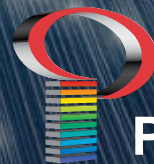




ILLUMINATE  
GATEWAY TO GREATNESS

**FSAE 2016 ANNUAL CONFERENCE**  
JULY 13 - 15, 2016  
HYATT REGENCY COCONUT POINT



Brochure Sponsored By:

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# PROGRAM AT A GLANCE

The 2016 FSAE Annual Conference, **Illuminate: Gateway to Greatness** is your premier opportunity for association management inspiration and enlightenment.

Not only will world-class speakers deliver relevant education you can use in your associations, but our networking will also provide you the time and opportunity to meet and reconnect with peers that face your same challenges every day.

Education, Networking and Inspiration delivered at the FSAE Annual Conference: Join us to re-ignite your passion and advance your career and association into Greatness.

The Annual Conference features education sessions designed for all our attendees, at any stage in your career. Use this guide to select the best breakout options for your needs:

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

## TUESDAY, JULY 12

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

FSAE Board Meeting  
Silent Auction Drop Off  
Foundation Board Meeting  
Leadership Reception

## WEDNESDAY, JULY 13

9:00 am – 4:00 pm  
9:00 am – 4:00 pm  
10:00 am – 12:00 pm  
12:00 pm – 1:30 pm  
1:30 pm – 3:00 pm  
3:15 pm – 4:30 pm  
5:30 pm – 7:00 pm  
6:30 pm – 9:30 pm

Registration Open  
Silent Auction Open  
CEO & C-Suite Roundtables  
Lunch on Your Own  
Opening Session  
Interactive Networking Workshop  
VIP Connection Reception  
Welcome Reception

## THURSDAY, JULY 14

7:30 am – 4:30 pm  
8:00 am – 9:00 am  
8:30 am – 3:30 pm  
9:00 am – 10:00 am  
10:00 am – 10:45 am  
10:45 am – 11:45 am  
12:00 pm – 1:30 pm  
1:45 pm – 2:45 pm  
2:45 pm – 3:30 pm  
3:45 pm – 4:45 pm  
6:00 pm – 7:00 pm  
7:00 pm – 10:00 pm

Registration Open  
Networking Breakfast  
Silent Auction Open  
Breakout Sessions  
Networking Break  
Breakout Sessions  
Board Installation Luncheon  
Breakout Sessions  
Networking Break - Auction Closes  
Breakout Sessions  
Chairs' Reception  
Conference Gala & Dinner

## FRIDAY, JULY 15

8:00 am – 10:00 am  
8:00 am – 9:00 am  
8:30 am – 11:00 am  
9:00 am – 10:00 am  
10:15 am – 11:15 am  
11:30 am – 1:15 pm  
1:15 pm

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

## platinum sponsors



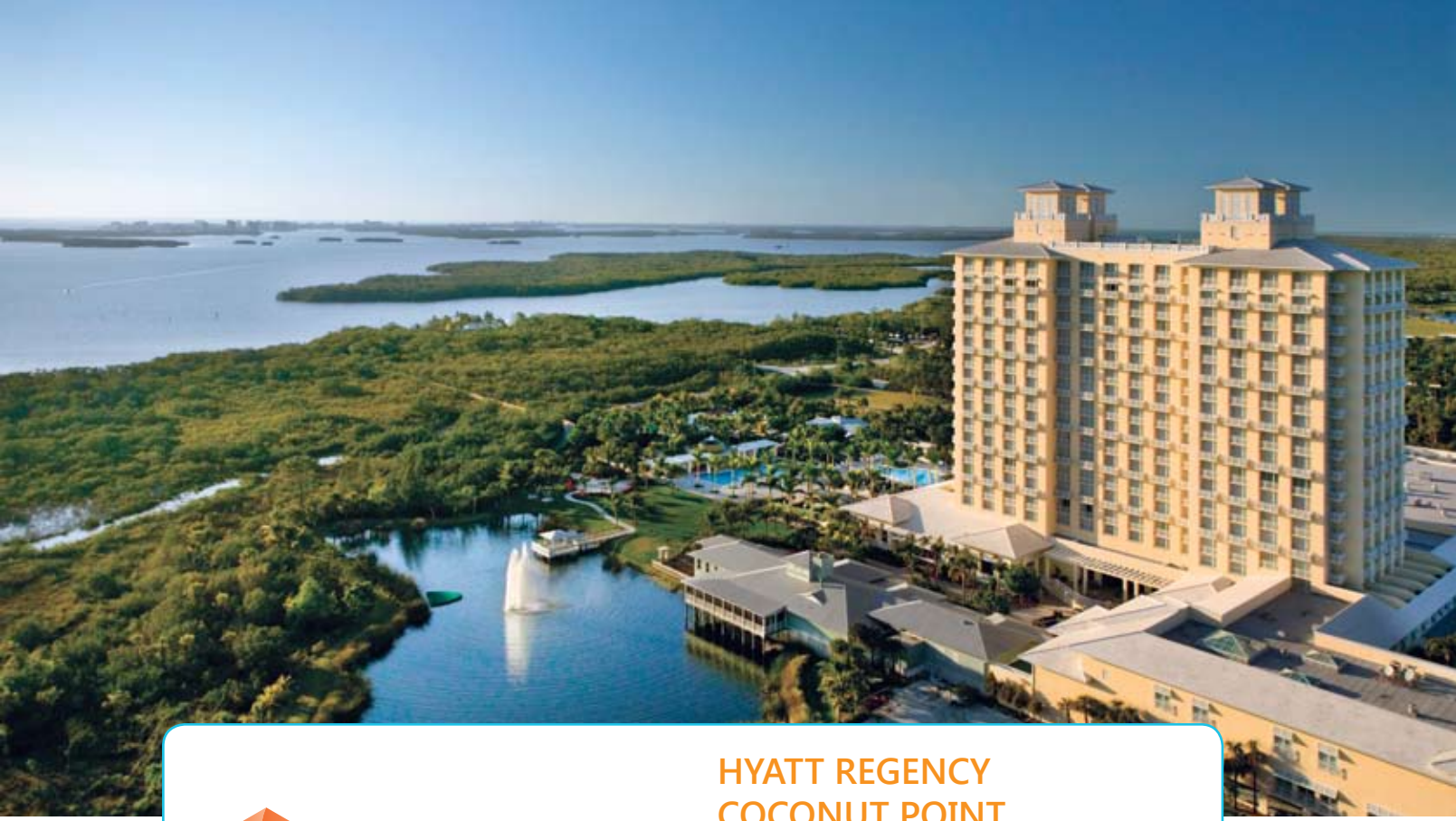
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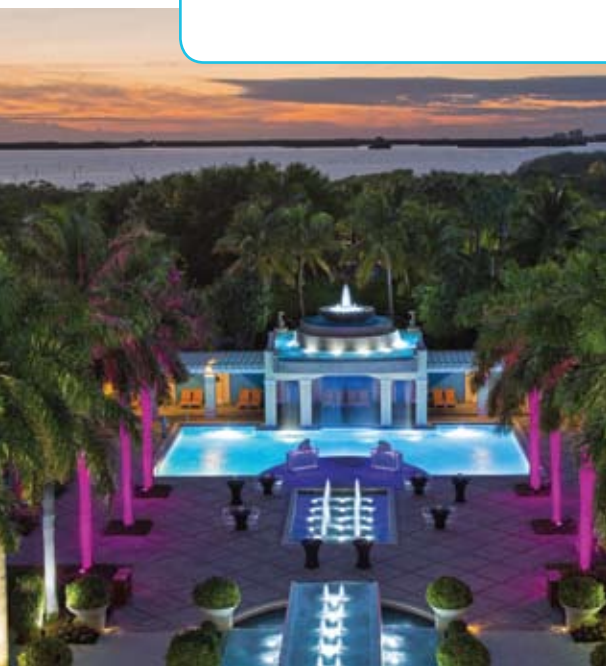
## HYATT REGENCY COCONUT POINT

5001 Coconut Rd,  
Bonita Springs, FL 34134

**Room Rate:** \$140 - Single/Double

**Reservations:** 888-421-1442 and  
reference FSAE

**Block Cut-off:** June 18, 2016



### Find your haven at Hyatt Regency Coconut Point Resort & Spa.

Located on 26 lush, tropical acres, our beautiful coastal resort in Bonita Springs, Florida invites recreation and relaxation. Honored with Florida Green Lodging's Three Palm eco-friendly certification, our resort and spa rewards you with a refreshing respite, surrounded by the natural beauty and culture of the Naples area and Southwest Florida coast.

With spectacular sunset views over the Estero Bay and the Gulf of Mexico, Hyatt Regency Coconut Resort and Spa is a spectacular destination. Treat yourself to our championship 18-hole golf course, innovative restaurants, a luxury spa, and our semi-private island and beach. Whether you're here for work or play, we have everything you need to stay productive and adventurous. Enjoy impressive amenities for an unforgettable escape on Florida's Gulf Coast.

*\*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 13 credits toward your CAE application or renewal professional development requirements.*

## WEDNESDAY EVENTS

### 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 guests are invited to this upscale reception for hors d'oeuvres, libations and entertainment - minutes from the Hyatt Regency Coconut Point.

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

### WELCOME RECEPTION

Wednesday, July 13 6:30 – 9:30 PM  
*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. **Sanibel Harbour Marriott Resort and Spa** offers a gateway into the wide open gulf and the islands beyond. Enjoy the sunset, sample some of the best local fare and even interact with one of the most famous inventors of all time! Experience why the destination inspires illumination for all of the senses.

#### SESSION KEY



CEO/LEADERSHIP



MEETING PLANNING



MEMBERSHIP



MARKETING



ASSOCIATES/SALES



YOUNG PROFESSIONALS



TECHNOLOGY

## TUESDAY, JULY 12

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

*Sponsored by IntrinXec Management Company*

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

*Sponsored by IntrinXec Management Company*

### 5:00 PM – LEADERSHIP RECEPTION

*Sponsored by Hilton Worldwide*

## WEDNESDAY, JULY 13

### 10:00 AM – 12:00 PM

#### CEO Roundtable

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*

#### C-Suite Roundtable

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.

### 12:00 PM – 1:30 PM: LUNCH ON YOUR OWN

### 1:30 PM – 3:00 PM: OPENING SESSION

*Sponsored by Thomas Howell Ferguson, PA*

#### Be a Champion On and Off the Court: The Five Qualities of an Effective Leader



##### Speaker: Lucas Boyce

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.

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

#### How to Network Effectively at a Conference



##### Facilitated by Peter Wright

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.



## THURSDAY, JULY 14

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

Sponsored by VISIT FLORIDA

### 9:00 AM – 10:00 AM

#### Mastering Storytelling

Speaker: Jason Ashlock

Want to elevate efficiency, increase buy-in from stakeholders and decrease frustration upstream and down? Build a team of Master Storytellers. Learn how stories work, how they're built, and why they stick to transform your communications practices.

#### Hard Skills Get You in the Door, Mastering Soft Skills as a CEO Ensures Your Success

Speaker: Bennett Napier, CAE

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

Speaker: Ron Rosenberg

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: NETWORKING BREAK

### 10:45 AM – 11:45 AM

#### Watch This Space

FSAE's Associate Advisory Committee is hard at work planning a fun, interactive, fact-filled session especially for our hospitality industry members. Information will be available soon online.

#### Young Professionals: Key Issues and Questions

Facilitator: Lowell Aplebaum, CAE

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

#### Put Your Marketing on Autopilot: How to Use Automation to Increase Membership and Retention

Speaker: Ron Rosenberg

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.

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

Sponsored by Visit Tampa Bay

## FOUNDATION ONLINE & SILENT AUCTION

FSAE Foundation's Annual Silent Auction has become one of the best places to shop while funding professional development. There are **two auctions** - an Online Auction May 27-June 3 that's open to anyone, and an onsite Silent Auction during the Annual Conference.

We need your donations for both auctions! **Donate online at [www.fsae.org/silentAuction](http://www.fsae.org/silentAuction).**

Contact Hester Ndoja, CAE at [hester@fsae.org](mailto:hester@fsae.org) or call 850-702-0944.

**Online Auction:** May 27 - June 3  
**[www.fsae.org/silentAuction](http://www.fsae.org/silentAuction)**

## FSAE FOUNDATION GRANTS

### Extend Your Budget for

### Professional Development -

### Over \$12,000 in Funds Available!

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. The deadline to apply is April 30th.

**[www.fsae.org/grants](http://www.fsae.org/grants)**



## BIG TICKETS

The Foundation's BIG Tickets are your chance to win a spectacular vacation package from our participating donors! Ticket purchases are available for a suggested donation of \$25 before and during Conference. 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 coming soon and will be available online:

**[www.fsae.org/silentAuction](http://www.fsae.org/silentAuction)**



## THURSDAY EVENTS

### CHAIRS' RECEPTION

Thursday, July 14 6:00 PM

Hosted and Sponsored by Hyatt  
Regency Coconut Point

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

### CONFERENCE GALA AND DINNER

Thursday, July 14 7:00 - 10:00 PM

Hosted and Sponsored by Hyatt  
Regency Coconut Point

Connect with your colleagues as we light up the night at "Lucent," a stunning and light-filled experience, and the social highlight of the Illuminate conference. Resort casual attire recommended. All conference attendees are invited!

#### SESSION KEY

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

## THURSDAY 1:45 PM – 2:45 PM

### Technology Strategies for Transforming Today's Associations to Engage Tomorrow's Members

Speaker: Reggie Henry, CAE

More information coming soon

### Volunteer Excellence: Creating Opportunities for Amazing Volunteer Experiences

Speaker: Lowell Aplebaum, CAE

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.

### Getting Through to Policy Makers: Grassroots Advocacy Best Practices For Associations

Speaker: Martina Brawer

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.

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

## 3:45 PM – 4:45 PM

### Technology Strategies, Part II

Speaker: Reggie Henry, CAE

More information coming soon

### 10 Principles of Servant Leadership

Speaker: Mark Sedgley

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.

### Membership SUSTAINability

Speaker: Jim Thompson, CAE, IOM

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.

## FRIDAY, JULY 15

## 9:00 AM – 10:00 AM

### The Sunny Road to Effective Association Marketing

Speaker: Rosario Ortiz-Davis, MBA, CAE

How do organizations deal with marketing challenges such as messaging fatigue, channel saturation, audience fragmentation, and limited budgets? Learn from successes and failures within real association marketing campaigns to keep the storm of inefficiency away and drive down the sunny road to results.



## Becoming a Negotiation Ninja: Negotiating Through Your Career

**Speaker: Eloiza Altoro**

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.

## Something's Happening Here

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

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.

**10:15 AM – 11:15 AM**

## Creating and Shaping Happy and Productive Virtual Teams

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

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.

## How to Define Engagement So It's More than a Buzzword

**Speaker: Maddie Grant, CAE**

How do YOU define engagement? And how do you track and measure it? 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.

## Strategic Meeting Management

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

*More information coming soon*

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

*Lunch sponsored by Discover the Palm Beaches and The Breakers Palm Beach*

*Keynote Sponsored by Partners in Association Management/Partners Strategic Solutions*

## Illuminating the Future of Leadership

**Speaker: John Spence**

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.

**1:15 PM: CONFERENCE ADJOURNS**

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# 2016 CONFERENCE REGISTRATION

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)* \_\_\_\_\_

Yes! I want to participate in the **Interactive Networking Workshop** on Wednesday! *(included in registration fees)*

	Mar 1 - Apr 30	May 1 - Jun 24	After Jun 24
<b>MEMBER FEES:</b>	<b>EARLY BIRD</b>	<b>REGULAR</b>	<b>ONSITE</b>

**EXECUTIVES** *Full Registration includes one ticket to all events*

Executive (Full Conference)	\$375	\$425	\$475
Executive 2 <sup>nd</sup> attendee from same org*	\$300	\$350	\$400
Executive 1 Day - <input type="checkbox"/> Wed <input type="checkbox"/> Thurs Only	\$250	\$300	\$350
Young/Emerging Professionals	\$250		

*Executive Members 35 & under or less than 3 years in the industry*

**ASSOCIATES** *Full Registration includes one ticket to all events excluding VIP Host Sponsorship*

Associate/Supplier	\$575	\$615	\$675
Associate 2 <sup>nd</sup> attendee from same org*	\$525	\$575	\$625

**NON-MEMBER FEES:**

Executive (Full Conference)	\$515	\$565	\$615
Executive 1 Day - <input type="checkbox"/> Wed <input type="checkbox"/> Thurs Only	\$350	\$400	\$450
Associate/Supplier	\$750	\$790	\$850

**ADDITIONAL OPTIONS**

Spouse/Guest** (Full Conference)	\$170	\$220	\$270
Child: 6-17 yrs old (5 & under are free)	\$95	\$95	\$95

Guest/Child Name(s) \_\_\_\_\_

Opening Reception Only	\$75	\$85	\$95
Thursday Gala Only	\$90	\$100	\$110
VIP Reception Host Sponsor:	\$375	\$375	

*Limited to First 60 Supplier Members - Free for Executives & Their Registered Guests*

**COST**

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\*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.

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 2016 FSAE Annual Conference, I hereby grant 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.*

**Associate Members Make it Happen...**

Affordable fees are possible because of our Associates' generosity and investment in FSAE.

**TOTAL INCLUDED**

I am interested in Big Tickets - please contact me when information is available

Contact me about Auction donations

Contact me about sponsor opportunities

**CANCELLATION POLICY:** I understand cancellations must be received in writing before 5pm on Friday, June 24, 2016 to receive a refund, less a \$75 processing fee. Fees cannot be refunded for registrations cancelled after June 24 or for no-shows.

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](http://www.fsae.org/annualConference)

Questions? Call 850.222.7994 or email [events@fsae.org](mailto:events@fsae.org)