

FSAE 2019 ANNUAL CONFERENCE

IGNITE

YOUR INSPIRATION

JULY 10-12

HYATT REGENCY
JACKSONVILLE

**WELCOME TO
CONFERENCE!**

WELCOME TO THE FSAE 2019 ANNUAL CONFERENCE



RACHEL LUOMA, MS, CAE
FSAE Chair 2018-19



FRAN GILBERT, CAE
FSAE Foundation Chair 2018-19



JASON CARROLL, CMP
2019 Annual Conference Co-Chair



CHERYL JAMES
2019 Annual Conference Co-Chair



PROGRAM AT A GLANCE



11 Hours CAE



11 Hours CMP

TUESDAY, JULY 9

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 Foundation Board Meeting
 5:30 PM Hilton Leadership Reception

WEDNESDAY, JULY 10

9:00 AM – 4:00 PM Registration Open
 9:00 AM – 4:00 PM Silent Auction Open/Drop-off
 9:30 AM – 12:00 PM Executive Welcome Break
 10:00 AM – 12:00 PM CEO Roundtable, Aspiring Leaders and Meeting Planner Deep Dive
 10:40 AM - 11:10 AM MicroSession: Your FSAE Membership
 11:15 AM - 11:45 AM MicroSession: Maximizing Sales
 12:00 PM - 12:30 PM First-Timer Meet Up
 12:00 PM – 4:30 PM Rethreaded Pop-up Store Open
 12:00 PM – 2:00 PM Lunch on Your Own
 2:00 PM – 4:00 PM Opening Session
 5:30 PM – 7:00 PM VIP Connection Reception
 6:30 PM – 9:30 PM Welcome Reception
 10:00 PM Marriott Hospitality

THURSDAY, JULY 11

7:30 AM – 4:30 PM Registration Open
 8:00 AM – 3:30 PM Silent Auction Open
 8:00 AM – 9:00 AM Leadership Breakfast
 9:00 AM – 10:00 AM Breakout Sessions
 10:00 AM – 10:45 AM Networking Break
 10:15 am - 10:30 am Micro-Session: Credentialing
 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
 10:00 PM Young Professionals Afterglow

FRIDAY, JULY 12

8:00 AM – 10:00 AM Registration Open
 8:30 AM – 9:30 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 PM – 1:15 PM Closing Keynote and Awards Luncheon
 1:15 PM Adjourn

**Be sure to wear your name badge to
all Conference functions**

ANNUAL 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:

Jason Carroll, CMP and Cheryl James

EDUCATION COMMITTEE

Chair: Suzanne Neve

MARKETING COMMITTEE

Chair: Amanda Bowen, CAE

SPONSORSHIP SUB-COMMITTEE

Chair: Kim Barclay

VIP CONNECTION RECEPTION

Chair: Kristin Marshall, CMP

FOUNDATION AUCTION COMMITTEE

Chair: Carrie Millar, MBA, CAE

AT-LARGE MEMBERS

Melanie Brickner, Amanda Motes; Tara Liaschenko, CMM;
Karen Townsend

THANK YOU TO OUR CONFERENCE HOST SPONSOR:

Hyatt Regency Jacksonville Riverfront Welcomes FSAE

With the largest meeting facility in Northeast Florida at 116,000 square feet, Hyatt Regency Jacksonville Riverfront is an unparalleled event destination. Over 1,500 groups each year depend on our purposely crafted function space and signature experiences. We provide your attendees and staff with a unique and differentiated experience delivered by our team with CARE.

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AUCTION SCHEDULE

TUESDAY, JULY 9

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

WEDNESDAY, JULY 10

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

THURSDAY, JULY 11

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

FRIDAY, JULY 12

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 sixth Online Auction prior to the Annual Conference. It was a wonderful success 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 Auction Donors.

Please support our donors when you can! Our auctions and fundraising efforts would not be successful without their support and generosity.

THE SILENT AUCTION GRAND BALLROOM 1-3

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 Grand Ballroom 1-3 to receive a bidder number, which lets you 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! Pick up your items Friday morning!



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 - Disney VIP Packages - 2 Packages will be drawn
 - 6-8 Night Royal Caribbean Cruise for Two
 - Marriott International Hotels & Resorts of FL: 2 Night Stays at 10 FL Marriott Hotels & Resorts
 - Florida Ritz-Carlton Properties: 2 Night Stays at 5 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 1, 2019

The FSAE Annual Conference is only affordable because of the generous sponsors that make this event an amazing experience for all attendees. **Please show your Sponsor Love: thank and support them** when in need of any of the services they can provide.

PLATINUM SPONSORS



GOLD SPONSORS



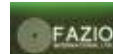
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SPONSORS



TUESDAY, JULY 9

12:00 PM – 3:00 PM – FSAE BOARD MEETING RIVER TERRACE 1
SPONSORED BY **PROPFUEL**

3:00 PM – 5:00 PM – FOUNDATION TRUSTEE MEETING
SPONSORED BY **PROPFUEL**

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 Epping Forest Yacht Club House for an Anniversary Celebration of Hilton's 100 years of history, innovation, legacy and pride.

Dress is Business Casual
An Invitation Only Event

Meet the buses at 5:15 PM at the Newnan Street Entrance next to the hotel's Market and Gift Shop on the lobby level.



WEDNESDAY, JULY 10

9:30 AM - 12:00 PM EXECUTIVE WELCOME BREAK - THIRD FLOOR FOYER
Sponsored by **ConferenceDirect and Visit Sarasota**

All Executive attendees are invited to stop by the Executive Welcome Break on the Third Floor Foyer for coffee before joining the morning Roundtable sessions.

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 - Facilitated by Paul Ledford, CAE - DAYTONA

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*

Aspiring Leaders Roundtable - Facilitated by Brooke Martin and Scott Shalley, CAE - ST. JOHNS

Sponsored by **JHG Marketing**

PRESENTED BY THE YOUNG PROFESSIONALS COMMITTEE

Not a CEO or Executive Director? This session is just for you. This facilitated group discussion will focus on advancing your professional growth. Topics may include negotiating salaries, preparing yourself for promotion, refining your professional brand and more. *Open to all Executive Aspiring Leaders & Young Professionals*

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

Sponsored by **Hospitality Ventures Management Group**

Associations have to produce the right solutions for the right members in the right format, all while generating experiences and interactions that are easy, positive and, where possible, fun. Learn how to create member-centric experiences at your next meeting. *Open to all Meeting Planners and Executive Members Only*

10:40 AM - 11:10 AM - MICRO-SESSION: MAKING THE MOST OF YOUR FSAE MEMBERSHIP
Facilitated by **Mary Malone, CMP - CONFERENCE LEARNING LOUNGE (GRAND BALLROOM FOYER - 2ND FLOOR)**

Your membership in FSAE is not just discounts for events, it's a resource to help you grow in your career. This short, facilitated discussion explores how members just like you use FSAEs tools and opportunities to meet your goals and get ahead.

11:15 AM - 11:45 AM - MICRO-SESSION: HOW TO THINK LIKE AN EXECUTIVE MEMBER TO MAXIMIZE SALES & RELATIONSHIPS - CONFERENCE LEARNING LOUNGE (GRAND BALLROOM FOYER - 2ND FLOOR)

Facilitated by **Lisa Chamberlain, CMP**

We all know this industry is built on relationships. How can you get to know your clients better and be a true partner in what they need? This quick, facilitated discussion will brainstorm ways to think like an executive member and help them meet their challenges – and your sales goals – so everyone is successful.

12:00 PM - 12:30 PM - FIRST-TIMER INFORMAL MEET UP - GRAND BALLROOM FOYER

Conference First-Timers are encouraged to meet your conference buddy/mentor and other first-timers at noon. Look for your assigned color group.

12:00 PM – 2:00 PM: LUNCH ON YOUR OWN

12:00 PM - 4:30 PM RETHREADED POP-UP STORE - OPEN WEDNESDAY ONLY - GRAND BALLROOM FOYER
#FSAE19 COMMUNITY OUTREACH TO SUPPORT HUMAN TRAFFICKING SURVIVORS

Rethreaded is a local Jacksonville organization that offers survivors of human trafficking a second chance at life through creating and selling products from materials that would normally have gone into landfills. Each purchase from the onsite pop-up store or directly through their website gives freedom to women affected by the sex trade. www.rethreaded.com

2:00 PM – 4:00 PM OPENING SESSION: BECAUSE I SAID I WOULD - GRAND BALLROOM 4-8



Speaker: Alex Sheen

Keynote Sponsored by Ameris Bank

We live in a society that often does not respect the importance of a promise. It is too easy to say “I’ll get to it” or “tomorrow.” In many ways we have become numb to broken commitments and disappointment. Alex Sheen shares personal insights on how integrity and accountability can truly change humanity for the better.

Session Key Take-Away:

Learn how integrity and accountability can truly change humanity for the better.

*CMP Credit: 1 Hour
Project Management*

WEDNESDAY SOCIAL EVENTS

5:30 PM – 7:00 PM: VIP CONNECTION RECEPTION
THE RIVER CLUB

See page 8 for information.

6:30 PM - 9:30 PM: WELCOME RECEPTION: LET’S GET WILD! ALL ATTENDEES INVITED

Sponsored by Visit Jacksonville and the Beaches

Let’s Get Wild! “Spark” up conversation and have a ROAR-ing good time at the Welcome Reception at TIAA Bank Field, Home of the Jacksonville Jaguars! Enjoy live entertainment from the Boogie Freaks, behind the scenes tours of the stadium, performances by the Jaguars’ D-Line and more wild fun!

Meet the shuttles at the Newnan Street entrance next to the hotel Market and Gift Shop on the lobby level.

Suggested Attire: Your Favorite Animal Print or Resort Casual

10:00 PM - MARSAT LUAU IN JACKSONVILLE

Sponsored by Marriott - Member Hotels of MARSAT

LOCATION: RIVER TERRACE 1, HYATT REGENCY JACKSONVILLE

Association Executive Attendees and their registered guest are invited to join us for the famous MARSAT Afterglow Hospitality: **Luuu in Jacksonville** for delicious cocktails, delectable lite bites and desserts. There just might be fire and dancers. Join us at the Hyatt’s River Terrace 1 (3rd Floor) just after returning from the Welcome Reception. *An Invitation Only Event*



JESSICA CAME TO LEARN ABOUT NEW TECHNOLOGY TRENDS.

AND LEFT WITH A TASTE OF SOUTHERN HOSPITALITY.

You may come to Jacksonville for a conference, but you and your attendees will leave as so much more. Here you can do what you love or experience something new. Meet yourself in Jacksonville. Learn more at meefinjax.com.

VIP CONNECTION RECEPTION

WEDNESDAY, JULY 10 | 5:30 - 7:00 PM
THE RIVER 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 guest/spouse** are invited to attend this upscale reception serving hors d'oeuvres, libations and entertainment.

Executive Attendees can take a shuttle to The River Club from the Hyatt Regency's Newnan Street entrance near the Hyatt's Market and Gift Shop on the lobby level at 5:30 PM.

Buses will pick you up at 7:00 at The River Club to take you to the Welcome Reception.

VIP HOST SPONSORS

AS OF JUNE 13, 2019

- | | | |
|--|---|---|
| 100Reviews | Explore Asheville CVB | Omni Orlando Resort at ChampionsGate |
| American Audio Visual, Inc. | Gilbert Expo Management Services GEMS | One Ocean Resort & Spa |
| Bahia Mar Fort Lauderdale Beach -
A DoubleTree by Hilton | Grand Hyatt Tampa Bay | Plaza Resort & Spa |
| Boca Raton Resort & Club | Guest Services | PMSI - Professional Marketing Services |
| Brazilian Court Hotel | Hilton Cocoa Beach Oceanfront | Rosen Hotels & Resorts |
| Caribe Royale Orlando | Hilton St. Petersburg Bayfront | Sheraton Sand Key Resort |
| Creative Insurance Concepts, Inc. | Hilton Worldwide Sales | Shores Resort & Spa |
| Discover Dunwoody | Hyatt Hotels & Resorts | Sirata Beach Resort |
| Discover The Palm Beaches | Hyatt Regency Coconut Point Resort &
Spa | SpringHill Suites by Marriott New
Smyrna Beach |
| Discover the Palm Beaches | Hyatt Regency Jacksonville Riverfront | SunStream Hotels and Resorts |
| Disney Meetings and Events | Hyatt Regency Miami | The Breakers Palm Beach |
| DoubleTree by Hilton Grand Key Resort | Hyatt Regency Orlando | The Ritz-Carlton, Sarasota and The Ritz-
Carlton Resorts of Naples |
| DoubleTree by Hilton Miami Airport
Convention Center | Hyatt Regency Sarasota | Trump National Doral |
| DoubleTree by Hilton Tampa Airport
Westshore | Kiawah Island Golf Resort | Visit Jacksonville |
| DoubleTree Resort by Hilton Hollywood
Beach and Hyde Resort and
Residences | Margaritaville Hollywood Beach Resort | Visit Tallahassee |
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| Embassy Suites West Palm Beach | MemberClicks | Wyndham Grand Clearwater Beach |
| | Naylor Association Solutions | Wyndham Grand Orlando Resort Bonnet
Creek |
| | Novi AMS | |
| | Ocean Properties Hotels & Resorts | |
| | Treasure Coast Collection | |

THURSDAY, JULY 11

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

GRAND BALLROOM 4-8

BREAKFAST BEVERAGE SPONSORED BY **DAYTONA BEACH CVB + OCEAN CENTER DAYTONA BEACH**

Start your day with a hot, plated breakfast and networking while learning more about our volunteer leadership and the exciting things FSAE is doing.

The Daytona Beach 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

Power Your Publication: Redesign With Your Goals in Mind Sarah Sain

DAYTONA

BREAKOUT SPONSORED BY **MARRIOTT INTERNATIONAL**

Your association's publication is one of the most important communication channels you have for your members. Learn the key indicators to know if it's time for a content and design revamp and how to achieve your association's goals.

Session Key Take-Away:

Learn a step-by-step process for an effective content and design update

CMP Credit: 1 Hour Marketing

Event Safety & Security - Panel Discussion Facilitated by Susan Williams

ST. JOHNS

BREAKOUT SPONSORED BY **DISCOVER DUNWOODY**

Panelists: Crissy Tallman, CAE, CMP; Tyra H. Hilliard, ESQ, PhD, CMP; Eleanor Warmack, CAE; Aisha Alami

The safety of your event attendees is a top-of-mind concern for all organizations. Hear first-hand from industry thought leaders on best practices for emergency planning, on-site preparedness and in-the-crisis-moment action.

Session Key Take-Away:

Review areas of concern for meeting planners to work out your own safety plan

CMP Credit: 1 Hour Risk Management

Scoring Your Board of Directors: A Self-Assessment Lowell Aplebaum, CAE, CPF

CLEARWATER

BREAKOUT SPONSORED BY **ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB**

This session will provide an assessment framework to help you evaluate the current health of your Board, better recognize where your strengths are serving you well, and identify opportunities for refinement and greater impact.

Session Key Take-Away:

Evaluate the current health of your Board, recognize where strengths that are serving you well, and identify opportunities for greater impact.

10:00 AM – 10:45 AM NETWORKING BREAK

IN THE AUCTION ROOM - GRAND BALLROOM 1-3

Enjoy morning refreshments while you view Silent Auction items and network with colleagues

10:15 AM - 10:30 AM - MICRO-SESSION: CREDENTIALING, CERTIFICATE PROGRAMS, TO MICRO-LEARNING

Facilitated by **Adrienne Segundo, IOM**

CONFERENCE LEARNING LOUNGE

What do credentialing, certificates and micro-learning all mean? This short, facilitated discussion examines education trends that associations can use to expand your offering and value to your members.

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

The Conference Learning Lounge in the Grand Ballroom Foyer is open all day and available for your use!

Learning Lounge Sponsor

ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB

WI-FI INTRUCTIONS

Network: **Hyatt_Meeting**

Username: **CaribeRoyale**

Password: **CaribeRoyale**

1. Select Hyatt_Meeting wifi network
2. Open your web browser
3. Enter the username and password as shown above - case sensitive

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 FSAE19!

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:

Go your app store and search for **FSAE**. Login with the email address you use for the FSAE website. Check your email for your access code, and enter it to continue. You'll only do this once.

Stop by the Technology Help Desk

near Registration if you have any questions or need any help throughout your gaming process.

App Sponsored by



App Provided by

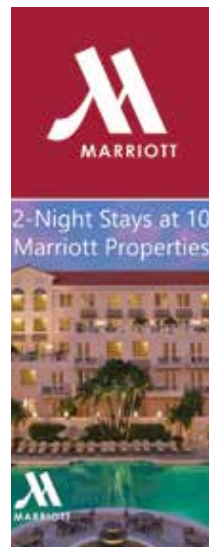
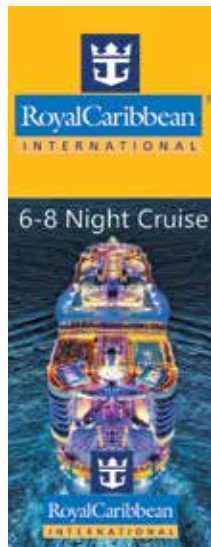


BIG TICKETS

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 be entered.

\$25/ticket or Buy 4, Get 1 FREE! Good luck!



DISNEY VIP PACKAGES

Win one of two Disney VIP Packages - So nice we are pulling a winner twice!

Disney's Coronado Springs Resort at the Walt Disney World® Resort package includes 4 nights at the brand new Coronado Resort, two 4-day Park Hopper Passes and a VIP tour guide! OR Disney's Yacht & Beach Club Resort includes a 4 night-stay, two 4-day Park Hopper Passes and a VIP tour guide!

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!

2-NIGHT STAYS AT 10 MARRIOTT PROPERTIES

2 Night Stays at EACH of these 10 Marriott Hotels & Resorts of FL:

Art Ovation Hotel, Sarasota; Ft. Lauderdale Marriott Coral Springs Hotel, Golf Club & Convention Center; Renaissance Vinoy Resort & Spa, St. Pete; Sheraton Tampa Brandon; Westshore Grand, A Tribute Portfolio Hotel, Tampa; Westin Cape Coral; Marriott Village Orlando; Fort Lauderdale Marriott Harbor Beach Resort & Spa; Sanibel Harbour Resort and Spa; Tampa Marriott Waterside Hotel & Marina; JW Marriott Turnberry Resort & Spa

10 NIGHTS AT RITZ-CARLTONS

2 Night Stays at these 5 Ritz-Carlton Properties

The Ritz-Carlton, Naples; The Ritz-Carlton, Sarasota; The Ritz-Carlton, Bal Harbour, Miami; The Ritz-Carlton, Amelia Island; The Ritz-Carlton Reynolds, Lake Oconee GA

THURSDAY, CONTINUED

10:45 AM – 11:45 AM BREAKOUTS

Views from the Circle: An Inside Look at Ways to Make Meetings Work

CLEARWATER

BREAKOUT SPONSORED BY **ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB**

PRESENTED BY THE ASSOCIATE ADVISORY COMMITTEE (AAC)

Views from the Circle gives us an inside look at different ways to address the issues we all face on the job. Executives and Associates will compare points of view – around the circle – and offer best suggestions to the entire group.

Session Key Take-Away:
Gain multiple solutions to common industry problems and issues
CMP Credit: 1 Hour Meeting or Event Design

Wartime vs Peacetime Leadership: Practical Steps to Leading in Different Seasons - Mark Sedgley

ST. JOHNS

BREAKOUT SPONSORED BY **DISCOVER DUNWOODY**

We all experience the ebb and flow of peaceful and conflicting seasons. But is there a difference in the way you should lead in these seasons? Learn how to be the leader your organization needs, no matter what season you're in.

Session Key Take-Away:
Learn when you should change gears to be the leader your organization needs

Diversity, Equity & Inclusion Toolkit: Your Framework for Success - Panel Discussion Facilitated by Adrienne Bryant, CAE

DAYTONA

BREAKOUT SPONSORED BY **MARRIOTT INTERNATIONAL**

PRESENTED BY THE DIVERSITY, EQUITY & INCLUSION COMMITTEE

Panelists: Richard Brown, CAE; Liane Giroux, CAE; Samadhi Jones

We all know that diversity, equity and inclusion are important. What we may not know is how to start these conversations, initiatives and programs in our organizations. The FSAE Diversity, Equity and Inclusion Committee is here to help.

Session Key Take-Away:
Learn how to start (and continue) conversations and actions to build a stronger inclusive organization

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

GRAND BALLROOM 4-8

Speaker: Beth Z – Your Nerdy Best Friend

Luncheon Sponsored by Visit Tampa Bay

Keynote Sponsored by Partners in Association Management



You love being a leader at work, but keeping on top of everything is exhausting! The right technology can give you back your time and your sanity... you just need a Nerdy Best Friend to share the perfect tools. This fast-moving, laugh-filled session is full of technology tools and apps that you can start using immediately to help you save time, stay safe online and streamline your communications.

Session Key Take-Away:
Save yourself time with productivity tools and streamline your communications
CMP Credit: 1 Hour Meeting or Event Design



THURSDAY, CONTINUED

1:45 PM - 2:45 PM BREAKOUT SESSIONS

I Wish I Knew Then... Panel Discussion Facilitated by Suzanne Neve

ST. JOHNS

BREAKOUT SPONSORED BY **DISCOVER DUNWOODY**

Panelists: Jaime Caldwell; Fran Gilbert, CAE; Ryan Tucholski, CAE, RCE

This Fireside chat with industry veterans looks at how Executives got where they are - and shares mistakes made and lessons learned along the way.

Sales Strategies and Techniques for Non-Sales People: Tips to Increase Your Non-Dues Revenue - Charles Popper

DAYTONA

BREAKOUT SPONSORED BY **MARRIOTT INTERNATIONAL**

Association executives and staff wear many different hats, including the one for revenue generation that so often not their core competency area. This session will help busy association executives convert your industry suppliers to advertisers/sponsors with actionable tips to improve three key areas of your sales process.

Understanding Difficult Contract Clauses – The Big Three

Tyra W. Hilliard, ESQ, PhD, CMP

CLEARWATER

BREAKOUT SPONSORED BY **ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB**

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

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

BIDDING

IN THE AUCTION ROOM - GRAND BALLROOM 1-3

Sponsored by Feathr

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 and Ship Center located in the hotel.

Session Key Take-Away:

Learn first-hand advice from association Executive Directors on their journey to the C-Suite

Session Key Take-Away:

Convert your industry suppliers to advertisers/sponsors with actionable tips in three key areas

Session Key Take-Away:

Learn about the laws that support common contract language and wording changes that increase your protection.

*CMP Credit: 1 Hour
Project Management*

FSAE WOMEN'S SUMMIT

UNLEASH YOUR INNER-SUPERWOMAN!

Join us for the first-ever FSAE Women's Summit on November 14 for networking, inspiration and strengthening women leaders in association management.

All association professionals welcome.

November 14, 2019

FSU Alumni Center
Tallahassee

Hilton

3:45 PM - 4:45 PM BREAKOUT SESSIONS

(R)evolution of the Trade Show - Lowell Aplebaum, CAE, CPF; and Aaron Wolowiec, MSA, CAE, CMP, CLEA, CTA, CTF/QT

ST. JOHNS

*BREAKOUT SPONSORED BY **DISCOVER DUNWOODY***

Our association's tradeshow has great potential to be a nexus and community hub as well as a steady source of value and revenue. But aisles of 10x10 booths is no longer cutting it. Tradeshow (R)evolution authors Lowell Aplebaum & Aaron Wolowiec will help you tap into new models for what tradeshow could be.

Change Culture, Change Outcomes - Tony Moore, MS, SHRM-SCP

CLEARWATER

*BREAKOUT SPONSORED BY **ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB***

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

10 Tips for Effective Crisis Communications - Cheryl Stopnick

DAYTONA

*BREAKOUT SPONSORED BY **MARRIOTT INTERNATIONAL***

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

Session Key Take-Away:

Learn attendance and growth strategies to revolutionize your tradeshow

*CMP Credit: 1 Hour
Project Management*

Session Key Take-Away:

Learn how to convert organizational values into action and make culture change stick

Session Key Take-Away:

Learn what to do during the initial hours of a crisis to avoid misinformation and damage to your brand

*CMP Credit: 1 Hour
Risk Management*

THURSDAY SOCIAL EVENTS

**7:00 PM - 10:00 PM CONFERENCE GALA RECEPTION AND DINNER:
PORCH DAYS AND STARRY NIGHTS ALL ATTENDEES INVITED**

RIVER DECK 2

*Hosted and Sponsored by **Hyatt Regency Jacksonville Riverfront***

Porch living is what northern Florida is all about and Hyatt Regency Jacksonville Riverfront will host this exciting night on their front porch. Reflect and connect in an upscale Garden Party atmosphere with energetic music, local inspired coastal foods, clever regional libations, and craft beer brewed within the downtown Jacksonville community.

When the sun goes down, kick off your shoes, put your feet on the (Lawn) Dance Floor, and dance the night away under the stars. Feel like you are in the backyard of a Jacksonville estate and let your northern Florida adventure begin by going back to the simple elegance of being outside.

Suggested Attire: Southern Sophisticated - Light & Breezy Resort Casual

10:00 PM - YOUNG PROFESSIONALS AFTERGLOW

HYATT ROOFTOP POOL (19TH FLOOR)

*Hosted by the **FSAE Young Professionals Committee***

Whether you are a young professional or just want to be, come by the Hyatt's Rooftop Pool on the 19th Floor for more networking, music and *starry nights*

All attendees welcome. Drinks are on your own.

FRIDAY, JULY 12

8:30 AM - 9:30 AM BREAKFAST & COFFEE STATION

RIVER TERRACE 1 (3RD 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 - you don't want to miss out!

8:30 AM - 10:30 AM: AUCTION PICK UP

IN THE AUCTION ROOM - GRAND BALLROOM 1-3

Did you win? Check the boards outside the Auction room for your bidder number. Pick up is Friday morning ONLY. For your convenience, there is a FedEx Office and Ship Center located in the hotel.

9:00 AM - 10:00 AM BREAKOUT SESSIONS

Strength Based Leadership: The 10-80-10 Principle - Sunjay Nath

DAYTONA

BREAKOUT SPONSORED BY **MARRIOTT INTERNATIONAL**

The 10-80-10 Principle increases your performance and results by consistently focusing your energy and efforts on your highest yielding activities. Save time and increase productivity by focusing on the "right" activities - those behaviors that lead to high performance and achievement.

Avoid Social Media Overload - Corey Perlman

CITY TERRACE 7 *NEW BREAKOUT ROOM LOCATION*

BREAKOUT SPONSORED BY **DISCOVER DUNWOODY**

Experiencing Social Media Overload?!?! Good News - you don't need to be on SnapChat or any other social media site not delivering results. Learn not WHY, but HOW to use Facebook and LinkedIn to build membership and increase retention with this a hands-on, tactical session.

Designing Attendee Experience from Invitation to Check-In Tonisha Landry

CITY TERRACE 9 *NEW BREAKOUT ROOM LOCATION*

BREAKOUT SPONSORED BY **ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB**

When does your event experience really begin? From the invitation and first promotional ad to check-in and execution, a cleverly designed plan enhances the overall event experience. This session offers a unique view to strategic planning for events with experiences designed to engage your audiences. Dive into planning the *experience before the experience*.



Session Key Take-Away:
Save time by focusing on the "right" activities and train toward your team's strengths

Session Key Take-Away:
Use social media effectively to build membership, increase retention and deliver value
CMP Credit: 1 Hour Meeting or Event Design

Session Key Take-Away:
Plan your events to engage your audience from the first announcement to participating onsite.
CMP Credit: 1 Hour Meeting or Event Design

A banner for the 2019 Education Expo. On the left is a blue circular graphic with the text "SAVE THE DATE!". To the right, a yellow and purple gradient banner contains the text "2019 EDUCATION EXPO" in large purple letters, "October 2" in white, and "FSU Champions Club, Tallahassee" in white.

10:15 AM - 11:15 AM BREAKOUT SESSIONS

Member Retention Secrets of the For-profit Subscription Boom

Robert Skrob, CAE

DAYTONA

BREAKOUT SPONSORED BY **MARRIOTT INTERNATIONAL**

Consumers everywhere are choosing subscription-based services which has generated new innovations in member retention. This boom has generated new innovations in member retention. Learn what for-profit subscription companies do to attract and retain members and increase growth and recurring revenue.

Results-Driven Event Marketing for the Discerning Attendee

Scott Oser & Aaron Wolowiec, MSA, CAE

CITY TERRACE 7

BREAKOUT SPONSORED BY **DISCOVER DUNWOODY**

Capturing your industry's slice of meetings revenue requires results-driven marketing. This type of marketing occurs in three distinct phases: pre-planning, implementation and post-activity. Examine each phase of a successful marketing plan and application ideas to jumpstart your journey.

Stop Acting Your Age: Generations in the Workplace - Matt Havens

CITY TERRACE 9

BREAKOUT SPONSORED BY **ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB**

Tired of the "four distinct generations" in the workplace? There is a simpler way to work with the dichotomy between older, more experienced workers and their younger, less-experienced counterparts. Learn how to understand, recognize and resolve these generational issues. (That's no exaggeration)

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

GRAND BALLROOM 4-8

Speaker: Dave Carey

Luncheon Sponsored by **Hilton Orlando Bonnet Creek**

Closing Keynote Speaker Sponsored by **YourMembership**



Success comes not from overcoming adversity, but from using that adversity creatively. Drawing from his experiences as a POW, Captain Dave Carey brings a positive message about being your best, doing your best. Learn how to face life's hard choices - successfully.

CMP Credit: 1 Hour Project Management

1:15 PM CONFERENCE ADJOURNS

Session Key Take-Away:

Understand what "value" really is to your members and recognize how to deliver what members will eagerly pay for.

Session Key Take-Away:

Examine the key considerations that will set your marketing plan in motion

CMP Credit: 1 Hour Marketing

Session Key Take-Away:

Understand the key cultural, technological, and social changes that have conspired to create a disconnect among team members

LET'S CREATE
Meetings Magic

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