



FLASH^{OF} BRILLIANCE
CONDUCTORS^{OF} CHANGE

FSAE 2022 ANNUAL CONFERENCE
JULY 20-22 | TAMPA MARRIOTT WATER STREET



FSAE 2022 Annual Conference (#FSAE22)

ensures association executives are prepared to be **conductors of change** as we dive *into the wires* of association management in this new era. Connect with your colleagues through electrifying education, interactive discussions and dazzling attendee experiences.

(Re)Discover your mission and supercharge your professional growth, no matter your career stage or experience.

Find your **Brilliance on the Bay** at #FSAE22 July 20-22 at the Tampa Marriott Water Street

New This Year: Table-Top Trade Show in the Auction Room!

This year we are including a Mini-Trade Show of table-top exhibits in the Silent Auction room. Limited to 20 exhibitors. See page 6 for more information.

Auction Mobile Bidding Returns for 2022

Participate in the Auction from anywhere - even if you're not onsite! See page 5 for details.

PLATINUM SPONSORS



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PANAPRINT

PROGRAM AT A GLANCE



11 Hours - 11 Hours CMP Expected

TUESDAY, JULY 19

12:00 PM – 3:00 PM FSAE/Foundation Board Meetings
5:30 PM Leadership Reception

WEDNESDAY, JULY 20

9:00 AM – 4:00 PM Registration Open
9:00 AM – 4:00 PM Silent Auction Open/Drop-off
10:00 AM – 12:00 PM Roundtables and Deep Dives:
CEO, Leadership & Meeting Planner
12:00 PM First-Timer Meet Up
12:00 PM – 2:00 PM Lunch on Your Own
1:30 PM – 2:00 PM Refreshment Break
2:00 PM – 4:00 PM Opening Keynote Session
5:30 PM – 7:00 PM VIP Connection Reception
6:30 PM – 9:30 PM Welcome Reception

THURSDAY, JULY 21

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 in Auction Room
10:45 AM – 11:45 AM Breakout Sessions
12:00 PM – 1:30 PM General Session Keynote Luncheon
1:45 PM – 2:45 PM Breakout Sessions
2:45 PM – 3:30 PM Networking Break - Auction Closes
3:45 PM – 4:45 PM Breakout Sessions
7:00 PM – 10:00 PM Conference Gala Reception & Dinner

FRIDAY, JULY 22

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
1:15 PM Adjourn

FSAE Foundation Grants have over \$12,800 available for your professional development. See page 5 for more information.



MARRIOTT
TAMPA WATER STREET



TAMPA MARRIOTT WATER STREET

505 Water Street, Tampa FL 33602

Room Rate: \$149 Single/Double

Reservations: (888) 789-3090
Ask for the FSAE rate

Block Cut-off: June 20, 2022

Visit www.fsaе.org/hotel to reserve your room online and learn more about health & safety guidelines.

FSAE does NOT use any outside housing vendors.
If someone contacts you to make a reservation - don't do it. It's a scam.

Experience elevated comfort at Tampa Marriott Water Street in downtown Tampa, Florida. Our redesigned waterfront hotel sits adjacent to the convention center in the Tampa vibrant Water Street neighborhood. Discover the wealth of amenities we have to offer as you take a dip in our rooftop pool, use the state-of-the-art fitness center or dine in our inviting restaurants. Unwind in spacious hotel rooms with modern layouts, sophisticated decor and private balconies with views of the water or Tampa skyline.

See for yourself at #FSAE22!

**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 of 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.*

NETWORKING

VIP CONNECTION RECEPTION

Wednesday, July 20 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 Supplier attendees are invited to **host** this exclusive event. The opportunity is limited to the first 60 paid registration forms received.

WELCOME RECEPTION

Wednesday, July 20 6:30-9:30 PM

Sponsored by Visit Tampa Bay

ALL ATTENDEES INVITED

Join us for a uniquely Tampa networking experience with locally inspired cuisine, handcrafted cocktails and dazzling connections!

CONFERENCE GALA AND DINNER

Thursday, July 21 7:00-10:00 PM

Sponsored by Tampa Marriott Water Street

ALL ATTENDEES INVITED

Calling all **Super Heroes!** Use your powers for good and come help us celebrate an exciting night. Throw on your cape and sign up now, it will be here in a FLASH!

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



TUESDAY, JULY 19

12:00 PM - 3:00 PM – FSAE AND FOUNDATION BOARD MEETINGS

5:30 PM - LEADERSHIP RECEPTION

FSAE and Foundation Board Members and registered Association Executives and their registered guests are invited - *An Invitation Only Event*

Sponsored by HILTON

WEDNESDAY, JULY 20

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

Leadership Roundtable: Taking the Next Step Up - Interactive facilitated discussion led by Michael A. Jackson - *Open to all Association Executives*

Sponsored by Visit Gainesville

Meeting Planner Roundtable - *Open to Meeting Planners and Executives Only*

Sponsored by Experience Kissimmee

12:00 PM - FIRST-TIMER MEET UP

Conference First-Timers are encouraged to meet other first-timers at noon. Watch for more information coming soon.

12:00 PM – 2:00 PM - LUNCH ON YOUR OWN

1:30 PM - 2:00 PM REFRESHMENT BREAK

Sponsored by Sheraton Sand Key Resort

2:00 PM – 4:00 PM OPENING KEYNOTE SESSION -

DO YOU EVEN KNOW ME?: HOW GENUINE CURIOSITY SPARKS LOYALTY AND RETENTION

James Robilotta, CSP

Keynote Sponsored by HPN Global



Your organizations are filled with opportunities to authentically connect with stakeholders who can help validate our values, consider a new way of thinking, and reflect about the role we play in the world around us. Learn how to ask better questions, change the way we hear people's stories and insights, and apply what we learn from others.

5:30 PM – 7:00 PM VIP CONNECTION RECEPTION

6:30 PM – 9:30 PM WELCOME RECEPTION

Sponsored by Visit Tampa Bay

THURSDAY, JULY 21

8:00 AM – 9:00 AM LEADERSHIP BREAKFAST - ALL ATTENDEES WELCOME

Start your day with a hot, plated breakfast and networking while learning more about the FSAE and Foundation Leadership.

Beverages sponsored by **Daytona Beach CVB** and **Ocean Center Daytona Beach**

Full session descriptions: www.fsae.org/annualConference

THURSDAY, CONTINUED

All Breakouts Sponsored by Brannon Center & Spring Hill Suites, Novi AMS and St. Augustine, Ponte Vedra & The Beaches VCB

9:00 AM - 10:00 AM BREAKOUT SESSIONS

Yesterday, Today, Tomorrow: 10 Years of Association Communications

Sarah Sain, CAE

Should you start a TikTok account? Is anyone reading your emails? Does your magazine need a refresh? Examine effective communication strategies that engage members with an in-depth look at where we've been and where we're headed.

The 5 Essential Laws of Hospitality to Build Loyalty, Retention & Revenue - Bob Pacanovsky

Member/Customer Experience is more important than ever. With this new economy, there are five essential laws of Hospitality that people - and organizations - need to consider and strive to implement.

Inclusive Leadership: How to Engage Diverse Members & Teams

Mitch Savoie Hill, CPC

In today's competitive business world, it is imperative to create an inclusive culture to attract and retain top-talent. Learn how to engage people of diverse backgrounds and behavioral styles to increase engagement at all levels.

10:00 AM - 10:45 AM - NETWORKING COFFEE BREAK

Get some coffee and snacks while you network with attendees and visit the Mini-Trade Show in the Auction room - Break Sponsor: *Visit Jacksonville and Beaches*

10:45 AM - 11:45 AM BREAKOUT SESSIONS

Social Media Strategies in 2022 - Sharon Fekete

Looking for tips and tricks to attract and engage members and prospects on social platforms? Learn how to utilize LinkedIn for tremendous organic growth, plus new tools to help you breakthrough the noise and have more thoughtful engagements.

Get in the Bunker: Unlocking a Simple Way to create a Successful Team Culture - Arel Moodie

It is not about what stands in front of you, it's about who stands beside you. Learn tactics to re-motivate your team and create a thriving workplace while dissolving common workforce obstacles that steal joy.

Taking Off the Gloves: Planners and Suppliers Face Off

Facilitated by Jason Carroll, CMP - PRESENTED BY THE FSAE ASSOCIATE ADVISORY COMMITTEE (AAC)

Some days, you feel as if you're boxing at shadows. No one seems to be listening or willing to compromise. Join our panel for this AAC-sponsored session to hear leading association executives and their hospitality colleagues face off on issues that really do need to get resolved.

12:00 PM - 1:30 PM GENERAL SESSION - STRENGTH-BASED LEADERSHIP: THE 10-80-10 PRINCIPLE

Sunjay Nath, MBA, CSP, HoF

Luncheon Sponsored by Visit Tampa Bay

Keynote Sponsored by Partners in Association Management



Increase your job performance and results while reducing your stress with the 10-80-10 Principle, a framework that allows you to focus your energy and efforts on your highest yielding activities and operate at a dynamic level.

GRANTS

OVER \$12,800 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 MemberClicks by Personify Small Staff Grant, Naylor Communications and a New Member Grant, Diversity Acceleration Program (DAP) Grant,* Foundation Associate Grant, Foundation Diversity & Inclusion Grant and Foundation Young Professionals Grant. Don't leave money on the table - apply today! **Deadline April 30th.**

www.fsae.org/grants

**DAP Grant has separate application & deadline March 15, 2022*



AUCTION

Help fund professional development through the FSAE Foundation Silent Auction. This year's Auction once again features **Mobile Bidding so anyone can participate - even if you're not onsite.** The Auction opens online July 8 and closes Thursday, July 21 at 3:30 PM EST. Proceeds 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.

MINI TRADE SHOW

New This Year: Table-Top Trade Show in the Auction Room!

This year we are offering a mini-trade show of table-top exhibits in the Silent Auction room to the first 20 paid exhibitors.

The Silent Auction always has attendees coming in to view items, play the wine toss, and now they'll have the opportunity to meet with you. Plus, **Thursday's networking breaks will be in the Auction room to bring more traffic to you.**

Exhibitors will be identified in the conference app and on signage, plus you'll receive a list of attendee mailing addresses to follow up post-show.

Set-up begins Tuesday, July 19 at 1:00 PM and should be completed by Wednesday, July 20 at 11:30 AM. Take-down is Friday morning from 8:30 – 10:30 AM.

Learn more and see show hours & specifics at fsae.org/mini-trade-show

Exhibiting fees do not include registration for the Annual Conference. You will need to register for Conference in order to purchase a table. All tables are 6 foot. Discounts are available for Conference Sponsors and VIP Hosts. Contact FSAE for more information.

**Find full descriptions online:
[www.fsae.org/
annualConference](https://www.fsae.org/annualConference)**

THURSDAY, CONTINUED

1:45 PM - 2:45 PM BREAKOUT SESSIONS

Crisis Communications: Not If but When - Edie Ousley

Every organization should anticipate a crisis that impacts its reputation, credibility or brand. From providing expert counsel to the CEO, to knowing what information to share during and after the crisis, your success will depend on planning, speed and transparency.

Sidetrack Burnout: Harness the Power of Coaching and Mentoring to Motivate Staff and Volunteers - Shakira Brown

Leaders who wish to retain the best and brightest must focus on developing their people. Internal mentoring and coaching can enhance the employee experience, develop leadership acumen and sidetrack burnout while harnessing the soft skills that holistically benefits your workforce of the future.

3 Proven Facilitation Tools to Transform Routine Meetings

Aaron Woloweic, CAE, CMP, CTF/MT, CDP

Association leaders at all levels are called upon to facilitate meetings. Explore the secret to tapping into 100% participant engagement with proven facilitation tools guaranteed to transform your meetings into memorable and productive experiences!

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

Grab a drink and snacks while you network with attendees and visit the Mini-Trade Show in the Auction room.

3:45 PM - 4:45 PM BREAKOUT SESSIONS

Renew, Refresh, Repeat - Reinventing Your Association for the Future Russ Webb and Krystal Humphrey

Imagine your association is 90+ years old and a decision is made that changes everything. Come hear about how one association made that leap and what was learned in the process. Dive into change management and understand how to manage an environment where half of the members wanted to reject the change while the other half wanted to embrace it.

Meetings on a Budget

*Session information coming soon! Check the website for updates:
www.fsae.org/full-program*

Alphabet Soup: LGBTQ+ Awareness - Alan Kleinfeld, CMP, LEO

PRESENTED BY THE FSAE DIVERSITY, EQUITY & INCLUSION COMMITTEE

Diversity, equity and inclusion (DEI) is particularly applicable to employers and companies dealing with the ever-changing needs of our employees, members and society at large. Make sure your organization includes LGBTQ+ training to develop a stronger environment for gay, straight and ally employees and stakeholders.

7:00 PM – 10:00 PM CONFERENCE GALA & DINNER

Sponsored by [Tampa Marriott Water Street](#)

FRIDAY, JULY 22

8:00 AM - 9:00 AM BREAKFAST & COFFEE STATION

Sponsored by [OPAL Collection](#)

Get charged for the day with our coffee and breakfast goodies sponsor, OPAL Collection! They have a special treat for attendees - you won't want to miss out!

FRIDAY, CONTINUED

9:00 AM - 10:00 AM BREAKOUT SESSIONS

Your Board Wasn't Born Perfect: New Approaches to Board Management - Lowell Aplebaum, FASAE, CAE, CPF

The efficacy with which our boards work together directly impact an organization's ability to advance its mission. Explore the differences in a board orientation, a board refresh and onboarding for the team as a whole.

How to Create a Membership Value Proposition that Wows - Michael Tatonetti, CAE, CPP

The past two years have shown us the need to be crystal clear on delivering value to our members. Learn how to write your value propositions so that they connect at a heart-level, while quantifying what your association is doing for them.

Don't Overlook the Obvious: Safety & Site Selection Alan Kleinfeld, CMP, LEO

Between pandemics, shootings and weather incidents, it's easy to get overwhelmed with managing risk and keeping attendees safe. Make sure you conduct your site visits from a safety and security perspective.

10:15 AM - 11:15 AM BREAKOUT SESSIONS

The Science of Story - Geoffrey Klein

Effective Communication is critical in business and telling stories is a modern-day business necessity. Hear examples of the impact of stories and learn a simple and effective format for telling compelling stories you can implement immediately.

Association Technology: Think Outside the AMS Pete Zimek, CAE

Member expectations continue to rise while association staff time is stretched thin. This interactive session explores how to automate your digital ecosystem and empower anyone who is thinking that "there must be a better way."

Public Speaking: Learn the R.O.P.E.S. Mitch Savoie Hill, CPC

Public Speaking is a Number ONE fear for many. The Public Speaking R.O.P.E.S. are a codified set of rules and practical exercises to help you get comfortable and "own the room."

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

FOR HUGE RESULTS

Deborah Gardner, CMP

Luncheon Sponsored by Fort Myers Islands, Beaches & Neighborhoods

Keynote Sponsored by Visit St. Pete/Clearwater



Massive changes and recent crises have affected associations and YOU! Discover how to dominate any stumbling blocks that slow innovation and adaptation - and embrace opportunities to overcome them.

1:15 PM ADJOURN

SPONSORS

Registration costs would be *three times as expensive* without the help of our generous sponsors. Please support our sponsors!

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as of March 1, 2022



FSAE 2022 CONFERENCE REGISTRATION

JULY 20-22, 2022 | TAMPA MARRIOTT WATER STREET

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 accommodate reasonable requests) _____

I'm interested in a Wed. AM Session: ☐ CEO ☐ Leadership ☐ Meeting Planner - For Execs only; no additional fees

Additional Registration Options are Available Online

REGISTRATION

MEMBER FEES:

EXECUTIVES

Executive (Full Conference) \$395 \$460 \$510

Executive (2nd attendee from same org*) \$360 \$410 \$460

Young/Emerging Professionals \$265 \$365
Executive Members 35 & under or less than 3 years in the industry

ASSOCIATES

Associate/Supplier \$595 \$660 \$710

Associate 2nd attendee from same org* \$560 \$610 \$660

NON-MEMBER FEES:

Executive (Full Conference) \$550 \$600 \$650

Associate/Supplier \$795 \$860 \$910

ADDITIONAL OPTIONS:

Spouse/Guest** (Full Conference) \$195 \$245 \$295

VIP Host Sponsor \$375 \$375 \$375

Mini-Trade Show Exhibitor- Member \$1,000 \$1,100 \$1,200

Mini-Trade Show NonMember \$1,200 \$1,300 \$1,400

ADDITIONAL
Buy 4 Get 1
Free - Any
Combination

BIG Ticket: Marriott Stays \$25 each Quantity: _____

BIG Ticket: OPAL Collection \$25 each Quantity: _____

BIG Ticket: Royal Caribbean Package \$25 each Quantity: _____

*2nd Attendee rate available with PromoCode to register online.
Please contact FSAE for info.

**To register a Guest, please contact the FSAE Office

TOTAL INCLUDED

COST

☐ **CANCELLATION POLICY:** I understand cancellations must be received in writing before 5pm on **Friday, July 1, 2022** to receive a refund, less a \$75 processing fee. Fees cannot be refunded for registrations cancelled after July 1 or for no-shows.

Please Note: There is no option to pay later or be invoiced when registering for Conference. If you need to be invoiced, please use this form.

By registering for the FSAE Annual Conference, I hereby grant FSAE permission to use any and all photographic imagery and video footage taken of me at this event and activities pertaining to this event, without payment or any other consideration. I understand that such materials may be published electronically or in print, or used in presentations or exhibitions.

☐ Contact me about Auction donations

☐ Contact me about sponsor opportunities

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

Register Online: www.fsaе.org/annualConference | Questions? 850.222.7994 or events@fsae.org