practice servant leadership when it comes to your membership and community.

**Session Key Take-Away:**  
Learn how to foster collaboration to inspire and empower your members.  
*CMP credit: 1 Hour Professionalism*

**Technology Trends and the Effects on Associations, Continued** — Reggie Henry, CAE  
PINE



### BREAKOUT SPONSORED BY NAYLOR ASSOCIATION SOLUTIONS

Join ASAE CIO Reggie Henry for the continued discussion of important technologies and trends facing associations today.

**Session Key Take-Away:**  
Learn about trends associations should be focused on and how to manage expectations.

## THURSDAY SOCIAL EVENTS

**6:00 PM - 7:00 PM: CHAIRS' RECEPTION**  
HOSTED & SPONSORED BY HYATT REGENCY  
COCONUT POINT CALUSA PRE-FUNCTION

**All conference attendees are invited** to honor our outgoing chairs for FSAE and the Foundation: Rusty Payton, CAE, MBA and Jaime Caldwell, ACHE

**7:00 PM - 10:00 PM: CONFERENCE GALA & DINNER**  
HOSTED & SPONSORED BY HYATT REGENCY  
COCONUT POINT CALUSA BALLROOM

**All conference attendees are invited!** Connect with your colleagues as we light up the night at "Lucent," an electrifying gala and White Party for FSAE Illuminate attendees. Fuse new connections and re-ignite friendships, build your circuit of contacts and experience the energy of this exciting event. Lucent will be a stunning and light-filled experience, the social highlight of the Illuminate conference, held inside the newly-invigorated Calusa Ballroom at the Hyatt Regency Coconut Point Resort.

**What to wear:** All, or almost all, White

**10:00 PM: YOUNG PROFESSIONALS AFTERGLOW**  
BELVEDERE

Whether you are a young professional or just want to be, come by Belvedere off the hotel's Mangrove Bar to network and stay "Forever Young." *All attendees welcome. Drinks are on your own.*



**CALCULATE YOUR REBATE at: [PalmBeachFL.com/INCENTIVE](http://PalmBeachFL.com/INCENTIVE)**

Discover The Palm Beaches, Sales Agent for Meetings & Conventions in Palm Beach County | *The Best Way to Meet in Florida*

# FRIDAY, JULY 15

**8:00 AM – 9:30 AM COFFEE BREAK** ESTERO PRE-FUNCTION

**8:30 AM – 11:00 AM AUCTION PICKUP** ESTERO B&C

Pick up on Friday Morning Only

## 9:00 AM - 10:00 AM BREAKOUT SESSIONS

**The State of Social Media in Associations Panel Discussion — Facilitated by Maddie Grant, CAE; Panelists: Adrienne Bryant, CAE; Chad Faison; Heidi Otway; and Lindsey Rowan**

ESTERO A



*BREAKOUT SPONSORED BY REVIEW MY AMS/SMART THOUGHTS*

Three association executives and an associate walk into a meeting room and start discussing social media. A crowd begins to gather and what happens next will amaze you! Our panel will share the good, the bad, and the ugly of social media campaigns, social media management tools, culture, and lessons learned. Come ready to sit in the “hot seat” as well, and share your story.

### Session Key Take-Away:

Learn how to build a successful social media campaign and adjust it according to performance for best results.

*CMP credit: 1 Hour Marketing*

**Becoming a Negotiation Ninja: Negotiating Through Your Career — Eloiza Altoro, MS, CAE**

CAPTIVA



*BREAKOUT SPONSORED BY WESTIN CAPE CORAL RESORT AT MARINA VILLAGE*

Always wanted to advocate for more benefits in your current or future job but didn't know how? Learn from the experiences of current association executives' negotiations through the C-Suite. This highly interactive workshop will include *Do's and Don'ts* as well as best practices related to bargaining a professional advantage.

### Session Key Take-Away:

Learn tactics and techniques to leverage your skills during interviews and contract negotiations.

**Something's Happening Here — Aaron Woloweic, MSA, CAE, CMP, CTA**

PINE



*BREAKOUT SPONSORED BY NAYLOR ASSOCIATION SOLUTIONS*

Conferences and events are core offerings for the majority of us. Why not leverage the event's local community as one of the primary resources for learning? Using a place-based experiential approach to education is an effective way to develop knowledge, skills, and values from direct experiences outside a traditional academic setting.

### Session Key Take-Away:

Examine how placed-based education enhances learning and logistics involved with managing “Edu-Tours.”

*CMP credit: 1 Hour Meeting or Event Design*

## 10:15 AM - 11:15 AM BREAKOUT SESSIONS

**How to Define Engagement So It's More than a Buzzword — Maddie Grant, CAE and Jamie Notter**

ESTERO A



*BREAKOUT SPONSORED BY REVIEW MY AMS/SMART THOUGHTS*

How do YOU define engagement? And how do you track and measure it? The American Nurses Association has undergone a cross-functional, collaborative project to do just that. Based on its results, learn how to define engagement through several tactical lenses, how to identify measurement metrics, and how to tie engagement back to your business and strategic goals.

### Session Key Take-Away:

Learn how to define engagement and tie it to recruitment and retention goals.

**Creating and Shaping Happy and Productive Virtual Teams —**

**Rebecca Achurch, PgMP, PMP, CSM, CAE**



**CAPTIVA**

*BREAKOUT SPONSORED BY WESTIN CAPE CORAL RESORT AT MARINA VILLAGE*

With technology tools today, is it really necessary to pay the overhead costs of a traditional brick and mortar? Learn how to effectively manage a once-a-week tele-commuter or an entire virtual team from someone who has successfully navigated these waters for over 11 years.

**Session Key Take-Away:**  
Learn tactics to build trust and technology options for virtual environments

**Strategic Meetings Management: AMP Up Your Meetings Portfolio —**

**Aaron Woloweic, MSA, CAE, CMP, CTA**



**PINE**

*BREAKOUT SPONSORED BY NAYLOR ASSOCIATION SOLUTIONS*

Meetings are important tools to plug into your organization’s marketing, membership, and communications plans. When was the last time you looked at them strategically? Meetings need to be reviewed for their results and refreshed regularly to help keep them relevant and meaningful.

**Session Key Take-Away:**  
Learn how to examine your meeting portfolio and find opportunities to add value and drive results.  
*CMP credit: 1 Hour Project Management*

**11:30 AM – 1:15 PM: CLOSING KEYNOTE AND AWARDS**

**LUNCHEON**

*LUNCHEON SPONSORED BY DISCOVER THE PALM BEACHES AND THE BREAKERS PALM BEACH*

**Illuminating the Future of Leadership — John Spence**

**CALUSA BALLROOM**



*KEYNOTE SPONSORED BY PARTNERS IN ASSOCIATION MANAGEMENT*

During this fast-paced and information intensive keynote, John Spence will deliver solid tools and ideas on how to significantly improve the leadership, culture and teamwork in your organization.

**Session Key Take-Away:**  
Learn leadership ideas to apply immediately for a positive impact on your association  
*CMP credit: 1 Hour Professionalism*

**1:15 PM: CONFERENCE ADJOURNS**

**SESSION KEY**

CEO/LEADERSHIP	ASSOCIATES/SALES
MEETING PLANNING	YOUNG PROFESSIONALS
MEMBERSHIP	TECHNOLOGY
MARKETING	

*STAYING POWER.*  
Celebrating 120 years of growth and success.

We look forward to hosting FSAE in 2017.

**B**  
**THE BREAKERS**  
PALM BEACH

One South County Road, Palm Beach, Florida  
1-888-BREAKERS | thebreakers.com



# SAVE THE DATE

2017 ANNUAL CONFERENCE

JULY 12-14, 2017

THE BREAKERS  
PALM BEACH



THE BREAKERS  
PALM BEACH

Onsite Conference Program Sponsored by:

ized Letters · Postcards · Bulk Business Mail · "Lumpy" Mail & Fulfillment · Newsletters · Training Binders · Coil, Wire, Perfect, Tape, Booklets · Programs · Presentation Signage · Foam Board Signs · Color Labels · Retractable Banner Stands · Mailing · Step & Repeat Backdrops · Custom Lanyards and Name Tags (Mail) · Newsletters · Flyers · Small Posters · Business Cards · Catalogs · Rack Cards · Table Tents · Backlit Film · Indoor/Outdoor Banners · Foam Board Mounted Signage · Magnetic Vehicle Retractable Banner Stands · Static Cling · Window and Door Lettering · Wall Decals, Fatheads, or Wall Wraps · Photo Scanning · CD / DVD Duplication and Full Color Label Printing · Flashdrives with Loaded Memory · Holiday Cards · Calendars · Invitations · Custom Notepads · Custom Notebooks · Letterhead · Business Mail · "Lumpy" Mail & Fulfillment · Newsletters · Training Binders · Coil, Wire, Perfect, Tape, Booklets · Programs · Presentation Signage · Foam Board Signs · Evergreen Labels · Retractable Banner Stands · Step & Repeat Backdrops · Custom Lanyards and Name Tags · Newsletters · Flyers · Posters · Business Cards · Catalogs · Rack Cards · Table Tents · Magnetic Vehicle Retractable Banner Stands · Static Cling · Window and Door Lettering · Wall Decals, Fatheads, or Wall Wraps · Mobile Websites · CD / DVD Duplication and Full Color Label Printing · Flashdrives with Loaded Memory · Photo Scanning · Holiday Cards · Calendars · Invitations · Custom Notepads · Custom Notebooks · Postcards · Bulk Business Mail · "Lumpy" Mail & Fulfillment · Newsletters · Training Binders and



# We can do that.

850.671.6600  
[www.targetprintmail.com](http://www.targetprintmail.com)

