



**FSAE
2025**

TIDES OF
TRANSFORMATION

HILTON WEST PALM BEACH

JULY 9-11



FSAE
FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES, INC.
ANNUAL CONFERENCE

rapid
press



FSAE 2025 Annual Conference (#FSAE25)

Tides of Transformation is where change meets opportunity in The Palm Beaches! Be prepared to lead through the shifting currents of association management toward the next wave of innovation. Connect with your colleagues and dive into empowering education through interactive discussions and timeless experiences.

No matter your career stage, the rising tide will lift your career through #FSAE25 - July 9-11 at the Hilton West Palm Beach.

Returning in 25: Opening Keynote Luncheon

FSAE25 kicks off on Wednesday, July 9 with an Opening Luncheon and keynote speaker starting at 12:00 PM. Hands-on experiential breakouts begin after.

Don't Miss the Foundation Beer Tasting

Join the Beer Bros for a sampling of Florida craft beers while raising funds to support the Foundation. *Pre-Registration required.*

FSAE25 Trade Show: Coffee & Conversations

The Trade Show of table-top exhibits in the Auction room is back - this year includes Coffee & Conversations with Exhibitors! Limited to 28 exhibitors. See page 6 for info.

Auction Mobile Bidding Returns for 2025

Two mobile auctions in 2025! Participate from anywhere - even if you're not onsite! See page 5 for details.

PLATINUM SPONSORS



PROGRAM AT A GLANCE



10.5 Hours and 10.5 Hours CMP Expected

MONDAY, JULY 7

Opal Collection Properties Reception - *Invitation Only*

TUESDAY, JULY 8

10:30 AM – 3:30 PM	FSAE/Foundation Board Meetings
3:00 PM – 5:00 PM	Registration Open
5:30 PM	Hilton Leadership Reception
TBD	Marriott AfterGlow - <i>Invitation Only</i>

WEDNESDAY, JULY 9

8:30 AM – 4:00 PM	Registration Open
8:30 AM – 4:00 PM	Auction Open/Drop Off
8:30 AM – 10:30 AM	Executive Welcome Break
9:00 AM – 11:00 AM	Roundtables and Deep Dives: CEO, Leadership & Meeting Planner
11:00 AM – 4:00 PM	Learning Lounge Open
11:15 AM – 11:45 AM	First-Timer Meet Up
12:00 PM – 2:00 PM	Opening Keynote Luncheon
2:00 PM – 2:45 PM	Networking Break in Auction Room
2:45 PM – 4:15 PM	Hands-On Breakout Sessions
5:30 PM – 7:00 PM	VIP Connection Reception
6:30 PM – 9:30 PM	Welcome Reception at The Breakers Palm Beach
9:30 PM	Ocean Reef AfterGlow - <i>Invitation Only</i>

THURSDAY, JULY 10

7:00 AM – 4:30 PM	Registration Open
7:00 AM – 8:00 AM	Coffee & Conversations with Exhibitors
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
4:15 PM – 5:45 PM	Beer Tasting: One 1.5-hour session
7:00 PM – 10:00 PM	Conference Gala Reception & Dinner at PGA National Resort

FRIDAY, JULY 11

8:00 AM – 9:00 AM	Coffee & Conversations with Exhibitors
8:00 AM – 11:15 AM	Auction Item Pickup
9:00 AM – 11:15 AM	Closing Keynote & Awards Brunch
11:15 AM	Adjourn

BROCHURE PRINT SPONSOR





Hilton

WEST PALM BEACH

600 Okeechobee Boulevard
West Palm Beach, FL 33401

Room Rate: \$199 Single/Double
Valet Only Parking \$30/day
Optional Resort Fee \$35/Day
Block Cut-off: June 9, 2025

Look for the link to make your hotel reservation in your registration confirmation email!

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

Get a true taste of The Palm Beaches with the Hilton's downtown meeting venue and our evening events at the iconic The Breakers Palm Beach and PGA National Resort.



TO BOOK A HOTEL ROOM, YOU MUST FIRST REGISTER FOR CONFERENCE. YOU WILL RECEIVE THE ONLINE LINK TO BOOK YOUR ROOM IN THE CONFERENCE CONFIRMATION EMAIL.

Only individuals who are registered for the conference will receive information on how to book their hotel rooms. At this time, no call-in reservations will be accepted.

A TROPICAL OASIS IN THE HEART OF WEST PALM BEACH

The Hilton West Palm Beach is located downtown and is directly connected to the Palm Beach County Convention Center via covered walkway. Adjacent to CityPlace shopping and dining, the Hilton is just two miles from the Palm Beach waterfront and features a resort-style pool and cabanas, restaurants, live music, fitness classes, and lawn games.

***FSAE is a CAE Registered Provider.** The program(s) linked above meet the requirements for fulfilling the professional development requirements to earn or maintain the Certified Association Executive credential. Every program that we offer that has been approved for CAE credit will clearly identify the number of CAE credits granted for full participation. We will maintain records of your participation in accordance with CAE policies. For more information about the CAE credential or Registered Provider program, please visit www.asaecenter.org/cae.

NETWORKING opportunities

EXECUTIVE VIP RECEPTION

Wednesday, July 9 5:30-7:00 PM

The Executive VIP 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.

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

WELCOME RECEPTION

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

*Hosted & Sponsored by **The Breakers Palm Beach** - **ALL ATTENDEES INVITED***

The Breakers cordially invites all FSAE25 Attendees to a Palm Beach Chic opening reception featuring many of our epicurean delights! Buses begin boarding at 6:00 PM.

BEER TASTING FUNDRAISER

Thursday, July 10 4:15 - 5:45 PM

*Sponsored by **Concord Hospitality, Visit Central Florida** and **The Westin Cape Coral Resort** **Registration Required - Spaces Limited***

Join the Beer Bros (*Lowell Aplebaum, Mike Pennington, and Russ Webb*) as they lead you through a journey of beer tasting!

CONFERENCE GALA & DINNER: UNDER THE SEA

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

*Hosted & Sponsored by **PGA National Palm Beach Gardens***

ALL ATTENDEES INVITED

Buses begin loading for the PGA National at 6:15 PM. *More information coming soon!*

MONDAY, JULY 7

OPAL COLLECTION RECEPTION

*An Invitation Only Event - Sponsored by **Opal Collection Properties***

TUESDAY, JULY 8

10:30 AM - 3:30 PM – FSAE AND FOUNDATION BOARD MEETINGS

*Sponsored by **The Brownwood Hotel and Spa***

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***

MARRIOTT BONVOY AFTERGLOW - An Invitation Only Event

*Sponsored by **Marriott Bonvoy Select Properties***

WEDNESDAY, JULY 9

8:30 AM - 10:30 AM EXECUTIVE WELCOME COFFEE BREAK

*Sponsored by **Marriott Bonvoy - Select Properties***

9:00 AM - 11:00 AM 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: Navigating Modern Leadership Challenges

Facilitator: Ricki Braswell, CAE - *Sponsored by **Fort Myers Islands, Beaches & Neighborhoods***

Meeting Planner Roundtable - Open to Meeting Planners and Executives Only

*Sponsored by **Visit Panama City Beach***

11:15 AM - 11:45 AM - FIRST-TIMER MEET UP

Conference First-Timers, new members and YEP attendees are encouraged to meet other first-timers before the Opening Session Lunch. *More info coming soon.*

12:00 PM – 2:00 PM OPENING KEYNOTE - LEADING THE CALL TO EXCELLENCE



Randy Fox

*Luncheon Sponsored by **Opal Collection Properties***

*Keynote Sponsored by **St. Augustine, Ponte Vedra & The Beaches VCB***

In *The Call to Excellence*, you will find stories, strategies, and insights that will show you how to have influential leadership that delivers impactful results! Reignite your passion to serve with excellence and live a life the world is truly waiting for.

2:00 PM - 2:45 PM REFRESHMENT BREAK

*Sponsored by **Sheraton Sand Key Resort***

Full session descriptions: www.fsae.org/annualConference

2:45 PM - 4:15 PM HANDS-ON/EXPERIENTIAL BREAKOUT SESSIONS

All Breakouts Sponsored by [Novi AMS](#), [Visit Gainesville](#) and [Visit Jacksonville](#)

Automate, Innovate, Elevate: Easy AI Solutions for Association Professionals

A Hands-on Workshop - Laura R. Caputo, JD - This hands-on session is for professionals eager to move beyond the AI hype. Bring your laptop and collaborate in small groups to explore cutting-edge AI tools that boost productivity, engagement, and content creation. You'll leave with real, shareable work samples, new connections, and confidence to integrate AI into your role immediately!

Hot Topic Coming Soon

Watch this space for another great session to be announced

Federal Legislative, Regulatory, Legal, and Policy Update: Everything Associations Need to Know - Jeffrey S. Tenenbaum, Esq.; Tenenbaum

Law Group - Stay informed on the latest legislative, regulatory, legal, and policy developments impacting associations. Gain invaluable insights into how current changes may affect your association and practical strategies for mitigating risk.

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

6:30 PM - 9:30 PM WELCOME RECEPTION ALL ATTENDEES WELCOME

Hosted & Sponsored by [The Breakers Palm Beach](#) - The buses for The Breakers begin boarding at 6:00 PM.

9:30 PM - OCEAN REEF CLUB AFTERGLOW - An Invitation Only

THURSDAY, JULY 10

7:00 AM - 8:00 AM - Coffee & Conversations with Exhibitors

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.

Breakfast Sponsored by [Benchmark Resorts & Hotels](#)

Beverages sponsored by [Daytona Beach CVB](#) and [Ocean Center Daytona Beach](#)

9:00 AM - 10:00 AM BREAKOUT SESSIONS

11 Tips to Make Your Website Your #1 Marketing Tool - Charles Stanisce,

Novi AMS - In today's digital age with endless distractions, your website should be more than just an online presence - it's a dynamic marketing tool that can leverage the growth of your association. This session showcases strategies, tips, and tools to empower your website and attract + engage prospective members.

Ask the Association Attorney: Everything You Want to Know about Event Contracts & More - Tyra Warner, PhD, JD, CMP

From one the country's most experienced attorney/ CMP, come armed with your questions and curiosity as we explore the most pressing legal issues facing association planners.

Why Smart Leaders Do Stupid Things: Lessons Learned from Lousy Leaders

Michael Krumpak, PCC, CPC, MS, PHP - Discover why even the smartest leaders make critical mistakes. You'll uncover common leadership pitfalls, identify blind spots, and learn how to strengthen emotional intelligence. Walk away with practical tools to build resilient, high-performing teams and sharpen decision-making under pressure.

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

Get some coffee and snacks while you network with attendees and visit the Trade Show in the Auction room - Break Sponsor: [Sandestin Golf & Beach Resort](#)

AUCTION

Auction Sponsored by [Expo Auctions](#)

Help fund professional development through the FSAE Foundation Silent Auction. This year's Auction features **TWO mobile auctions: June 1-10 and July 1-10**. Everyone is invited to participate in both Auctions from anywhere - even if you're not attending FSAE25.

Donate Items Online:

www.fsae.org/silentAuction

Contact Julia Rooney at julia@fsae.org or call 850-702-0833.

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

MARRIOTT
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OPAL
COLLECTION

 RoyalCaribbean
INTERNATIONAL

 teneo
HOSPITALITY GROUP

FSAE25 COMMUNITY PROJECT

FSAE25 will be supporting the **Literacy Coalition of Palm Beach** through a book drive and other donation opportunities. *More information will be available soon.*

TRADE SHOW

Table-Top Trade Show in the Auction Room!

We are once again offering a mini-trade show of table-top exhibits in the Auction room to the first 28 paid exhibitors.

The 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, **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 8 at 1:00 PM and should be completed by Wednesday, July 9 at 11:00 AM. Take-down begins Friday morning.

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



FSAE wants our events to be accessible to all participants.

Accessibility ensures we are able to include those with visible and invisible disabilities, sensory sensitivities, chronic health conditions, and individuals in all career stages.

If you need special accommodations to fully participate please indicate it on your registration form.

10:45 AM - 11:45 AM BREAKOUT SESSIONS

The Best Things in Life are Brewed - Russ Webb, CAE; Bay Area Apartment Assn - In this engaging session, we will explore the art and science behind brewing three essential elements of life. Gain a newfound understanding of the importance of patience, intention, and quality ingredients in all aspects of life.

Game Changing Strategies for Building High Performing Teams

Carmen Ohling - Building high-performing teams is a game-changer for any leader looking to make a real impact. As a leader, you have the power to align individual strengths with team goals, develop future leaders, and foster a collaborative environment that empowers your people to excel.

Ready-Set-GO! 99 Second Upskilling - Presented by the Associate Advisory Committee (AAC)

This fast-paced session will deliver at least 15 new or endorsed tools to make your work more effective and/or efficient. In addition, you will have 15 minutes to learn even more tools from your table colleagues! Come to absorb and leave transformed!

12:00 PM – 1:30 PM GENERAL SESSION & ORGANIZATIONAL AWARDS RISE THROUGH IT: TRANSFORMING THE FEAR OF UNCERTAINTY INTO LIMITLESS RESULTS



Rashmi Airan

Luncheon Sponsored by [Visit Tampa Bay](#)

Keynote Sponsored by [Florida's Sports Coast](#)

Every day, leaders encounter numerous challenges and threats as well as constant fear. True growth and leadership come from deciding to "rise through" these moments, not just "rise above" them. Learn how to see challenges as growth opportunities, fostering courage and vulnerability to thrive.

1:45 PM - 2:45 PM BREAKOUT SESSIONS

Meeting People Where They Are: Strategies for Tailoring Engagement to Diverse Audiences - Avi Olitzky

- In a world of diverse member needs, one-size-fits-all engagement strategies fall short. This session explores how to meet people where they are by tailoring outreach, programming, and communication to different audience segments. Attendees will learn how to leverage data, personas, and feedback loops to develop meaningful connections.

Inclusion and Service is the Greatest Expression of Hospitality: An Event Planners Guide to Fully-Inclusive Experience - Matthew Shapiro

Despite living with a disability from a young age, it has never stopped Matthew from making a significant impact in the disability space. As America's Disability Advisor, Matthew provides valuable insights, anecdotes, and strategies that not only address the needs of attendees with disabilities but also helping you create more inclusive events.

Show Me the Money: How Ethical Leadership Fuels Employee Engagement, Well-Being, and Organizational Success - Mariama Boney, LMSW, CAE, CPEC

Ethical leadership is not just about policies and procedures—it's about impact! Associations that prioritize navigating ethical challenges with courage, a deep understanding of human behavior, and proactive governance see higher engagement, greater retention, and better financial performance.

Find more information and full session descriptions online:
www.fsae.org/annualConference

2:45 PM - 3:30 PM - NETWORKING BREAK

Grab an afternoon snack while networking. Auction bidding closes at 3:30! Break Sponsor: **Experience Kissimmee**

3:45 PM - 4:45 PM BREAKOUT SESSIONS

Unlocking Committee Potential: Meeting Management Strategies for Staff Liaisons - Aaron Wolowiec, MSA, CAE, CMP, CMP Fellow - Discover strategies for structuring productive committee meetings and gain meaningful techniques to facilitate member participation, including during virtual meetings.

Bridging the Gap in Divided Times - This discussion shares practical tools and mindset shifts to become bridge-builders and strengthen collaboration in your organization.

The Art of Prompt Engineering - Geoffrey Klein
Look for session info online

4:15 PM - 5:45 PM - BEER TASTING FUNDRAISER

Pre-Registration Required; Sponsored by **Concord Hospitality, Visit Central Florida** and **Westin Cape Coral Resort at Marina Village**

7:00 PM - 10:00 PM CONFERENCE GALA: UNDER THE SEA ALL ATTENDEES WELCOME

Hosted & Sponsored by **PGA National** - The buses for PGA National begin boarding at 6:15 PM.

FRIDAY, JULY 11

8:00 AM - 9:00 AM - Coffee & Conversations with Exhibitors

8:00 AM - 11:30 AM - Auction Item Pick-up

9:00 AM - 11:15 AM CLOSING KEYNOTE & AWARDS BRUNCH - JOLT! GET ZAPPED INTO INTENTIONALITY TO REDISCOVER & BELIEVE IN YOUR INNER GREATNESS



Larry Long, Jr.

Luncheon Sponsored by **Renaissance Orlando Resort at SeaWorld**

Keynote Sponsored by **Naples Marco Island Everglades CVB**

As Association Leaders and serving the needs of so many others, where do you find your motivation, and how do you keep a smile on your face? This interactive workshop will provide you the opportunity to outline a Game Plan for prioritizing your motivation, and as a result, increasing your positive impact on others.

Adjourn

THANK YOU 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 15, 2025



FSAE 2025 ANNUAL CONFERENCE REGISTRATION

JULY 9-11 | HILTON WEST PALM BEACH

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 Restrictions: ☐ Dairy Free ☐ Gluten Free ☐ Pescatarian ☐ Vegan ☐ Vegetarian Allergies: _____

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

Additional Registration Options Available Online

REGISTRATION

MEMBER FEES:

EXECUTIVES

Executive (Full Conference) \$450 \$510 \$560

Executive 2nd attendee from same org* \$415 \$460 \$510

Young/Emerging Professionals \$350 \$410 \$460

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

ASSOCIATES

Associate/Supplier \$650 \$710 \$760

Associate 2nd attendee from same org* \$615 \$660 \$710

NON-MEMBER FEES:

Executive (Full Conference) \$600 \$650 \$700

Associate/Supplier \$845 \$910 \$960

ADDITIONAL OPTIONS:

Spouse/Guest** (Full Conference) \$235 \$285 \$335

Beer Tasting Foundation Fundraiser \$ 40 \$ 45 \$ 50

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

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

ADDITIONAL
Buy 4 Get 1
Free - Any
Combination

BIG Ticket: Teneo Hospitality Stays \$25 each Quantity: _____

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. Contact FSAE to register 2nd online.

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

TOTAL INCLUDED

☐ **CANCELLATION POLICY:** I understand cancellations must be received in writing before 5pm on **May 30, 2025** to receive a refund, less a \$75 processing fee. Fees cannot be refunded for registrations cancelled after June 20 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.fsaer.org/annualConference | Questions? 850.222.7994 or events@fsae.org