

#FSAE18

# WELCOME TO CONFERENCE!



ADAPTING TO CHANGING TIDES  
FSAE 2018 ANNUAL CONFERENCE

— JULY 11-13 —

FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA



# WELCOME TO THE FSAE 2018 ANNUAL CONFERENCE



**VICKI L. LONG, CAE**

FSAE Chair 2017-18



**SUE FERN**

FSAE Foundation Chair 2017-18



**JAIME CALDWELL**

2018 Annual Conference Co-Chair



**MARY MALONE, CMP**

2018 Annual Conference Co-Chair



# PROGRAM AT A GLANCE



**12 Hours CAE**



**12 Hours CMP**

## TUESDAY, JULY 10

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	Registration Open
3:00 pm – 5:00 pm	Foundation Board Meeting
5:30 pm – 7:30 pm	Hilton Leadership Reception

## WEDNESDAY, JULY 11

9:00 am – 4:00 pm	Registration Open
9:00 am – 4:00 pm	Silent Auction Open
9:00 am – 11:30 am	Executive Welcome Break
10:00 am – 12:00 pm	Roundtables: CEO, Aspiring Leaders and Meeting Planner
12:00 pm	First Timer Meet Up
12:00 pm – 1:30 pm	Lunch on Your Own
1:30 pm – 3:00 pm	Opening Session
3:15 pm – 4:45 pm	General Session
5:30 pm – 7:00 pm	VIP Connection Reception
6:30 pm – 9:30 pm	Welcome Reception
10:00 pm	MARSAT Afterglow

## THURSDAY, JULY 12

7:30 am – 4:30 pm	Registration Open
8:00 am – 3:30 pm	Silent Auction Open
8:00 am – 9:00 am	Foundation & Awards Breakfast
9:00 am – 10:00 am	Breakout Sessions
10:00 am – 10:45 am	Networking Social (Break)
10:45 am – 11:45 am	Breakout Sessions
12:00 pm – 1:30 pm	Board Introduction Luncheon
1:45 pm – 2:45 pm	Breakout Sessions
2:45 pm – 3:30 pm	Networking Social (Break)
3:30 pm	Auction Final Bids
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	YP Afterglow

## FRIDAY, JULY 13

8:30 am – 11:00 am	Registration Open
8:30 am – 10:30 am	Silent Auction Pick Up & Checkout
8:30 am – 9:30 am	Breakfast & Coffee Station
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

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

## 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:

Jaime Caldwell and Mary Malone, CMP

### EDUCATION COMMITTEE

Chair: Sue Fern

### MARKETING COMMITTEE

Chair: Cheryl James

### SPONSORSHIP SUB-COMMITTEE

Co-Chairs: Amanda Bowen and Stacy Feldhousen

### VIP CONNECTION RECEPTION

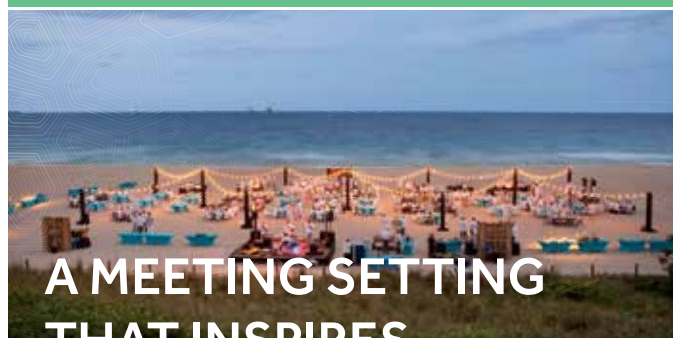
Chair: Kristin Marshall

### FOUNDATION AUCTION COMMITTEE

Chair: Carrie Millar, MBA, CAE

### AT-LARGE MEMBERS

Tara Liaschenko, CMM and Claudia Lupo



## A MEETING SETTING THAT INSPIRES

### SUNGLASSES ARE RECOMMENDED

The Fort Lauderdale Marriott Harbor Beach Resort & Spa redefines what your next meeting may look like, with over 100,000 square feet of indoor/outdoor spaces that allow you the option to choose unique venues from a grand ballroom to a white, sandy beach. This is how you meet! We say, welcome to your senses.

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## AUCTION SCHEDULE:

### TUESDAY, JULY 10

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

### WEDNESDAY, JULY 11

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

### THURSDAY, JULY 12

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

### FRIDAY, JULY 13

Pick Up Winnings!  
8:30 am - 10:30 am

#### PICK UP FRIDAY MORNING ONLY

*For your convenience, there is a  
FedEx Office and Ship Center  
located in the hotel.*

## A Special Thank You to ALL Auction Donors!

The FSAE Foundation held its fifth Online Auction prior to the Annual Conference. It 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 SILENT AUCTION

## CARIBBEAN BALLROOM

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 the Caribbean Ballroom 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 all items close on Thursday at 3:30 PM. Good luck!



Other fun Foundation favorites going on in the Silent Auction room 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 1 FREE

- NEW THIS YEAR - 6-8 Night Royal Caribbean Cruise for Two
- NEW THIS YEAR - Relax and Recharge at the Boca Resort
- Marriott International Hotels & Resorts of FL: 2 Night Stays at 11 FL Marriott Hotels & Resorts
- Florida Ritz-Carlton Properties: 2 Night Stays at 5 FL Ritz-Carlton properties

See page 10 for more details on these great opportunities!

## WINE & LIQUOR TOSS

### WINE & LIQUOR 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!

***Thank you to all members who donated wine & liquor!***

*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!

as of June 15, 2018

## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS



## SPONSORS



# TUESDAY, JULY 10

**12:00 PM – 3:00 PM – FSAE BOARD MEETING** GRAND SALONS A-D (3<sup>RD</sup> FLOOR)

SPONSORED BY **ROYAL CARIBBEAN INTERNATIONAL**

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

SPONSORED BY **ROYAL CARIBBEAN INTERNATIONAL**

**5:30 PM – 7:30 PM – LEADERSHIP DINNER**

SPONSORED BY **HILTON WORLDWIDE & AN EXCLUSIVE GROUP OF HILTON PROPERTIES**

FSAE and Foundation Board Members and registered Association Executives and their guests are invited to attend Hilton's off-site reception at the beautiful new Conrad Fort Lauderdale Beach Resort for a reception reminiscent of the golden age. **Dress is cruise casual.**

*An Invitation Only Event*

**Meet the buses at 5:15 PM** at the Convention Entrance of Marriott Harbor Beach. Buses run continuously until the reception ends.



# WEDNESDAY, JULY 11

**9:00 AM – 11:30 AM EXECUTIVE WELCOME BREAK** - GRAND SALON FOYER (3<sup>RD</sup> FLOOR)

SPONSORED BY **DISCOVER THE PALM BEACHES**

All Executive attendees are invited to stop by the Executive Welcome Break upstairs in the Grand Salon Foyer for coffee and a gift before joining the morning Roundtable sessions.

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

**CEO Roundtable - Facilitated by Eleanor Warmack, CPRP, CAE** - GRAND SALONS A-B (3<sup>RD</sup> FLOOR)

SPONSORED BY **NAYLOR ASSOCIATION SOLUTIONS**

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*

**Leadership/Aspiring Leaders Roundtable - Facilitators: Amanda Motes and Joshua Zorn**

GRAND SALONS C-D (3<sup>RD</sup> FLOOR)

SPONSORED BY **JHG MARKETING**

Not a CEO or Executive Director? This session is just for you. This informal discussion has previously included effective communication and shared vision with the CEO, setting boundaries with a 24/7 expectation, supporting executive decisions and more. *Open to all association executives with leadership roles, aspirations toward leadership and young professionals.*

**Meeting Planner Roundtable - Facilitator: Gabriela Arisso** - GRAND SALONS G-H (3<sup>RD</sup> FLOOR)

SPONSORED BY **CARIBE ROYALE**

Discuss current planner challenges with peers who've been in your shoes, including F&B and decor on a budget, risk management, contract negotiations, ethics, technology and more. *Open to all association meeting planners.*

*CMP Credit: 2 Hours Domain C: Risk Management*

**12:00 PM - FIRST TIMER MEET UP** - CARIBBEAN BALLROOM (1<sup>ST</sup> FLOOR)

Conference First-Timers are encouraged to meet in the Silent Auction room at Noon to meet your conference buddy/mentor and other first-timers. This is a great opportunity to connect with your conference buddy or just find someone to go to lunch with or sit next to at the Opening Session.



12:00 PM – 1:30 PM: LUNCH ON YOUR OWN

## 1:30 PM – 3:00 PM: OPENING SESSION

GRAND SALONS E-F (3<sup>RD</sup> FLOOR)

### Unconscious Bias in Leadership Decision Making

Dr. Shirley Davis, CSP

KEYNOTE SPONSORED BY **THOMAS HOWELL FERGUSON, PA**



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.

#### Session Key Take-Away:

Learn the importance of building cultural competencies and practices to accept and fully adapt to value differences.

CMP Credit: 1.5 Hours

Strategic Planning

## 3:15 PM – 4:45 PM: INTERACTIVE NETWORKING SESSION

GRAND SALONS E-F (3<sup>RD</sup> FLOOR)



### How to Work a Room so it Works for You!

Speaker: Annetta Wilson

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?'

**Great Networking Opportunity for First Timers & All Attendees!**

#### Session Key Take-Away:

Learn the art of networking successfully to benefit yourself and your business

CMP Credit: 1.5 Hours

Meeting or Event Design

# WEDNESDAY SOCIAL EVENTS

Be sure to wear your name badge to all Conference functions

## 5:30 PM – 7:00 PM: VIP CONNECTION RECEPTION B OCEAN RESORT

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 MUSEUM OF DISCOVERY AND SCIENCE

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!

Attire: Resort Casual

**Meet the buses at 6:30 PM - Reception starts at 7:00 PM.** Buses will be at the Convention Entrance of Marriott Harbor Beach and run continuously until the reception ends.

## 10:00 PM - MARSAT - HAVANA NIGHTS

SPONSORED BY **MARRIOTT INTERNATIONAL**

Location: Sea Level Restaurant & Ocean Bar

**Association Executive Attendees** and their registered guest/spouse are invited to join us for the famous MARSAT Afterglow Hospitality: *Havana Nights* for delicious cocktails, delectable lite bites and desserts. Join us at Sea Level Restaurant & Ocean Bar just after returning from the Welcome Reception. *An Invitation Only Event*



Welcome to Greater Fort Lauderdale, where you can enjoy the brighter side of business with inspiring venues, blue-sky views and a setting for success. Learn more at [sunny.org/meetings](http://sunny.org/meetings) or call 800-356-1662.

@VisitLauderdale | #meetsunny | Get inspired 24/7 - hello sunny

# VIP CONNECTION RECEPTION

WEDNESDAY, JULY 11  
5:30- 7:00 PM

B OCEAN RESORT - POINT ROOM

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 entertainment.

Executive Attendees can take a shuttle to the B Ocean from the Marriott Harbor Beach convention entrance at 5:30, or walk the short, marked path to the B Ocean next door.

Buses will pick you up at 7:00 at the B Ocean's Beach Circle Cul-de-Sac to take you to the Welcome Reception at the Museum of Discovery and Science

## VIP HOST SPONSORS

AS OF JUNE 15, 2018

American Audio Visual, Inc.  
B Ocean Fort Lauderdale  
Bahia Mar Fort Lauderdale Beach - A  
DoubleTree by Hilton  
Boca Raton Resort & Club  
Bradenton Area CVB  
Brazilian Court Hotel  
Caribe Royale Orlando  
Charles F. Dodge City Center  
Pembroke Pines  
Courtyard Miami Dadeland and Miami  
Marriott Dadeland  
Creative Insurance Concepts, Inc.  
Diplomat Beach Resort  
Discover The Palm Beaches  
Disney Destinations  
Doubletree by Hilton Miami Airport  
Convention Center  
DoubleTree Resort by Hilton  
Hollywood Beach and Hyde Resort  
and Residences  
Embassy Suites - Ft. Lauderdale  
Ft. Lauderdale Marriott Harbor Beach  
Resort and Spa

Grand Hyatt Tampa Bay  
Greater Ft. Lauderdale CVB  
Hawks Cay Resort  
Hilton Cocoa Beach Oceanfront  
Hilton St. Petersburg Bayfront  
Hilton Worldwide  
Hyatt Regency Coconut Point Resort  
& Spa  
Hyatt Regency Orlando  
Margaritaville Hollywood Beach  
Resort  
Marriott FL Group Sales Office  
Marriott International  
Marriott Miami Airport  
MemberClicks  
Miami Marriott Biscayne Bay  
Naples Grande Beach Resort  
Naylor Association Solutions  
novi AMS  
Omni Orlando Resort at  
ChampionsGate  
One Ocean Resort & Spa  
PGA National Resort & Spa

Planet Hollywood  
Plaza Resort & Spa  
PMSI - Professional Marketing  
Services, Inc.  
Rosen Hotels & Resorts  
Shores Resort & Spa  
Sirata Beach Resort & Conference  
Center  
Site Search Inc., / XSITE  
Sundial Beach Resort & Spa  
SunStream Hotels and Resorts  
Team Events  
The Breakers Palm Beach  
The Don Cesar  
The Link Event Professionals, Inc  
The Ritz-Carlton, Sarasota and The  
Ritz-Carlton Resorts of Naples  
The Wyman Company  
Visit Tallahassee  
Visit Tampa Bay  
Wyndham Grand Clearwater Beach  
Wyndham Grand Orlando Resort  
Bonnet Creek



# THURSDAY, JULY 12

## 8:00 AM – 9:00 AM FOUNDATION & AWARDS BREAKFAST

GRAND SALONS E-F (3<sup>RD</sup> FLOOR) - ALL ATTENDEES INVITED

SPONSORED IN PART BY **BRADENTON AREA CVB**

Start your day with a hot, plated breakfast and networking while learning more about the FSAE Foundation. The 2018 *Association of the Year* and 2018 *Supporting Associate Organization of the Year* will also be presented during breakfast. *\*Executive attendees - Daytona CVB and Ocean Center Daytona Beach have a special treat planned for you - don't miss it!*

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

**Talent Management Trends in an Age of Disruption - Mark Sedgley**

GRAND SALONS A-D (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **MARRIOTT INTERNATIONAL**

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.

### Session Key Take-Away:

Learn how to identify key talent management trends that will work (and not work) for your organization.

**Lead Your Evolution - Judson Laipply**

GRAND SALONS G-H (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **VISIT SARASOTA COUNTY**

Everything Changes. Not everything evolves. Association 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.

### Session Key Take-Away:

Craft the questions and first-steps to create the membership experiences that your members expect and deserve

**Utilizing Technology to Run Your Organization - Amy Smythe Harris**

GRAND SALONS J-K (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **HARD ROCK HOTEL DAYTONA BEACH**

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.

### Session Key Take-Away:

Learn what is required to grow your reach and why it's so important for the future of your organization.

CMP Credit: 1 Hour  
Project Management

## 10:00 AM – 10:45 AM NETWORKING SOCIAL (BREAK)

IN THE AUCTION ROOM - **CARIBBEAN BALLROOM (1<sup>ST</sup> FLOOR)**

SPONSORED BY **DOUBLETREE BY HILTON ORLANDO SEAWORLD**

Enjoy morning refreshments while you view Silent Auction items and network with colleagues in the Conference Lounge

### Looking for a place to meet, work, or relax?

The **Conference Lounge** in the Auction room is open all day and available for your use! Charging Stations from **TEAMEVENTS** also available.

Conference Lounge Sponsor  
**HYATT HOTELS  
IN FLORIDA**

## FEED THE MIND BOOK DRIVE

Support the local community by donating your new or gently used book(s) to the **Friends of the Fort Lauderdale Libraries**. Books will be distributed to library branches throughout Broward County in most need of reading materials.

Bring your donation to the Feed the Mind Bookshelf in the Auction room, the Caribbean Ballroom on the first floor.

## WI-FI INSTRUCTIONS

Network: **Marriott\_Conference**

Password: **TheWymanCompany**

1. Open your web browser
2. Enter the password
3. Accept the Terms & Conditions

Conference Wi-Fi Sponsor



## CONFERENCE APP & GAMIFICATION

### COMPLETE MISSIONS – WIN PRIZES

The FSAE Conference Gamification is an innovative and exciting program designed to highlight the best experiences at the FSAE18!

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 app** by searching for "EventMobi" in your app store or visit: [eventmobi.com/app/fsae18](http://eventmobi.com/app/fsae18) (NOTE: The FSAE Annual Conference app will be inside of the EventMobi app).

**2. Enter the Event Code: FSAE18** when you open the EventMobi app to load our event. You should only need to do this once.

**3. Login** with your email address used to register for conference. You will be asked to create your own password. *If you have used EventMobi before, you will be asked to enter your previous password. Click "Forgot Password" to reset if needed.*

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

App Sponsored by

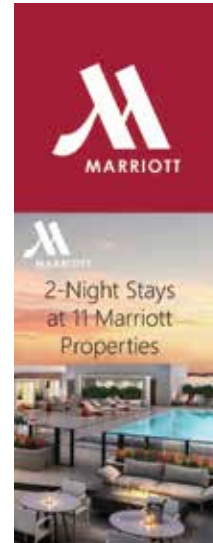


THE Link  
{event professionals, inc.}

## BIG TICKETS

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 or from an Auction Volunteer before 10:30 am on Friday to enter \$25/ticket or Buy 4, Get 1 FREE! Good luck!**



### ROYAL CARIBBEAN CRUISE FOR TWO

#### 6-8 Night Cruise for Two

6-8 Night Royal Caribbean Cruise for two in a Balcony Oceanview Stateroom inclusive of taxes/fees and gratuities. Sail on a Royal Caribbean Cruise to one of these incredible cruise destinations - Caribbean, Bermuda, Canada, Alaska, or Europe! This is the trip of a lifetime!

### RELAX AND RECHARGE AT THE BOCA RESORT

#### 4 Day/3 Night Stay

Get a 4 day, 3 night stay in the Boca Raton Resort's brand new Yacht Club, South Florida's most luxurious boutique waterfront hotel! Package includes daily activities of luxury and fun.

### 2-NIGHT STAYS AT 11 MARRIOTT PROPERTIES

#### 2 Night Stays at EACH of these 11 Marriott International Hotels & Resorts of FL:

Art Ovation Hotel, Sarasota; Ft. Lauderdale Marriott Coral Springs Hotel, Golf Club & Convention Center; JW Marriott Marco Island Beach Resort; Orlando World Center Marriott; Renaissance Orlando Hotel Airport; Renaissance Orlando at SeaWorld; Sanibel Harbour Resort and Spa; Sawgrass Marriott; Tampa Marriott Waterside Hotel & Marina; Turnberry Isle Miami; West Palm Beach Marriott.

### 10 NIGHTS AT FL RITZ-CARLTONS

#### 2 Night Stays at these 5 Florida Ritz-Carlton Properties

The Ritz-Carlton, Naples; The Ritz-Carlton, Sarasota; The Ritz-Carlton, Ft. Lauderdale; The Ritz-Carlton, South Beach; The Ritz-Carlton, Amelia Island

THURSDAY CONTINUED

## 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)**

**GRAND SALONS A-D (3<sup>RD</sup> FLOOR)**

**BREAKOUT SPONSORED BY *MARRIOTT INTERNATIONAL***

Using the collective knowledge of your peers, experience an enhanced, experiential, technology-charged brainstorming session. Through the use of collaborative co-creation and mind-mapping software you will not only obtain potential solutions to your challenges, but you have the opportunity to share your experiences and help your peers with their challenges.

#### **Session Key Take-Away:**

Walkaway with multiple action options for your challenges to take back to your organization.

*CMP Credit: 1 Hour*

*Meeting or Event Design*

### **Unlock the Secrets of Member Engagement - Amanda Kaiser, MBA**

**GRAND SALONS G-H (3<sup>RD</sup> FLOOR)**

**BREAKOUT SPONSORED BY *VISIT SARASOTA COUNTY***

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.

#### **Session Key Take-Away:**

Explore the specific value your members need by member-stage and learn about the experiences they want

### **Data Safety & Security - Amy Smythe Harris**

**GRAND SALONS J-K (3<sup>RD</sup> FLOOR)**

**BREAKOUT SPONSORED BY *HARD ROCK HOTEL DAYTONA BEACH***

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.

#### **Session Key Take-Away:**

Explore data security strategies to prevent breaches and what to do if something happens.

*CMP Credit: 1 Hour*

*Risk Management*

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

**GRAND SALONS E-F (3<sup>RD</sup> FLOOR) - ALL ATTENDEES  
INVITED**

**SPONSORED BY *VISIT TAMPA BAY***

All invited to hear from the Visit Tampa Bay "Crew" for more new reasons to visit the Bay area. Join our current chairs **Vicki Long, CAE** and **Sue Fern** for highlights of FSAEs previous year. Incoming chairs **Rachel Luoma, MS, CAE** and **Fran Gilbert, CAE** will also share what's in store for members with our 2018-19 FSAE Leadership.

**SAVE THE DATE**

**2018 EDUCATION EXPO  
OCTOBER 3, 2018  
TALLAHASSEE**

*Registration information coming soon*

**In Tampa Bay, they'll go through the looking glass and beyond!**

From our waterfront Convention District where attendees can explore the Tampa Riverwalk to our Westshore District that offers a variety of restaurants, professional sports, designer shopping and more, Tampa Bay connects museums, restaurants, water activities and nightlife like gems on a string.

Watch the video series.  
[TampaMeetings.com](http://TampaMeetings.com)

**FLORIDA'S MOST TREASURED MEETINGS**

**VISIT TAMPA BAY**

**Lisa Chamberlain, CMP**  
National Sales Manager / Florida & Georgia  
[LChamberlain@VisitTampaBay.com](mailto:LChamberlain@VisitTampaBay.com)  
P: 813.218.3879



THURSDAY CONTINUED

## 1:45 PM – 2:45 PM BREAKOUTS

### Understanding & Enhancing Event Security - Jeff McKissack

GRAND SALONS A-D (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **MARRIOTT INTERNATIONAL**

This presentation looks at what can happen to blindside 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?

#### Session Key Take-Away:

Learn how to enhance the safety and security of your events and staff

*CMP Credit: 1 Hour  
Risk Management*

### Associations Are the Key to an Inclusive Society

Facilitated by Jim Zaniello, FSAE, and Featuring James Pogue, PhD

Panelists: Heather Armstrong and Veronica Catoe

GRAND SALONS G-H (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **VISIT SARASOTA COUNTY**

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.

#### Session Key Take-Away:

Learn how associations address diversity and inclusion issues in the workplace and within their leadership

### Outsourcing Association Accounting Operations Panel Discussion

Facilitated by Al Pasini, CAE

Panelists: Kathleen Brothers, CPA and Dan Holloway, CPA

GRAND SALONS J-K (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **HARD ROCK HOTEL DAYTONA BEACH**

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; learn how/why to work with outside firms; and discover services available to free your limited staff time and resources.

#### Session Key Take-Away:

Learn how outsourced accounting can benefit your organization

## 2:45 PM – 3:30 PM: NETWORKING SOCIAL (BREAK)

### SILENT AUCTION FINAL BIDDING

CARIBBEAN BALLROOM (1<sup>ST</sup> FLOOR)

Enjoy afternoon refreshments and place your final bids for Silent Auction items. All bidding ends at 3:30. Winners will be posted outside the Auction room. Item pick up is Friday morning from 8:30-10:30 ONLY. For your convenience there is a FedEx Office & Ship Center onsite at the hotel.

## FSAE 2018 CEO RETREAT

AUGUST 24-26, 2018

WYNDHAM GRAND ORLANDO BONNET CREEK

*An exclusive event for Executive Directors, Presidents, CEOs and CSEs of Associations Only.  
Limited to 25 participants.*

REGISTER NOW: [WWW.FSAE.ORG](http://WWW.FSAE.ORG)

## 3:45 PM – 4:45 PM BREAKOUTS

### How to Elevate Your General Session and Captivate Your Audience

Facilitated by Tara Liaschenko, CMM

Panelists: P. Christine Poole, CMP; Crissy Tallman, CMP, CAE;

Jonathan VanDyke, Susan Williams

GRAND SALONS A-D (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **MARRIOTT INTERNATIONAL**

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.

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

GRAND SALONS G-H (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **VISIT SARASOTA COUNTY**

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.

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

GRAND SALONS J-K (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **HARD ROCK HOTEL DAYTONA BEACH**

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.

#### Session Key Take-Away:

Learn how to keep audiences engaged with seamless, entertaining events on a budget

CMP Credit: 1 Hour  
Meeting or Event Design

#### Session Key Take-Away:

Learn how to best tell your organization's story in a variety of media

CMP Credit: 1 Hour  
Meeting or Event Design

#### Session Key Take-Away:

Learn how an integrated membership plan helps you best engage with prospects

CMP Credit: 1 Hour  
Marketing

## THURSDAY SOCIAL EVENTS

### 6:00 PM - 7:00 PM: CHAIRS' RECEPTION

OCEANVIEW TERRACE

HOSTED & SPONSORED BY **FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA**

All conference attendees are invited to join our outgoing chairs Vicki Long, CAE and Sue Fern for hors d'oeuvres and libations before the Gala.

### 7:00 PM - 10:00 PM: CONFERENCE GALA & DINNER

OCEAN BALLROOM

HOSTED & SPONSORED BY **FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA**

All conference attendees are invited to the BeachTV Surf Party

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. Guests are encouraged to come dressed in beach attire\* or costumes emulating their favorite shows like *Gilligan's Island*, *Flipper*, *Gidget*, *Hawaii 5-0* and other gems from the 60s and 70s.

\*Shorts & Tee's are fine, but no bikinis please

### 10:00 PM: YOUNG PROFESSIONALS AFTERGLOW

3030 OCEAN (LOBBY BAR)

After the Gala, all attendees are invited to make a splash with the **New Wave** of association management, at the Young Professionals Afterglow at the 3030 Ocean - Marriott Harbor Beach's Lobby Bar.

All attendees welcome. Drinks are on your own.

# FRIDAY, JULY 13

## 8:30 AM – 9:30 AM: BREAKFAST & COFFEE STATION

GRAND SALON FOYER (3<sup>RD</sup> FLOOR)

SPONSORED BY **OPAL COLLECTION PROPERTIES**

Get charged for the day with breakfast goodies and our coffee break sponsor OPAL Collection! They have a special gift for our Executive attendees!

## 8:30 AM – 10:30 AM: AUCTION PICK UP

CARIBBEAN BALLROOM (1<sup>ST</sup> FLOOR)

## 9:00 AM – 10:00 AM BREAKOUTS

**"Say Yes to the Address!" Connecting and Prospecting with Social Media - Linley + Lauren**

GRAND SALONS A-D (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **MARRIOTT INTERNATIONAL**

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**

GRAND SALONS G-H (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **VISIT SARASOTA COUNTY**

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.

**How to Start a Conversation and Overcome the Fear of Investing your Association's Funds - Panel Discussion**

**Facilitated by Barney Bishop, III**

**Panelists: Alicia Bryan, CFA; Sue Fern; John Frady, MBA; and Liza McFadden, MA**

GRAND SALONS J-K (3<sup>RD</sup> FLOOR)

BREAKOUT SPONSORED BY **HARD ROCK HOTEL DAYTONA BEACH**

A clearly articulated investment policy can help small-to-medium sized organizations and foundations reach their growth goals. Panelists will discuss Conquering the Fear of Investing; A CEO's Perspective on Investing; Next Best Step's after Deciding to Invest; and How the Investment Committee Process Works.



### Session Key Take-Away:

Learn how to better find and connect with members and prospects on social media

CMP Credit: 1 Hour Marketing

### Session Key Take-Away:

Learn how to adapt, shift, and *respond* positively instead of reacting or avoiding stressful situations

### Session Key Take-Away:

Learn how to reach your growth goals through disciplined investing and enhanced governance

## ASAE SOUTHERN SAE RECEPTION

AUGUST 20, 2018 | HARRY CARAY'S 7<sup>TH</sup> INNING STRETCH, CHICAGO

Going to ASAE in Chicago this August? Come by the Southern SAE Reception on August 20 from 5:15 - 6:30 PM to network with SAE members from Florida, Georgia, North Carolina, South Carolina, Tennessee and Virginia. The Reception is before and near The ASAE Classic.

**Thank You Reception Sponsors: MemberClicks, Atlanta Convention Center at AmericasMart, Ingram Content Group and Naylor Association Solutions**



## 10:15 AM – 11:15 AM BREAKOUTS

### 29 Tech Tools to Create Cool Content for Social Media

**Beth Ziesenis, Your Nerdy Best Friend**

**GRAND SALONS A-D (3<sup>RD</sup> FLOOR)**

*BREAKOUT SPONSORED BY **MARRIOTT INTERNATIONAL***

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

#### **Session Key Take-Away:**

Make professional-level multimedia pieces that add depth and interest to your social media posts

*CMP Credit: 1 Hour Marketing*

### Influence: The Art & Science of Changing Minds - Steve Hughes

**GRAND SALONS G-H (3<sup>RD</sup> FLOOR)**

*BREAKOUT SPONSORED BY **VISIT SARASOTA COUNTY***

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.

#### **Session Key Take-Away:**

Know when it's best to push or pull the people you're trying to persuade by better understanding their mindset

### Maximize and Re-Energize Your Governmental Affairs

**Facilitated by Paul A. Ledford, CAE, DPL**

**Panelists: Lena Juarez and Jon Johnson**

**GRAND SALONS J-K (3<sup>RD</sup> FLOOR)**

*BREAKOUT SPONSORED BY **HARD ROCK HOTEL DAYTONA BEACH***

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.

#### **Session Key Take-Away:**

Learn how to energize your grassroots lobbying efforts and political contributions

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

**GRAND SALONS E-F (3<sup>RD</sup> FLOOR)**

*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.

#### **Session Key Take-Away:**

Learn the hidden causes of leadership fatigue and refuel your personal and professional passions.

*CMP Credit: 1 Hour Project Management*

## 1:15 PM: CONFERENCE ADJOURNS

ROSE CAME FOR AN  
ASSOCIATION CONFERENCE.

AND LEFT CALMED BY THE  
SOUNDS OF THE ATLANTIC OCEAN.



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