IGNITE
YOUR INSPIRATION
JULY 10-12
HYATT REGENCY
JACKSONVILLE
“Experience becomes the doorway to new thoughts and inspirations.”  
- E.A. Bucchianeri, Author

We all need time and space to step away from the everyday routine and get inspired for what’s possible or what’s next. Sparks of inspiration can come from ideas and successes shared in sessions or casual conversations with colleagues. But without awakening those ideas, work will continue as usual – and that’s not always a good thing.

The FSAE 2019 Annual Conference (FSAE19) is designed to ensure association executives are prepared to move their organizations forward through education, interactive discussions and attendee engagement. It’s crucial that all levels of association management are primed for success in the next decade. Keep yourself and your organization relevant in this fast-changing world with professional growth and functional development, no matter your career stage or experience.

We invite you to step away this summer and experience FSAE19: Ignite Your Inspiration. The time is July 10-12; the place is the Hyatt Regency Jacksonville Riverfront.

### PROGRAM AT A GLANCE

**11 Hours - 11 Hours CMP Expected**

**TUESDAY, JULY 9**
- 12:00 PM – 3:00 PM    FSAE Board Meeting
- 3:00 PM – 5:00 PM    Foundation Board Meeting
- 5:30 PM    Hilton Leadership Reception

**WEDNESDAY, JULY 10**
- 9:00 AM – 4:00 PM    Registration Open
- 9:00 AM – 4:00 PM    Silent Auction Open/Drop-off
- 9:30 AM – 12:00 PM    Executive Welcome Break
- 10:00 AM – 12:00 PM    CEO Roundtable, Aspiring Leaders and Meeting Planner Deep Dive First-Timer Meet Up
- 12:00 PM    Rethreaded Pop-up Store Open
- 12:00 PM – 2:00 PM    Lunch on Your Own
- 2:00 PM – 4:00 PM    Opening Session
- 5:30 PM – 7:00 PM    VIP Connection Reception
- 6:30 PM – 9:30 PM    Welcome Reception
- 10:00 PM    Marriott Hospitality

**THURSDAY, JULY 11**
- 7:30 AM – 4:30 PM    Registration Open
- 8:00 AM – 3:30 PM    Silent Auction Open
- 8:00 AM – 9:00 AM    Leadership Breakfast
- 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    General Session Keynote Luncheon Breakout Sessions
- 1:45 PM – 2:45 PM    Networking Break - Auction Closes
- 2:45 PM – 3:30 PM    Breakout Sessions
- 3:45 PM – 4:45 PM    Gala Reception
- 6:00 PM – 7:00 PM    Conference Gala & Dinner
- 7:00 PM – 10:00 PM    Young Professionals Afterglow
- 10:00 PM    Marriott Hospitality

**FRIDAY, JULY 12**
- 8:00 AM – 10:00 AM    Registration Open
- 8:00 AM – 9:00 AM    Breakfast & Coffee Station
- 8:30 AM – 10:30 AM    Auction Item Pickup
- 9:00 AM – 10:00 AM    Breakout Sessions
- 10:15 AM – 11:15 AM    Breakout Sessions
- 11:30 AM – 1:15 PM    Closing Keynote and Awards Luncheon Adjourn

FSAE Foundation Grants have over $17,600 available for your professional development. See page 5 for more information.
Located in the bustle of the city’s business district, along the banks of the St. Johns River, Hyatt Regency Jacksonville Riverfront stands out as a beacon for meetings and conventions. With the largest meeting facility in Northeast Florida at 116,000 square feet, we are an unparalleled event destination. Over 1,500 groups each year depend on our purposely crafted function space, and our own Hyatt Regency signature experiences. We will provide your attendees and staff with a unique and differentiated experience delivered by our team with CARE.

See for yourself at #FSAE19!

*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 11 credits toward your CAE application or renewal professional development requirements.
VIP CONNeCTION RECEPtIoN  
Wednesday, July 10  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 10  6:30 – 9:30 PM  
Sponsored by Visit Jacksonville and Beaches  
ALL ATTENDEES INVITED  
Let’s Get Wild! “Spark” up conversation and have a ROAR-ing good time at the Welcome Reception at TIAA Bank Field, Home of the Jacksonville Jaguars!

MARRIOTT HOSPITALITY  
Wednesday, July 10  10:00 PM  
Sponsored by Marriott International  
For Executive Members Only  
Association Executive Attendees and their registered guest/spouse are invited to join us for the famous MARSAT Afterglow Hospitality.

MICRo-SESSIoNS EDCUaTIONAl BURSTs  
NEW THIS YEAR: Short bursts of education and facilitated discussion will occur on Wednesday and Thursday in the Conference Learning Lounge. Watch for more information on times and topics!

Have a hot topic to suggest?  
Contact trevor@f Jae.org.

TUESDAY, JULY 9  
12:00 PM - 3:00 PM – FSAE BOARD MEETING  
3:00 PM - 5:00 PM – FOUNDATION BOARD MEETING  
5:30 PM – LEADERSHIP RECEPtIoN  
Sponsored by Hilton Worldwide  
FSAE and Foundation Board Members and registered Association Executives and their guests are invited to attend Hilton’s Leadership Reception.  
An Invitation Only Event

WEDNESDAY, JULY 10  
9:30 AM - 12:00 PM EXECUTIVE WELCOME BREAK  
Sponsored by ConferenceDirect

10:00 AM - 12:00 PM ROUNDTABLE DISCUSSIONS & DEEP DIVES  
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

Aspiring Leaders Roundtable  
PRESENTED BY THE YOUNG PROFESSIONALS COMMITTEE  
Open to all Executive Aspiring Leaders & Young Professionals  
Sponsored by JHG Marketing

Meeting Planner Deep Dive: Creating a Member-Centric Meeting Experience  
Open to Meeting Planners and Executives Only  
Speakers: Lowell Aplebaum, CAE, CPF and Aaron Wolowiec, MSA, CAE, CMP, CLEA, CTA, CTF/QT

12:00 - FIRST-TIMER MEET UP  
Conference First-Timers are encouraged to meet your conference buddy/mentor and other first-timers at noon. Watch for more information coming soon.

12:00 PM - 4:30 PM RETHREADED POP-UP STORE OPEN  
#FSAE19 COMMUNITY OUTREACH TO SUPPORT HUMAN TRAFFICKING SURVIVORS  
Rethreaded is a local Jacksonville organization that offers survivors of human trafficking a second chance at life through creating and selling products from materials that would normally have gone into landfills. Each purchase from the onsite pop-up store or directly through their website gives freedom to women affected by the sex trade. www.rethreaded.com

12:00 PM – 2:00 PM - LUNCH ON YOUR OWN  
2:00 PM – 4:00 PM OPENING SESSION: BECAUSE I SAID I WOULD  
Speaker: Alex Sheen  
We live in a society that often does not respect the importance of a promise. It is too easy to say “I’ll get to it” or “tomorrow.” In many ways we have become numb to broken commitments and disappointment. Alex Sheen shares personal insights on how integrity and accountability can truly change humanity for the better.

Find full session descriptions online:  
www.f Jae.org/annualConference
THURSDAY, JULY 11

8:00 AM – 9:00 AM LEADERSHIP BREAKFAST
Start your day with a hot, plated breakfast and networking while learning more about the FSAE and Foundation Leadership. All attendees welcome.

9:00 AM - 10:00 AM BREAKOUT SESSIONS

Power Your Publication: Redesign With Your Goals in Mind
Sarah Sain
Your association’s publication is one of the most important communication channels you have for your members. Learn the key indicators to know if it’s time for a content and design revamp and how to achieve your association’s goals.

Event Safety & Security - Panel Discussion
Facilitated by Susan Williams
The safety of your event attendees is a top-of-mind concern for all organizations. Hear first-hand from industry thought leaders on best practices for emergency planning, on-site preparedness and in-the-crisis-moment action.

Scoring Your Board of Directors: A Self-Assessment
Lowell Aplebaum, CAE, CPF
This session will provide an assessment framework to help you evaluate the current health of your Board, better recognize where your strengths are serving you well, and identify opportunities for refinement and greater impact.

10:00 AM - 10:45 AM NETWORKING BREAK

10:45 AM - 11:45 AM BREAKOUT SESSIONS

Views from the Circle: An Inside Look at Ways to Make Meetings Work
PRESENTED BY THE ASSOCIATE ADVISORY COMMITTEE (AAC)
Views from the Circle gives us an inside look at different ways to address the issues we all face on the job. Executives and Associates will compare points of view – around the circle – and offer best suggestions to the entire group.

Wartime vs Peacetime Leadership: Practical Steps to Leading in Different Seasons - Mark Sedgley
We all experience the ebb and flow of peaceful and conflicting seasons. But is there a difference in the way you should lead in these seasons? Learn how to be the leader your organization needs, no matter what season you’re in.

Diversity, Equity & Inclusion Toolkit: Your Framework for Success
PRESENTED BY THE DIVERSITY, EQUITY & INCLUSION COMMITTEE
We all now that diversity, equity and inclusion are important. What we may not know is how to start these conversations, initiatives and programs in our organizations. The FSAE Diversity, Equity and Inclusion Committee is here to help.

12:00 PM - 1:30 PM GENERAL SESSION - POWERED PRODUCTIVITY: TECH TOOLS YOU NEED TO GET STUFF DONE

Speaker: Beth Z – Your Nerdy Best Friend
Luncheon Sponsored by Visit Tampa Bay
Keynote Sponsored by Partners in Association Management
You love being a leader at work, but keeping on top of everything is exhausting! The right technology can give you back your time and your sanity... you just need a Nerdy Best Friend to share the perfect tools. This fast-moving, laugh-filled session is full of technology tools and apps that you can start using immediately to help you save time, stay safe online and streamline your communications.

GRANTS

OVER $17,600 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.

Grant opportunities include the Hilton Diversity & Inclusion Grant, Hyatt Grant, Marriott 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 May 31- June 7 (open to anyone), and the Silent Auction onsite at Annual Conference from Wednesday, July 10 until bidding closes at 3:30 PM Thursday, July 11. 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.
**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](http://www.fsae.org/silentAuction)

**THURSDAY, CONTINUED**

**1:45 PM - 2:45 PM  BREAKOUT SESSIONS**

I Wish I Knew Then… Panel Discussion  
Facilitated by Suzanne Neve  
This Fireside chat with industry veterans looks at how Executives got where they are - and shares mistakes made and lessons learned along the way.

Sales Strategies and Techniques for Non-Sales People: Tips to Increase Your Non-Dues Revenue - Charles Popper  
Association executives and staff wear many different hats, including the one for revenue generation that so often not their core competency area. This session will help busy association executives convert your industry suppliers to advertisers/sponsors with actionable tips to improve three key areas of your sales process.

Understanding Difficult Contract Clauses – The Big Three  
Tyra W. Hilliard, ESQ, PhD, CMP  
Performance clauses like attrition and cancellation are challenging to negotiate and sometimes expensive to exercise. Force majeure is the very definition of a “grey area.” Using provided scenarios, as well as examples from the audience, we’ll talk about the law that supports (and doesn’t support) common contract language and minor changes in wording that can yield huge dividends in protection.

**2:45 PM - 3:30 PM  NETWORKING BREAK - AUCTION FINAL BIDDING**  
Sponsored by Feathr

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

(R)evolution of the Trade Show - Lowell Aplebaum, CAE, CPF; and Aaron Wolowiec, MSA, CAE, CMP, CLEA, CTA, CTF/QT  
Our association’s tradeshows have great potential to be a nexus and community hub as well as a steady source of value and revenue. But aisles of 10x10 booths is no longer cutting it. Tradeshow (R)evolution authors Lowell Aplebaum & Aaron Wolowiec will help you tap into new models for what tradeshows could be.

Change Culture, Change Outcomes  
Tony Moore, MS, SHRM-SCP  
Employee disengagement, departmental silos, and turnover has an effect on your bottom-line. So does elevating an already good culture to a level of excellence. This thought-provoking, actionable session provides the pathway to release untapped employee potential, increase performance, and make culture a force multiplier.

10 Tips for Effective Crisis Communications  
Cheryl Stopnick  
Someday, when you least expect it, “it” could hit the fan. The good work that has built your association’s reputation can be gone in an instant when a fiscal or physical crisis threatens. Learn top 10 tips for effective crisis communications including avoiding misinformation and damage to your brand.

**FRIDAY, JULY 13**

**8:30 AM - 9:30 AM  BREAKFAST & COFFEE STATION**  
Sponsored by OPAL Collection Properties

Find full session descriptions online: [www.fsae.org/annualConference](http://www.fsae.org/annualConference)
FRIDAY, CONTINUED

9:00 AM - 10:00 AM BREAKOUT SESSIONS

Strength Based Leadership: The 10-80-10 Principle
Sunjay Nath
The 10-80-10 Principle increases your performance and results by consistently focusing your energy and efforts on your highest yielding activities. Save time and increase productivity by focusing on the “right” activities.

Avoid Social Media Overload
Corey Perlman
Experiencing Social Media Overload?!?! Good News - you don’t need to be on Snapchat! Learn not WHY, but HOW to use Facebook and LinkedIn to build membership and increase retention with this a hands-on, tactical session.

Designing Attendee Experience from Invitation to Check-In - Tonisha Landry
When does your event experience really begin? From the invitation and first promotional ad to check-in and execution, a cleverly designed plan enhances the overall event experience. Dive into planning the experience before the experience.

10:15 AM - 11:15 AM BREAKOUT SESSIONS

Member Retention Secrets of the For-profit Subscription Boom - Robert Skrob, CAE
Consumers everywhere are choosing subscription-based services which has generated new innovations in member retention. Learn what for-profit subscription companies do to attract and retain members and increase growth and recurring revenue.

Results-Driven Event Marketing for the Discerning Attendee - Scott Oser & Aaron Wolowiec, MSA, CAE
Capturing your industry’s slice of meetings revenue requires results-driven marketing. Examine each phase of a successful marketing plan and application ideas to jumpstart your journey.

Stop Acting Your Age: Generations in the Workplace
Matt Havens
Tired of the “four distinct generations” in the workplace? There is a simpler way. Learn how to understand, recognize and resolve these generational issues. (That’s no exaggeration)

11:30 AM - 1:15 PM CLOSING KEYNOTE AND AWARDS LUNCHEON: MEETING YOUR CHALLENGES TO BE YOUR BEST

Speaker: Dave Carey
Luncheon Sponsored by Hilton Orlando Bonnet Creek
Success comes not from overcoming adversity, but from using that adversity creatively. Drawing from his experiences as a POW, Captain Dave Carey brings a positive message about being your best, doing your best. Learn how to face life’s hard choices - successfully.

1:15 PM ADJOURN
Name (including designation) ____________________________________________________________
Nickname __________________________ Title ________________________________
Organization/Company ______________________________________________________________
Address __________________________________________________________________________
City ____________________________ State _____ Zip __________________________ Email _____________
Phone __________________________ Mobile __________________________
Emergency Contact Name & Number _______________________________________________________

☐ I am a First-time Attendee  ☐ I require special accommodations to fully participate *(please include a written description of your needs)*
☐ Dietary Needs *(We will try our best to accomodate reasonable requests)*

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| BIG Ticket: Disney VIP Package | $25 each | Quantity: |
| BIG Ticket: Royal Caribbean Package | $25 each | Quantity: |
| BIG Ticket: Marriott Stays | $25 each | Quantity: |
| BIG Ticket: Ritz-Carlton Stays | $25 each | Quantity: |

*2nd Attendee rate available with PromoCode online - contact FSAE for info.
**Spouse/Guest refers to significant others or family members only. To be identified as an Executive or Associate on your name badge, you must register separately as such.

Contact me about Auction donations
Contact me about sponsor opportunities

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Associate Members Make it Happen...
Affordable fees are possible because of our Associates’ generosity and investment in FSAE.

Mail your registration form & check to FSAE, 2410 Mahan Drive, Suite 2, Tallahassee, FL 32308
Fax: 850.222.6350 | Register Online: www.fsae.org/annualConference
Questions? Call 850.222.7994 or email events@fsae.org