

**WELCOME TO CONFERENCE!**

**FLASH<sup>OF</sup> BRILLIANCE  
CONDUCTORS<sup>OF</sup> CHANGE**



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

# WELCOME TO THE FSAE 2022 ANNUAL CONFERENCE



**GAIL SIMINOVSKY, CAE**  
FSAE Chair 2021-22



**MARSHA KINER, MS, CAE, DPL**  
FSAE Chair 2022-23



**CARRIE MILLAR, MBA, CAE**  
2022 Annual Conference Co-Chair



**BRANDON HALL, CMP**  
2022 Annual Conference Co-Chair

# PROGRAM AT A GLANCE



11 Hours - 11 Hours CMP

## TUESDAY, JULY 19

12:00 PM – 3:00 PM FSAE/Foundation Board Meetings  
12:00 PM – 3:00 PM Auction Drop Off  
12:00 PM – 3:00 PM Trade Show Set-Up  
5:30 PM Hilton Leadership Reception  
*An Invitation Only Event*

## WEDNESDAY, JULY 20

9:00 AM – 4:00 PM Registration Open  
9:00 AM – 4:00 PM Silent Auction Open/Drop-off  
9:00 AM – 4:00 PM Trade Show Open  
9:30 AM – 11:30 AM Executive Welcome Break  
10:00 AM – 12:00 PM Roundtables and Deep Dives:  
CEO, Leadership & Meeting Planner  
12:00 PM First-Timer Meet Up  
12:00 PM – 4:00 PM Learning Lounge Open  
12:00 PM – 2:00 PM Lunch on Your Own  
1:30 PM – 2:00 PM Refreshment Break  
2:00 PM – 4:00 PM Opening Keynote Session  
5:30 PM – 7:00 PM VIP Connection Reception  
6:30 PM – 9:30 PM Welcome Reception

## THURSDAY, JULY 21

7:30 AM – 4:30 PM Registration Open  
8:00 AM – 3:30 PM Silent Auction Open  
8:00 AM – 9:00 AM Leadership Breakfast  
9:00 AM – 4:30 PM Learning Lounge Open  
9:00 AM – 10:00 AM Breakout Sessions  
10:00 AM – 10:45 AM Networking Break in Trade Show &  
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 & Trade Show -  
Auction Closes at 3:30  
3:45 PM – 4:45 PM Breakout Sessions  
7:00 PM – 10:00 PM Conference Gala Reception & Dinner

## FRIDAY, JULY 22

8:00 AM – 10:00 AM Registration Open  
8:00 AM – 9:00 AM Breakfast & Coffee Station  
8:30 AM – 10:30 AM Auction Item Pickup  
9:00 AM – 11:30 AM Learning Lounge Open  
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

## 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 that collectively made Annual Conference happen!

### CONFERENCE CO-CHAIRS:

Carrie Millar, MBA, CAE and Brandon Hall, CMP

### EDUCATION COMMITTEE

Chair: Stephanie Thomas, CAE, CMP

### MARKETING COMMITTEE

Chair: Abigail Bayer, CAE

### SPONSORSHIP SUB-COMMITTEE

Chair: Holly Sinco

### VIP CONNECTION RECEPTION

Chair: Kristin Marshall, CMP

### FOUNDATION AUCTION COMMITTEE

Chair: Christy Gandy

### AT-LARGE MEMBERS

Tara Liaschenko, CMM; Brittany Callahan, CGMP;  
Leslie Bloznalis

### THANK YOU TO OUR CONFERENCE HOST SPONSOR:



## TRAVEL BRILLIANTLY

We proudly welcome you to  
the 2022 Annual Conference!

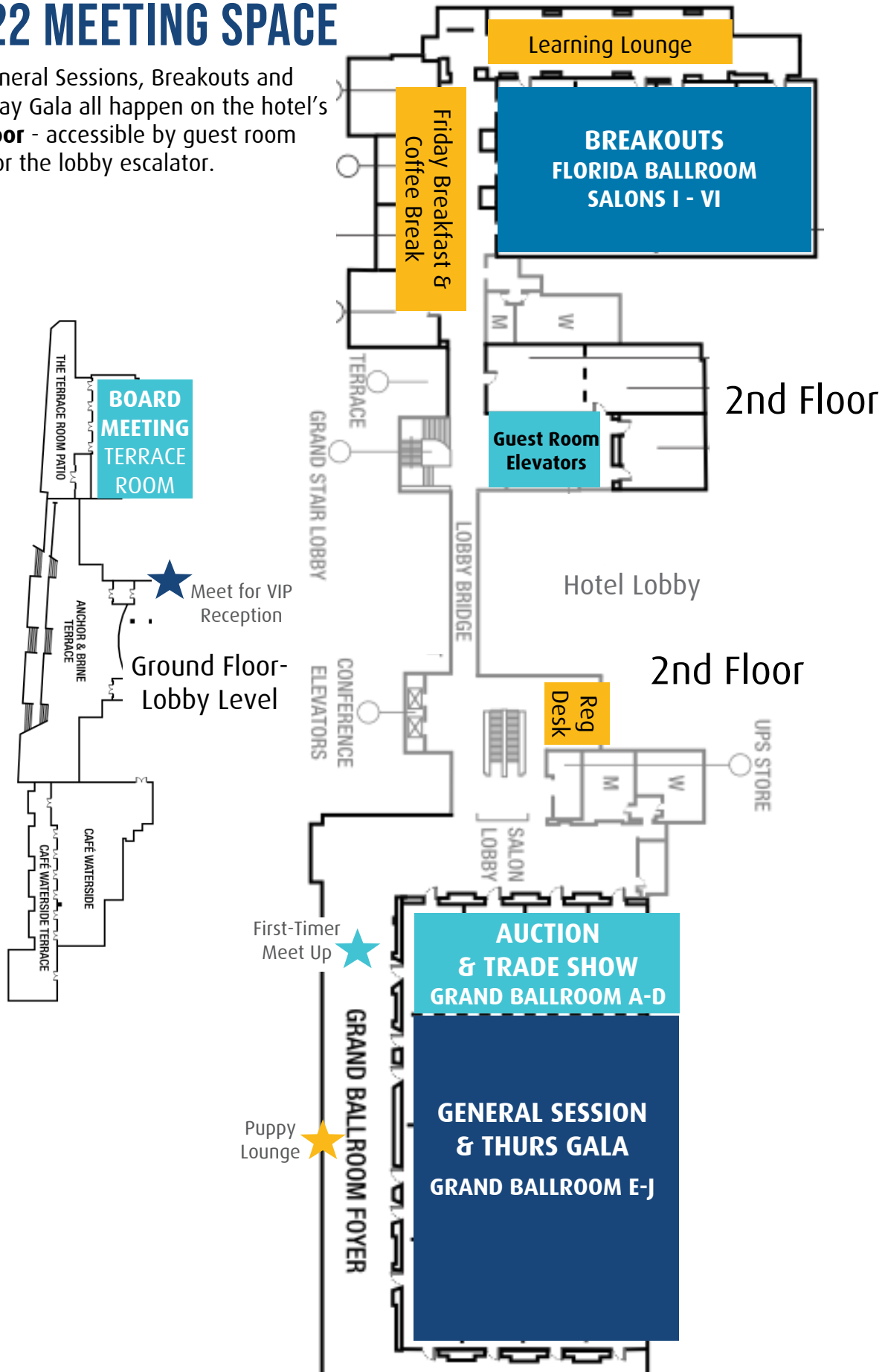


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# FSAE22 MEETING SPACE

FSAE22 General Sessions, Breakouts and the Thursday Gala all happen on the hotel's **second floor** - accessible by guest room elevators or the lobby escalator.



# THANK YOU SPONSORS!

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

## PLATINUM SPONSORS



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## SPONSORS



As of June 15, 2022

# MINI TRADE SHOW GRAND BALLROOM A-D

Wednesday 9:00 AM - Thursday 3:30 PM

FSAE22's mini-trade show is in the Auction room. The trade show opens Wednesday at 9:00 AM and closes at 3:30 PM on Thursday, but look for exhibitors during the scheduled breaks.

**Visit all 20 exhibitors to receive 20 Wine Toss Rings + a chance to win a prize!**  
Stop by the Auction Desk to learn more

## THANK YOU EXHIBITORS:

- AliveTek, Inc.
- Alpha UMI
- CE21
- Disney Meetings & Events
- Engineerica
- HighRoad Solutions
- Hunger Fight
- Line1 Communication, Inc - TextBox
- Novi AMS
- Personify
- Punta Gorda / Englewood Beach Visitor & Convention Bureau
- RP Funding Center
- Saddlebrook Resort
- The Current Agency
- The Riverside Hotel Las Olas
- Visit Gainesville Alachua County
- Visit Lauderdale
- Visit Orlando
- Visit Panama City Beach
- YourMembership



# AUCTION SCHEDULE

## TUESDAY, JULY 19

Auction Drop-off  
12:00 pm - 3:00 pm

## WEDNESDAY, JULY 20

Auction Open  
9:00 am - 5:00 pm

## THURSDAY, JULY 21

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

## FRIDAY, JULY 22

Pick Up Winnings!  
8:00 am - 10:30 am

### PICK UP FRIDAY MORNING ONLY

For your convenience, there is a UPS Office next to Conference Registration.

## Participate in the 50/50 Drawing!

Support the FSAE Foundation and enter your name to win half the cash donated in the 50/50 drawing! Tickets are just \$5 each and the drawing will be held at the Closing Session on Friday. **Must be present to win.**

See an Auction Volunteer to participate.

**Please support our donors** when you need services they provide. Our auctions and fundraising efforts would not be successful without their support and generosity.

## THE AUCTION GRAND BALLROOM A-D

The FSAE Foundation 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.

### FEATURING MOBILE BIDDING!

Browse items online or in-person at Annual Conference, but all bidding will be done directly from your mobile device. **Text FSAE to 71760** to check out the auction and start bidding. 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 three amazing packages with the purchase of BIG Tickets.

### BIG TICKETS: \$25 each or Buy 4 get 1 FREE

- OPAL Collection Properties: 2-Night Stays at 5 OPAL properties
- 4-5 Night Royal Caribbean Cruise for Two
- Marriott International Hotels & Resorts of FL: 2 Night Stays at 12 FL Marriott Hotels & Resorts

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!*

# TUESDAY, JULY 19

**12:00 PM - 3:00 PM – FSAE AND FOUNDATION BOARD MEETINGS THE TERRACE ROOM - 1ST FLOOR**

*Sponsored by [Disney Meetings & Events](#)*

**3:00 PM – 5:00 PM - REGISTRATION OPEN**

**5:30 PM - 7:30 PM - LEADERSHIP RECEPTION - *An Invitation Only Event***

*Sponsored by [Hilton](#)*

FSAE and Foundation Board Members and registered Association Executives and their registered guests are invited to attend Hilton's off-site reception at the **Embassy Suites by Hilton Downtown Convention Center** - just across the street from the host hotel on Florinda Avenue.

*Dress is Business Casual or don your favorite pirate attire for a downtown invasion.*

# WEDNESDAY, JULY 20

**9:30 AM - 11:30 AM EXECUTIVE WELCOME BREAK - FLORIDA BALLROOM FOYER**

*Sponsored by **FSAE Premier Partners:** [Personify](#) and [HighRoad Solutions](#)*

Grab some coffee and meet FSAEs Premier Partners before you head into one of the 10:00 AM Roundtable Meetings!

**12:00 PM - 4:00 PM LEARNING LOUNGE OPEN - FLORIDA BALLROOM FOYER**

*Sponsored by [St. Augustine](#), [Ponte Vedra & The Beaches VCB](#)*

Need a place to meet with fellow attendees or check email and relax? The Learning Lounge is the place to be! Open for your convenience and your needs, the Lounge is located in the Florida Ballroom Foyer - just outside the breakout rooms for comfy & convenient options. **Open daily for FSAE22!**

**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 Gail Siminovsky, CAE with Special Presentation by Attorney Jeff Tenenbaum**

**FLORIDA SALON I-IV** - *Sponsored by [Naylor Association Solutions](#)*

Discuss topics that matter to you like HR and staffing issues, board relations, member recruitment and retention, and more. *Open to Association CEOs, Executive Directors, and CSEs only.*

**Leadership Roundtable: Taking the Next Step Up - Facilitated by Michael A. Jackson - FLORIDA SALON V**

*Sponsored by [Visit Gainesville](#)*

Thinking about the next step in your association management career? This interactive discussion can help you prepare, or get you ready to move up. *Open to all Association Executives.*

**Meeting Planner Roundtable - Facilitated by Crissy Tallman, CMP, CAE with Special Presentation by Attorney Jeff**

**Tenenbaum - FLORIDA SALON VI** - *Sponsored by [Experience Kissimmee](#)*

Discuss current planner challenges with peers who've been in your shoes, including F&B and decor on a budget, contract negotiations, ethics, technology and more. *Open to Meeting Planners and Executives Only.*



# VIP CONNECTION RECEPTION

## SET SAIL ABOARD YACHT STARSHIP

WEDNESDAY, JULY 20  
5:30 - 7:00 PM

### Travel to the Welcome Reception in style with the VIP Connection Reception aboard Yacht Starship!

*Exclusively for Association Executives & Associate Hosts*

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. **Get onboard at 5:30 - Boat departs for Sparkman Wharf at 6:00 PM.**

Exit the hotel near the Anchor & Brine restaurant/Terrace Room and head to the RiverWalk. VIP Hosts will be there to guide you toward the Tampa Convention Center Marina just 500 feet away.

## VIP HOST SPONSORS

AS OF JUNE 15, 2022

100Reviews  
American Audio Visual, Inc.  
Audio Visual Connection, Inc  
B Ocean Resort Fort Lauderdale  
Change by Design  
Connect  
Discover The Palm Beaches  
Gilbert Exposition Management Services (GEMS)  
Grand Hyatt Tampa Bay  
Guy Harvey Resort St. Augustine Beach  
Hard Rock Hotel Daytona Beach  
HighRoad Solutions  
Hilton Cocoa Beach Oceanfront

Hilton Daytona Beach Resort  
Hyatt Regency Coconut Point  
Hyatt Regency Orlando  
IMS Business  
JW Marriott Tampa Water Street & Tampa Marriott Water Street  
Line1 Communication, Inc - TextBox  
Loews Hotels & Co.  
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Luminary Hotel & Co  
Map D at Nextech AR Solutions  
Maritz Global Events  
Naples Marco Island Everglades CVB  
Ocean Properties Hotels & Resorts  
Orlando Marriott Lake Mary

Personify  
Plantation on Crystal River  
Punta Gorda / Englewood Beach Visitor & Convention Bureau  
Rentyl Resorts  
RP Funding Center  
Sandestin Golf and Beach Resort  
Sheraton Orlando Lake Buena Vista  
Sunseeker Resorts  
SunStream Hotels and Resorts  
The Breakers Palm Beach  
Tri Merit Specialty Tax Professionals  
Visit Tallahassee  
Visit Tampa Bay  
Yacht Starship



## 12:00 PM - FIRST-TIMER MEET UP - GRAND BALLROOM FOYER - OUTSIDE AUCTION ROOM

Conference first-timers are encouraged to meet up with other first-timers right outside the Auction room at Noon for a quick networking activity. This is a great opportunity to connect with others or just find someone to sit with at the Opening Session. **\*\*BRING YOUR BUSINESS CARDS!\*\***

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

## 1:30 PM - 2:00 PM REFRESHMENT BREAK - GRAND BALLROOM FOYER

Sponsored by *Sheraton Sand Key Resort*

Grab a refreshing beverage before going in to the Opening Session

## 2:00 PM – 4:00 PM OPENING KEYNOTE SESSION - GRAND BALLROOM E-J

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



**James Robilotta, CSP**

Keynote Sponsored by *HPN Global*

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

**Session Key Take-Away:**  
Learn how to authentically connect with members through genuine curiosity.

## 4:00 PM – 5:00 PM HUMANE SOCIETY OF TAMPA BAY PUPPY PEN & POP-UP STORE

### #FSAE22 COMMUNITY OUTREACH TO SUPPORT HOMELESS PETS - GRAND BALLROOM FOYER

For more than 100 years, *The Humane Society of Tampa Bay* has been dedicated to providing shelter, care and comfort for animals in need. With their 50,000 square foot facility and full-service affordable veterinary hospital, the Humane Society of Tampa Bay has saved thousands of animal lives. Find more ways to donate in the Conference App!



# WEDNESDAY SOCIAL EVENTS

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

### ABOARD THE YACHT STARSHIP *See page 8 for information*

Travel to the Welcome Reception in style with the VIP Connection Reception aboard Yacht StarShip!

**Get onboard at 5:30. Boat departs for Sparkman Wharf at 6:00.**

## 6:30 PM - 9:30 PM: WELCOME RECEPTION: DISCOVER THE TREASURES OF TAMPA BAY!

**ALL ATTENDEES INVITED**

Sponsored by *Visit Tampa Bay*

The Welcome Reception hosted by Visit Tampa Bay takes place just a few blocks from the Tampa Marriott at Sparkman Wharf - the entertainment hub of Downtown Tampa and most exciting waterfront urban development in the Country! Your *Treasure Hunt* will take you on an adventure, discovering the best entertainment, games, activities, cuisine & beverages that the area offers!

Come prepared to Discover the Treasures in your **resort casual attire**. Arrive by foot along the Tampa Riverwalk, by Streetcar or by shuttle buses that will run continuously from 6:15 – 10 PM.

**\*YEPs - Look for the Meet-Up at Splitsville!\***

**All attendees return to the hotel by street car, shuttle bus or walking along the Tampa Riverwalk.**

**MEET CONFIDENTLY**

**TAMPA BAY FLORIDA**

*With a perfectly walkable, always accessible waterfront Convention District filled with cutting-edge venues, award-winning menus and stylish hotels, Tampa Bay can create your meeting's success story.*

**TAMPAMEETINGS.COM**

Sheri T. Brown, M.A., Vice President of Multicultural Sales and Development  
(813) 342.4062 or SBrown@VisitTampaBay.com

## WI-FI INTRUCTIONS

Network: **MarriottBonvoy\_Conference**  
Password: **CaribeRoyale**

1. Select MarriottBonvoy\_Conference wifi network
2. You may need to open your web browser for login prompt
3. Enter the password as shown above - case sensitive. There is no username.

Conference Wi-Fi Sponsor



## CONFERENCE APP

Download the app for all your conference information as well as getting social on the **FAE22 Feed**. Share your experiences with your fellow attendees.



### Here's how to get started:

Use the QR Code or go to your app store and search for **FAE 22** and download the app.

Click on the profile icon to login - make sure you use the email address you registered with. Check your email for your access code, and enter it to continue. You'll only do this once.

Visit the Registration Desk if you need assistance with the app.

App Sponsored by



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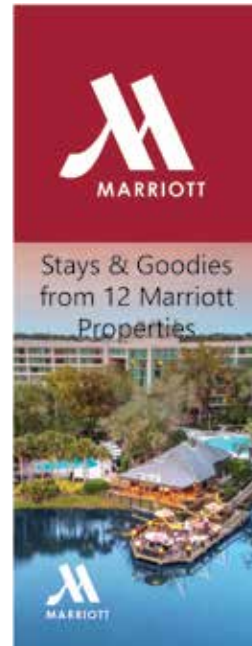
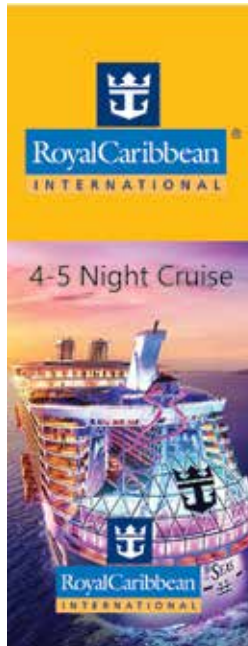


# BIG TICKETS

Here is your chance to win BIG! The Silent Auction has three 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 Auction Registration Desk, in the mobile app or from an Auction Volunteer before 10:30 am on Friday to be entered.**

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



## OPAL COLLECTION PROPERTIES

### 2 Night Stays at these 5 OPAL Collection Properties

Opal Grand Oceanfront Resort & Spa, Delray Beach; Hutchinson Shores Resort & Spa, Jensen Beach; Sandpearl Resort, Clearwater Beach; Reefhouse Resort & Marina, Key Largo; and Zota Beach Resort, Longboat Key - included breakfast for two each day!

## ROYAL CARIBBEAN CRUISE FOR TWO

### 4-5 Night Cruise for Two

4-5 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 12 MARRIOTT PROPERTIES

### 2 Night Stays at EACH of these 12 Marriott Hotels & Resorts of FL:

Art Ovation Hotel, Sarasota; Fort Lauderdale Marriott Harbor Beach Resort & Spa; Gaylord Palms; JW Marriott Bonnet Creek; JW Marriott Tampa Water Street; Luminary Hotel, Fort Myers; Marriott Sanibel Harbour Resort & Spa; Orlando Marriott World Center; Renaissance Orlando at SeaWorld; Renaissance Vinoy Resort & Spa; Sawgrass Marriott Golf Resort & Spa; and Westin Sarasota.

# THURSDAY, JULY 21

## 8:00 AM – 9:00 AM LEADERSHIP BREAKFAST - ALL ATTENDEES WELCOME - GRAND BALLROOM E-J

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

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

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

### Yesterday, Today, Tomorrow: 10 Years of Association Communications

**Sarah Sain, CAE - FLORIDA SALON I-IV**

Breakout Sponsored by *Brannon Center & SpringHill Suites New Smyrna Beach*

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

#### Session Key Take-Away:

Effective communications strategies engage members and drive non-dues revenue.

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

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

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

#### Session Key Take-Away:

'Hospitality' is how we make our customers feel while we are doing Customer Service tasks.

### Inclusive Leadership: How to Engage Diverse Members & Teams

**Mitch Savoie Hill, CPC - FLORIDA SALON VI**

Breakout Sponsored by *NoviAMS*

PRESENTED BY THE FSAE DIVERSITY, EQUITY & INCLUSION COMMITTEE

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

#### Session Key Take-Away:

Respect for diverse backgrounds can increase engagement at all levels.

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

Sponsored by *Visit Jacksonville and the Beaches - GRAND BALLROOM A-D*

Get some coffee and snacks while you network with attendees and visit the Mini-Trade Show in the Auction room.

## Meeting Planner Forum

September 9-11, 2022

Hyatt Regency Jacksonville  
Riverfront

Early-Bird Rate ends **Aug 5** and  
accommodations are free!

## FSAE CEO RETREAT

September 16-18, 2022

Hyatt Regency Orlando

Early-Bird Rate ends **Aug 5** and  
accommodations are free!

Registration is Open! [www.fsaе.org/upcoming-events](http://www.fsaе.org/upcoming-events)

## 10:45 AM - 11:45 AM BREAKOUT SESSIONS

### **Taking Off the Gloves: Planners and Suppliers Face Off**

Facilitated by Jason Carroll, CMP - **FLORIDA SALON I-IV**

Breakout Sponsored by **Brannon Center & SpringHill Suites New Smyrna Beach**  
PRESENTED BY THE FSAE ASSOCIATE ADVISORY COMMITTEE (AAC)

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

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

Hear meeting insights from both Planner and Supplier perspectives

### **Get in the Bunker: Unlocking a Simple Way to Create a Successful Team Culture - Arel Moodie - FLORIDA SALON V**

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

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

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

Cultures where everyone feels that coworkers have their backs are the ones that thrive.

### **Social Media Strategies in 2022 - Sharon Fekete - FLORIDA SALON VI**

Breakout Sponsored by **NoviAMS**

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

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

Smart strategies can help with organic growth, engagement and social media noise.

## 12:00 PM - 1:30 PM GENERAL SESSION - GRAND BALLROOM E-J **STRENGTH-BASED LEADERSHIP: THE 10-80-10 PRINCIPLE**



Sunjay Nath, MBA, CSP, HoF

Luncheon Sponsored by **Visit Tampa Bay**

Keynote Sponsored by **Partners in Association Management**

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

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

Focus your energy on your highest-yielding activities to maintain greater performance.

# SAVE THE DATE: FSAE EDUCATION EXPO

## Thursday, October 6, 2022

## Dunlap Champions Club, Tallahassee



## 1:45 PM - 2:45 PM BREAKOUT SESSIONS

### **Crisis Communications: Not If but When - Edie Ousley - FLORIDA SALON I-IV**

Breakout Sponsored by *Brannon Center & SpringHill Suites New Smyrna Beach*

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

**Session Key Take-Away:**  
The survivability of an organization can be based on the success of navigating a crisis

### **Sidetrack Burnout: Harness the Power of Coaching and Mentoring to Motivate Staff and Volunteers - Shakira Brown - FLORIDA SALON V**

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

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

**Session Key Take-Away:**  
Focus on developing your people. Supporting others' challenges helps sidetrack burnout.

### **3 Proven Facilitation Tools to Transform Routine Meetings**

**Aaron Woloweic, CAE, CMP, CTF/MT, CDP - FLORIDA SALON VI**

Breakout Sponsored by *NoviAMS*

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

**Session Key Take-Away:**  
Having a range of facilitation methods & participant perspective is key to attendee engagement.

## 2:45 PM - 3:30 PM NETWORKING BREAK - AUCTION FINAL BIDDING & TRADE SHOW CLOSURES

Sponsored by *Hyatt Hotels in Florida - GRAND BALLROOM A-D*

Grab a drink and snacks while you network with attendees and visit the Mini-Trade Show in the Auction room. **All Auction bidding ends at 3:30 sharp and Trade Show closes!**

**3:45 - 4:45 Breakouts Continued Next Page**

## THURSDAY SOCIAL EVENT

### **7:00 PM – 10:00 PM CONFERENCE GALA & DINNER: HEROES & VILLAINS**

**ALL ATTENDEES INVITED - GRAND BALLROOM E-J**

Sponsored by *Tampa Marriott Water Street*

**KAPOW!** Sparks are flying in Championship City and our association **Heroes and Villains** are all heading to Conference Headquarters for an electric night of clash-encounters. Headquarters is ready with energetic music, a brilliant taste of Tampa and clever local libations to keep our champions and bandits super-charged!

**Come in your favorite hero or villain attire** to represent the *multiverse* of association management!



## 3:45 PM - 4:45 PM BREAKOUT SESSIONS

### Renew, Refresh, Repeat - Reinventing Your Association for the Future Russ Webb and Krystal Humphrey - FLORIDA SALON I-IV

Breakout Sponsored by *Brannon Center & SpringHill Suites New Smyrna Beach*

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

### Maximizing Your Meeting Budget

Nikole Fridenmaker, CMP and Kim Martinez - FLORIDA SALON V

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

With inflation on the rise, the costs associated with meetings and conferences have also drastically increased. Kim and Nikole will discuss their best practice tips and ideas on partnering with vendors. Plan to bring your questions as we will have plenty of time for honest dialogue and Q&A.

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

FLORIDA SALON VI - Breakout Sponsored by *NoviAMS*

PRESENTED BY THE FSAE DIVERSITY, EQUITY & INCLUSION COMMITTEE

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

### 7:00 - 10:00 PM - Conference Gala in the Grand Ballroom

See page 13 for details.

#### Session Key Take-Away:

Knowing how to sell **change** to members can make or break your initiatives.

#### Session Key Take-Away:

Partnering with your vendors is crucial to keeping meetings within your budget.

#### Session Key Take-Away:

Keeping your organization current on LGBTQ+ training is invaluable in growing stakeholder relationships.

# FRIDAY, JULY 22

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

FLORIDA BALLROOM FLOYER (NEAR BREAKOUTS)

Sponsored by *OPAL Collection*

Get charged for the day with our coffee and breakfast break sponsor, OPAL Collection!

**Pick Up Auction Items from 8:00 - 10:30 AM in Auction Room**

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

### Don't Overlook the Obvious: Safety & Site Selection

Alan Kleinfeld, CMP, LEO - FLORIDA SALON I-IV

Breakout Sponsored by *Brannon Center & SpringHill Suites New Smyrna Beach*

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

### How to Create a Membership Value Proposition that Wows

Michael Tatonetti, CAE, CPP - FLORIDA SALON V

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

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



#### Session Key Take-Away:

Conduct site visits from a safety perspective for greater success onsite

#### Session Key Take-Away:

Value propositions should connect at a heart-level and quantify what your association is doing for its members.

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

Breakout Sponsored by **NoviAMS**

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

### Session Key Take-Away:

Recognize the training each leader needs for board orientation, board refresh, and onboarding stages.

## 10:15 AM - 11:15 AM BREAKOUT SESSIONS

### Association Technology: Think Outside the AMS

Pete Zimek, CAE - FLORIDA SALON I-IV

Breakout Sponsored by **Brannon Center & SpringHill Suites New Smyrna Beach**

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

### Session Key Take-Away:

Know what tools help automate your digital ecosystem and deliver more member value in less time.

### The Science of Story - Geoffrey Klein - FLORIDA SALON V

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

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

### Session Key Take-Away:

Use the power of story to grab the attention of your audience and ensure they remember you.

### Public Speaking: Learn the R.O.P.E.S.

Mitch Savoie Hill, CPC - FLORIDA SALON VI

Breakout Sponsored by **NoviAMS**

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

### Session Key Take-Away:

Business can hinge on the ability to get your point across to any audience. Know how to 'own the room.'

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



**Deborah Gardner, CMP**

Luncheon Sponsored by **Fort Myers - Islands, Beaches & Neighborhoods**

Keynote Sponsored by **Visit St. Pete/Clearwater**

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

### Session Key Take-Away:

Transform your stumbling blocks into opportunities for momentum and results.

## 1:15 PM ADJOURN

See you in 2023 at the Hyatt Regency Coconut Point!

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# SAVE THE DATE - #FSAE23

JULY 12-14, 2023



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