

# WELCOME TO CONFERENCE!

## PLANTING THE SEEDS OF INNOVATION

TOOLS | GROWTH | INNOVATION

**FSAE 2014**  
**ANNUAL CONFERENCE**  
July 9-11 | Hilton Orlando



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# WELCOME TO THE FSAE 2014 ANNUAL CONFERENCE!



Eleanor Warmack, CAE  
FSAE Chair



Jim Ayotte, CAE  
FSAE Foundation Chair



John Clark, CAE  
Conference Co-Chair



Eric Szymanski  
Conference Co-Chair

# Conference Schedule at a Glance

## Wednesday, July 9

Registration Open	8:00 am - 4:00 pm	
Silent Auction Open	9:00 am - 4:00 pm	page 4
Breakout Sessions	9:30 am - 11:30 am	page 6
New Members/First Timers Session	11:30 am - 12:30 pm	
Lunch on Your Own	12:30 pm - 1:15 pm	
Innovation Lounge	1:00 pm - 4:00 pm	
Opening Session	1:15 pm - 2:45 pm	page 6
Networking Break	2:45 pm - 3:00 pm	
Breakout Sessions	3:00 pm - 4:00 pm	page 8
VIP Connection Reception at Cuba Libre	5:00 pm - 6:30 pm	page 7
Welcome Reception - Cuba Libre	6:30 pm - 9:00 pm	page 8

## Thursday, July 10

Registration Open	7:30 am - 4:30 pm	
Innovation Lounge	8:00 am - 4:00 pm	page 13
Silent Auction Open	8:00 am - 3:15 pm	page 4
Breakfast	8:00 am - 9:00 am	
Breakout Sessions	9:00 am - 10:00 am	page 9
Networking Break	10:00 am - 10:45 am	
Breakout Sessions	10:45 am - 11:45 am	page 9
Board Installation Luncheon	12:00 pm - 1:00 pm	page 10
Breakout Sessions	1:15 pm - 2:15 pm	page 10
Networking Break	2:15 pm - 3:15 pm	
<b>Silent Auction Final Bidding</b>	<b>3:15 pm</b>	
FSAE Amazing Challenge Course & Leadership Adventure	3:15 pm - 5:15 pm	page 11
Chair's Reception	6:30 pm - 7:00 pm	page 11
Conference Gala & Dinner	7:00 pm - 10:00 pm	page 11

## Friday, July 11

Registration Open	8:00 am - 11:00 am	
Auction Item Pickup	8:00 am - 11:00 am	
Coffee & Doughnuts	8:00 am - 9:00 am	
Breakout Sessions	9:00 am - 10:00 am	page 12
Breakout Sessions	10:15 am - 11:15 am	page 12
Closing Keynote and Awards Luncheon	11:30 am - 1:15 pm	
Adjourn	1:15 pm	

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



**13 Hours CAE**



**13 Hours CMP**

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# 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:

**John Clark, CAE and Eric Szymanski**

Education Committee

Chair: **Rachel Luoma**

Marketing Sub-Committee

Chair: **Gail Siminovsky, CAE**

Sponsorship Sub-Committee

Co-Chairs: **Al Pasini, CAE and Nina Crabtree**

VIP Connection Reception

Chair: **Kristin Marshall**

Foundation Silent Auction Committee

Co-Chairs: **Adrienne Bryant and  
Meg Caldwell, CMP**

At-Large Members:

**Mary Malone and Ted Smith, CAE**



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# THE SILENT AUCTION

## AUCTION SCHEDULE:

**Tuesday, July 8**

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

**Wednesday, July 9**

Silent Auction Drop off  
8:30 am - 10:30 am  
Silent Auction Open  
9:00 am - 4:00 pm

**Thursday, July 10**

Silent Auction Open  
8:00 am - 3:15 pm  
3:15 pm - Silent Auction CLOSES

**Friday, July 11**

Pick Up Winnings!  
8:00 am - 11:00 am  
PICK UP ONLY ON FRIDAY MORNING

The FSAE Foundation Silent Auction is known as one of the best places to shop for yourself or your organization. This year's auction won't be any different and is loaded with great items and services! Visit the Silent Auction and bid on some dream vacations, jewelry, and home goods that you can't live without.

Check in at the Silent Auction Registration desk in **Orange A & B** to receive a bidder number. That number will give you all the power to bid high and bid often during the open hours on Wednesday and Thursday. Note that there is only one closing time for all bids on all items - Thursday at 3:15. Good luck!

Here is just a sample of the fabulous items available now:



*Pictured above: Tradewinds Resort, Antigua vacation, The Breakers Palm Beach, Shingee Creek Resort Golf, FSU Championship Football and SeaWorld Parks*

Other fun Foundation favorites going on in the Silent Auction 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 one FREE

- 2 Night Stays at 5 **Ritz-Carlton** properties in Florida
- Luxury & Relaxation: 2 Night Stays at 8 different **Marriott International Hotels and Resorts of Florida**
- Beaches, Fun & Golfing: 2 Night Stays at 8 different **Marriott International Hotels and Resorts of Florida**
- Design Your Own Dream Vacation with **IHG Brand Points**

*See page 10 for more details on these great opportunities!*

## WINE & LIQUOR TOSS

It's fun to 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. All proceeds help fund educational programming, grants and research initiatives for association executives. Join in the fun at the Silent Auction!

## A Special Thank You to ALL Auction Donors!

The FSAE Foundation held its second Online Auction (prior to the Annual Conference) and was a wonderful success all because of our fantastic and generous donors. The donations in the Silent Auction are only part of the donations that we received. Visit the Silent Auction room to view a list of all the Auction Donors. Please support our donors when you can! Our auctions and fundraising efforts would not be as successful without their support and generosity.



# THANK YOU SPONSORS!

as of June 11

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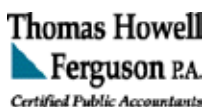
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# WEDNESDAY



8:30 am - 10:30 am  
Drop off Auction Items

Orange A & B

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

Orange A & B

9:00 am - 4:00 pm  
Registration Open

Convention Registration Area

## 9:30 am – 10:30 am - Breakout Session I

Lake Down A

**TOOLS: 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 CEOs, Executive Directors or Presidents, and CSEs

Lake Down B

**GROWTH: 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, and CTOs welcome.

Lake Mizell B

**INNOVATION: Transitioning to Online/Hybrid Education**  
Kenneth Nanni

Upon completion of this session participants will be able to:

- Recognize the current readiness of association members for online and blended courses.

- Identify the attributes associated with online and blended courses and the models associated with course delivery.

- Understand strategies for developing content which can be used in both online and blended courses.

CMP Credit: 1 hour Strategic Planning

## 10:30 am – 11:30 am - Breakout Session II

**TOOLS: CEO Roundtable continued**

**GROWTH: C-SUITE Roundtable continued**

Lake Mizell B

**INNOVATION: Can Grassroots Help Your Bottom Line**

Erin Daly and Jack Cory

Is Your Governmental Affairs Program Helping Your Bottom Line? Most companies put their governmental affairs program at the bottom of their "to do" list. But a well-organized governmental affairs program can actually help increase your bottom line. Grassroots efforts, proper communications and yes, even lobbying needs to be incorporated into the plan. Learn how you can be successful no matter if you are a small "Mom & Pop" or international company.

CMP Credit: 1 hour Strategic Planning

11:30 am – 12:30 pm

Lake Eola

**New Member/First Timer Orientation**

New to FSAE or the Annual Conference? Make the most of your experience - and meet friendly faces along the way.

12:30 pm – 1:30 pm

Lunch on Your Own

1:30 pm – 2:45 pm

Orange D

**Opening Keynote Session: Ding Happens! How to Improve, Adapt, and Innovate in an Ever Changing**

**World – Avish Parashar**

Keynote Sponsored by **Thomas, Howell & Ferguson, P.A.**



Anyone can perform well when everything goes right. The real test of you and your organization is how you react when things go wrong - and they will! These make-or-break moments are the "Dings!" of life. Handle them well and you come out looking like a rock star. Handle them poorly and you can end up adding unnecessary stress, difficulty, and complication to your life.

CMP Credit: 1 hour Professionalism


2:45 pm - 3:00 pm

Orange A & B

Networking Break in the Innovation Lounge/Silent Auction

Welcome to Orlando, FSAE attendees!

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\* Minimum food purchase of \$15. Limit one per person per visit. Must be 21+ w/ ID. Not good with any other specials or discounts. Not valid on special events or holidays.



# VIP Connection Reception

Wednesday, 5:00 - 6:30 pm

at Cuba Libre Restaurant & Rum Bar

Unwind after a full day of education at the VIP Connection  
Reception at Cuba Libre Restaurant & Rum Bar!

This exclusive, upscale networking reception is open to all registered Association Executives and an adult guest. Indulge in heavy hors d'oeuvres, libations and entertainment featuring a Flamenco Dancer, Cigar Roller, Mojito-Making & Rum Tasting stations.

## VIP Host Sponsors

as of June 11

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Karen Townsend, Visit Jacksonville

Michelle Waddell, Shores Resort & Spa

Kim Wetzel, Embassy Suites Orlando - Lake Buena Vista South

Amanda Wildey, YourMembership.com

Treena Winkler, Hilton Orlando Lake Buena Vista Located in the  
Walt Disney Resort

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

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



# WEDNESDAY CONTINUED...

## 3:00 pm – 4:00 pm - Breakout Sessions III

Lake Nona

### TOOLS: Extreme Makeover: Board Edition - Sue Fern

Board performance is critical in sustaining a non-profit association. Does yours measure up? Identify common challenges and learn how to improve your volunteer leaders' performance, using existing talents and your own wisdom. Learn how to use your organizational skills to enlist Board members who understand what's needed to deliver success in today's competitive non-profit world. Explore strategies that will help you decide who to recruit, cultivate and spotlight existing stars... and wind up with the best board for your organization.

CMP Credit: 1 hour Stakeholder Management

Lake Mizell A

### GROWTH: Harvesting Membership Diversity; Reaping Growth - Eloiza Altoro, MS, CAE

How can people of diverse backgrounds make a greater impact and enhance the value of associations? How can associations maximize their contribution and ensure that they thrive as a result of having a diverse membership base? This workshop will provide insight and experience into increasing membership diversity.

CMP Credit: 1 hour Marketing

Lake Mizell B

### INNOVATION: Technology 2.0: Tech Tips to Boost Office Productivity - Adrienne Bryant and John Chen, CAE

The Digital Age is not a fad. As association professionals, we're charged with finding ways to work harder, faster, and more efficiently while using yesterday's tools and technology. Adopting emerging office technology can often be confusing, slow and problematic. This session will highlight several technology solutions that will put you on the path to working smarter and faster to help deliver value and service to your members.

CMP Credit: 1 hour Project Management

## \*\*SOCIAL EVENTS\*\*

5:00 - 6:30

### VIP Connection Reception at Cuba Libre Restaurant & Rum Bar

The VIP Connection Reception is your Ultimate Opportunity for exclusive networking after a full day of education! All association executive attendees are invited to this upscale reception for hors d'oeuvres, libations and entertainment. Meet the buses at 4:45 in the Group Arrival area for your quick trip to Cuba Libre!

6:30 - 9:00 pm



Executive Attendees catch the bus at 4:45 for the VIP Reception. The Associate bus leaves at 6:10 for the Welcome Reception. Meet the bus at Group Arrival.\* See you at Cuba Libre!

### Welcome Reception

Hosted & Sponsored by

**Cuba Libre Restaurant & Rum Bar**

Open to all conference attendees. Cuba Libre Restaurant & Rum Bar is a must-see, must-experience cinematic destination featuring award-winning Cuban-inspired cuisine, Latin rhythms, open-air tropical ambiance, lively floorshows, Latin DJs, and classic cocktails. Be in Havana be Dinner Time!

Buses for the Welcome Reception will start loading at 6:10 in the Group Arrival area. Buses will run about every 10 minutes or less to shuttle guests to the Reception.

Return buses will begin pick-up at 8:30 and run until 9:30.

\*Group Arrival is located on the lobby level near the Market Place. Please look for signs and hotel staff to guide you to the bus location.

## Sneakers for September

2014 Conference Charity Project



At the start of the new school year, thousands of homeless and disadvantaged children will be returning to school in flip/flops or old, dirty and worn out sneakers that are too small.

Your \$10 donation provides new, attractive sneakers for children in Orange and Osceola counties.

Look for the Sneakers for September donation table and help local kids get new school shoes!



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# THURSDAY

7:00 am - 7:30 am  
Chapel

Conway Lake

7:30 am - 4:30 pm  
Registration Open

Convention Registration Area

8:00 am - 3:15 pm  
Silent Auction Open for Bids

Orange A & B

8:00 am - 4:00 pm  
Innovation Lounge open for appointments & Demos

Orange A & B

8:00 am - 9:00 am  
Breakfast sponsored by Visit Florida

Orange D

## 9:00 am - 10:00 am - Breakout Sessions IV

Orange E

**TOOLS: What 50,000 Members Say: Insights from the 'Decision to' Research Series** - Greg Melia, CAE

Wouldn't it be great if you had the time to ask people about what motivates them to join, volunteer, and participate in associations? The ASAE Foundation has done the legwork for you, and distilled the findings into insightful takeaways on what influences the decision to join, learn, volunteer, and give. Get a high-level summary of the most useful findings, hear real-world examples of how associations are leveraging these new opportunities, and discuss how you can too!

*CMP Credit: 1 hour Stakeholder Management*

Orange F

**GROWTH: Hot Trends in Association Tech: Collaborative, Micro-Volunteerism, Social Mentoring, Gamification and more...** - Angelika Lipkin

This session will look at the top disruptive trends which association execs need to be aware of. Dive into the new face of volunteerism and hear about real examples of association which have reinvented their governance model by embracing micro-volunteerism. Learn what the younger generation are expecting with regards to your mentoring programs. Finally, see how all this member engagement (and more) should be measured and recognized. As if this isn't enough, see why "mobile" is becoming known as the "Great Disruptor."

*CMP Credit: 1 hour Strategic Planning*

Orange G

**INNOVATION: Learning Lounge Micro-Sessions: Deep-Dive**

A deep-dive to further explore breakout content

- 9:00 - 9:30 am - Technology 2.0 Revisited with Adrienne Bryant and John Chen, CAE
- 9:30 - 10:00 am - Diversity Revisited with Eloiza Altoro, MS, CAE

10:00 am - 10:45 am  
Networking Break in the Innovation Lounge/Silent Auction

Orange A & B

Join our Innovation Lounge Experts for short, group demos and get a first-hand look at these great technology products for your association!

## Innovation Lounge Expert Demos:

10:05 am - Higher Logic

10:15 am - Forceworks

10:25 am - MemberClicks

## 10:45 am - 11:45 am - Breakout Sessions V

Orange E

**TOOLS: Protecting Your Intellectual Property** - Mark Logan, ESQ

With most businesses online, protecting your intellectual property and trade secrets are more important than ever. Learn what you can do to protect what is yours.

*CMP Credit: 1 hour Risk Management*

Orange F

**GROWTH: Communication 2064: From Mad Men to Teleportation: A Look at Marketing Yesterday, Today and Tomorrow** - Jessica Levin, MBA, CMP, CAE

Fifty years ago the Mad Men era of advertising was king. TVs were becoming commonplace in homes and print was an effective way to share a message. Fast forward to the 90's when the internet began to weave it's way into our lives in ways that we never could have imagined...or could we? When we look at the nature of communication in 2014, we are dealing with a hands-free, wireless world we share everything from the mundane to the extraordinary and, as a result, we receive messages designed for what's important to us in that moment. This session will take a look a marketing and communication and will give attendees a glimpse into the future. *CMP Credit: 1 hour Marketing*

REPEAT  
**TAKEOVERS**  
WELCOME

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# BIG TICKET DRAWING AT THURSDAY'S GALA!

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 is amazing! Your name is entered into the drawing for every ticket purchased! **Buy your tickets at the Silent Auction Registration Desk before Thursday night to enter - \$25/ticket or Buy 4, get 1 FREE! Good luck!**



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## 10 Nights in Luxury at the Ritz!

2 Night Stays at EACH of these 5 Ritz-Carlton Properties:  
The Ritz-Carlton, Amelia Island; The Ritz-Carlton, Orlando Grande Lakes; The Ritz-Carlton, Sarasota; The Ritz-Carlton, Naples Beach Resort; The Ritz-Carlton, Key Biscayne

## Luxury & Relaxation

2 Night Stays at EACH of these 8 Marriott International Hotels & Resorts of FL:

Miami Marriott Biscayne Bay, Gaylord Palms, Renaissance Orlando Airport, Renaissance International Plaza, Renaissance Resort at World Golf Village, Renaissance Vinoy Resort & Golf Club, Tampa Marriott Waterside Hotel & Marina, Sanibel Harbour Marriott Resort & Spa

## Beaches, Fun & Golfing

2 Night Stays at EACH of these 8 Marriott International Hotels & Resorts of FL

Tampa Airport Marriott, Hutchinson Island Marriott, Turnberry Isle Resort Miami, Orlando Airport Marriott, Orlando World Center Marriott, Renaissance Orlando Resort at Sea World, Sawgrass Marriott, St. Petersburg Marriott Clearwater

# THURSDAY CONTINUED...

Orange G

## INNOVATION: Learning Lounge Micro-Sessions: Best Practices

- 10:45 am - 11:05 am - Certification Programs Best Practices - *Alina Cooper*
- 11:05 am - 11:25 am - CAE Best Practices - *Greg Melia, CAE/ Gabriel Eckert, CAE*
- 11:25 am - 11:45 am - CMP Best Practices - *Letreze Gooding, CMP*

12:00 pm - 1:00 pm

Orange D

## FSAE and Foundation Board Installation Luncheon

Sponsored by **Visit Tampa Bay**

Please join us to welcome the next leaders of FSAE and the FSAE Foundation! Our new Officers will take the helm and new Directors and Trustees will be sworn into office.

## 1:15 pm - 2:15 pm - Breakout Sessions VI

Orange E

### TOOLS: Tools for Young Professionals - *Gabriel Eckert, CAE*

Learn to drive your career. This interactive session, designed specially for young professionals, will explore the strategies and tactics that are essential to drive your career forward. Gabriel Eckert, CAE will lead a dynamic, interactive discussion related to career growth and success.

CMP Credit: 1 hour Professionalism

Orange F

### GROWTH: Building a Succession Plan for Your Association Panel Discussion

**Moderator:** *Eleanor Warmack, CAE, Executive Director, FL Recreation & Park Assn*

#### Panelists:

**Willa Fuller, RN, Executive Director, FL Nurses Assn**

**Bennett Napier, CAE, President & CEO, Partners in Association Management**

**Rusty Payton, CAE, COO, FL Dental Assn**

Every association professional knows all too well that managing change is an integral part of association management. It is imperative for associations to have a succession plan to ensure that critical operations and strategies continue in the wake of change. This panel will discuss the importance of building a succession plan, key elements in a succession plan and best practices for ensuring growth opportunities through your succession plan.

Orange G

### INNOVATION: How to Standout and Win In Today's Competitive Marketplace - *Karen Post*

- 1) Master how to stand out and reflect your unique brand essence.
- 2) Gain insight on how to be relevant so you don't lose buyers to competitors because of price and low awareness.
- 3) Ignite the brand inside your organization by building a culture that attracts superstar talent, new members and buyers.


CMP Credit: 1 hour Marketing

2:15 pm - 3:15 pm *Orange A & B*  
Networking Break in the Innovation Lounge/Silent Auction

### Innovation Lounge Expert Demos Continue

2:20 pm - MediaEdge  
2:30 pm - Gather Digital  
2:40 pm - YourMembership.com

### Silent Auction Bidding Closes at 3:15



Check-In for the Amazing Challenge starts at 2:45 in Orange A & B. It's not too late to sign up! Look for the Amazing Challenge sign in the Auction room.

3:15 pm - 5:15 pm *Challenge Check in: Orange A & B*  
**The Amazing FSAE Challenge Course & Leadership Adventure**  
*Developed in partnership with **Catch Your Limit***  
*Facilitators – Tom and Melissa Laughon*

Why sit in a classroom and talk leadership, strategy, innovation and teaming when we can go on an adventure with fellow FSAE members? The challenge course is an amalgamation of scavenger hunt style challenges, learning labs and honest to goodness strategic thinking about the future of association management.

Find your team assignment when you check-in for the Amazing Challenge starting at 2:45 in Orange A & B. If you haven't pre-registered for this event, it's not too late to sign up! Look for the Amazing Challenge sign in the Auction room.

*CMP Credit: 2 hours Strategic Planning*



## \*\*SOCIAL EVENTS\*\*

6:30 pm *Orlando Foyer*  
**Chair's Reception**  
All conference attendees are invited to honor our outgoing chairs for FSAE and the Foundation: **Eleanor Warmack, CAE and Jim Ayotte, CAE.**

7:00 - 10:00 pm *Orlando III-VI*  
**Conference Annual Gala**  
*Hosted and Sponsored by the **Hilton Orlando***  
After a full day of education, come unwind at Annual Conference Gala where our host property, the Hilton Orlando has an extraordinary event planned for us!

In Orlando III – IV, attendees will be transported to the southern hemisphere for a World Cup celebration that features a central, interactive kitchen with various cuisines from South America. The Hilton Orlando is also planning excellent entertainment while guests enjoy imported wines, beers and infused specialty drinks from the region.

FIFA FSAE!



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# FRIDAY

7:00 am - 7:30 am  
Chapel

Conway Lake

8:00 am - 11:00 am  
Registration Open

8:00 am - 11:00 am  
Pick Up Your Auction Items!

Orange A & B

8:00 am - 9:00 am  
Coffee & Doughnuts Breakfast *sponsored by Hilton Worldwide*

## 9:00 am - 10:00 am - Breakout Sessions VII

Orange E

**TOOLS: Pitiful PowerPoints, Pathetic Presenters & Questionable Content** - John Ricco, CAE and Kiki L'Italien

Like it or not, as association professionals we are always "on stage." Whether you're presenting to your board of directors, briefing your colleagues, or trying to convince a prospect to join your association, what you say and how you say it critical to success. This session, for association professionals by association professionals, will provide you the tools you need to feel confident in presenting to a group of 1 or 100.

*CMP Credit: 1 hour Marketing*

**GROWTH: Reconstructing Your Association Value Proposition for the Future** - Melynn Sight

Orange F

What is your association's compelling proposition that answers your members' biggest needs, fears, business goals or obstacles? When you see the world through your members' eyes, you can begin to connect with what's most important to them. A strong value proposition builds loyalty and makes stronger member connections. Learn what makes a strong value proposition, and seven concrete steps to create your own.

*CMP Credit: 1 hour Strategic Planning*

**INNOVATION: Next Level RFPs - A Panel Discussion**

Orange G

*Sponsored by the Associate Advisory Committee*

You stare at the RFP, not exactly sure how to respond. Or, maybe you've been told to prepare and distribute an RFP. Learn best practices and what's important to both sides of the negotiation table, the most effective ways to share information, and what it takes for an RFP to get noticed.

**Moderator:** Jason Carroll, CMP - Director of Sales & Events, The Florida Aquarium

### Panelists:

Lisa Chamberlain, CMP - National Sales Manager, Tampa Bay & Company

Keyna D. Cory - Executive Director, FL Recycling Partnership

Kimberly Chorniewy - National Sales Manager, The Breakers Palm Beach

Lisa M. Miller, CMP - Sr. Sales Manager, Caribe Royale All Suite Hotel

Richard Miseyko, CMP, CMM - President, Site Search, Inc.

*CMP Credit: 1 hour Site Management*

## 10:15 am - 11:15 am - Breakout Sessions VIII

Orange E

**TOOLS: Customer Relationships** - Connie Dieken, CSP

Building and maintaining trust with customers should be the top on any organization's list, yet more often than not, we find that companies will focus their efforts on new acquisitions rather than better cultivation of the relationships they have. People have grown accustomed to information on their terms, and we must evolve how we sell and service today's customer.

*CMP Credit: 1 hour Stakeholder Management*

**GROWTH: Creative Problem Solving for Associations** - Greg Melia, CAE

Orange F

Whether you are an association professional or a supplier, you need to do more with less, overcome obstacles, and continue to come up with great new ideas. In this session, you'll learn proven tips and techniques for unleashing your creativity and increasing the effectiveness of your teams, meetings, and problem-solving. *CMP Credit: 1 hour Strategic Planning*

Orange G

**INNOVATION: Next Generation Sponsorship** - Lindsey Rosenthal

Association executives often struggle with finding the right sponsor companies, creating new and improved package benefits and getting sponsors to invest their money, time and effort into events. Now you'll have the answers to all of your questions and more, straight from the sponsors themselves! Join industry experts to find out how to win sponsors over for your event.

*CMP Credit: 1 hour Marketing*

11:30 am - 1:15 pm Orange D

## FSAE Leadership Awards Luncheon and Closing Keynote Session

Awards Luncheon Sponsored by Visit St. Pete/Clearwater

**Closing Keynote: Vision Mindset Grit** - Scott Burrows



The true measure of success is how well you adapt to change, doubt, uncertainty and fear—and the belief system you employ must be powerful enough to conquer those obstacles. As audiences

worldwide have discovered in this life-changing keynote, renowned speaker and author Scott Burrows' own riveting story of overcoming incredible physical, personal and professional challenges through sheer determination, will power and goal setting is uplifting and infectious. Using his physical paralysis as a visual metaphor, Scott reveals how to drive personal and business results using the same mental focus that helped him rebuild his life. The dynamic principles of Vision Mindset Grit inspire people to unprecedented levels of empowerment and self-confidence, setting the stage for developing cutting-edge ideas and leadership strategies that will benefit your entire company. *CMP Credit: 1 hour Stakeholder Management*

1:15 pm - Conference Adjourns

# INNOVATION LOUNGE

The Innovation Lounge Technology Expo features experts with products that can make your association shine! Including AMSs, AV, cloud technology, communications, Communities, mobile, video and more!

## 2014 TECHNOLOGY EXPO

(FORMERLY MEET THE GEEKS)

Join our Experts for quick product demos during Thursday Breaks:

10:05 am - Higher Logic

2:20 pm - MediaEdge

10:15 am - Forceworks

2:30 pm - Gather Digital

10:25 am - MemberClicks

2:40 pm - YourMembership.com

LOUNGE LOCATION: ORANGE A & B

HOURS: WEDNESDAY 1:00 PM - 4:00 PM

THURSDAY 8:00 AM - 4:00 PM

## 2014 INNOVATION EXPERTS:

*In alpha-order by company as of June 11*



Mark Spinicelli  
mspin@AmericanAudioVisual.com



[www.NeedAV.com](http://www.NeedAV.com)

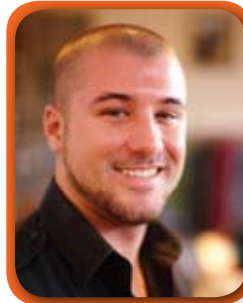
Basically, my company provides:

**Audio Visual Services**

American Audio Visual provides cutting edge technology, unmatched creativity and superior service that has earned the trust of clients around the country and abroad.

**Favorite tech tool:** My iPhone

**Tech Tip:** The best technology is affordable technology.



Dustin Rivest  
Dustin@AppInnovators.com



[www.AppInnovators.com](http://www.AppInnovators.com)

Basically, my company provides:  
**Mobile App Technology**

We can bring your association into the fast emerging mobile world quickly and affordably!

**Favorite tech tool:** Mobile Apps

**Tech Tip:** App Notifications allow you to reach your members at a moments notice



Johanna Kasper  
johanna.kasper@aptify.com



[www.aptify.com](http://www.aptify.com)

Basically, my company provides:  
**Association Management Software**

Aptify provides powerful, comprehensive and flexible Association Management Software (AMS) solutions to member-centric organizations worldwide.

**Favorite tech tool:** Google Chromecast

**Tech Tip:** Group your email conversations for better organization! In Outlook, right-click on the "Arrange By" and select both "Show as Conversations" and "Show in Groups."



Jim Wacksman  
jim@AssociationStudios.com



[www.AssociationStudios.com](http://www.AssociationStudios.com)

Basically, my company provides:  
**Video Services**

Association Studios is home to some of the most talented video producers you will find anywhere.

**Favorite tech tool:** This is like picking a favorite child but if I must, I'll go with my iPhone.

**Tech Tip:** Don't think too hard about technology. Only do what's simple and fits in to your lifestyle.

[www.fsae.org/InnovationLounge](http://www.fsae.org/InnovationLounge)



**Anthony Fabrizio**  
[tony.fabrizio@cssiav.com](mailto:tony.fabrizio@cssiav.com)



[www.cssiav.com](http://www.cssiav.com)

**Basically, my company provides:**

**Audio/Visual/Lighting & Staging**

Creative Staging Services is your complete source for all of your Audio/Visual/Lighting and Staging needs for Corporate & Special Events as well as Exhibits & Trade Shows.

**Favorite tech tool:** My iPad

**Tech Tip:** PhotoMeasure is an incredibly helpful app for any event/site survey

20% off equipment for Attendee new business!



**Kevin Yanushefski**  
[kyanushefski@cvent.com](mailto:kyanushefski@cvent.com)



[www.Cvent.com](http://www.Cvent.com)

**Basically, my company provides:**  
**Event Management Software**

Since 1999, Cvent has helped associations plan and manage annual conferences, keep track of membership, run email marketing, and build mobile event apps.

**Favorite tech tool:** OnArrival - mobile app for event check-in

**Tech Tip:** Press and hold down the 'take picture' button to do a photo burst with iPhones to ensure you get a good shot!

Free RFP Search and Sourcing to find your next event venue



**Steve Mordue**  
[steve@forceworks.com](mailto:steve@forceworks.com)



[www.ForceWorks.com](http://www.ForceWorks.com)

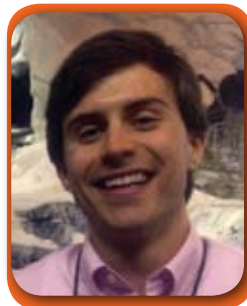
**Basically, my company provides:**

**Microsoft Cloud Services**

We work with organizations of all sizes who are interested in moving from on-premise infrastructure to cloud services.

**Favorite tech tool:** SharePoint

**Tech Tip:** SharePoint provides a single location for the storage of all organization related documents - on any device at any time.



**Ben Comer**  
[ben@gatherdigital.com](mailto:ben@gatherdigital.com)



[www.GatherDigital.com](http://www.GatherDigital.com)

**Basically, my company provides:**

**Mobile Event Apps**

Gather Digital provides native, downloadable, offline-capable iPhone, iPad, and Android apps for conferences & events.

**Favorite tech tool:** Mobile Apps

**Tech Tip:** Use technology to help make human interaction more meaningful and intentional. Don't depend on technology to the extent that it eliminates human interaction.



**Jeff Dwornik**  
[jeff@higherlogic.com](mailto:jeff@higherlogic.com)



[www.HigherLogic.com](http://www.HigherLogic.com)

**Basically, my company provides:**

**Private Community Software**

Higher Logic provides secure communities designed to enable relevant and purposeful interactions, ignite knowledge sharing, drive content creation and improve performance.

**Favorite tech tool:** My iPhone

**Tech Tip:** Make your website responsive so it's optimally viewed from varying mobile devices of different sizes.



**Michael Brown**  
[mbrown@mecgnv.com](mailto:mbrown@mecgnv.com)



<http://www.mediaedge.ca>

**Basically, my company provides:**

**Publishing/Communications/Marketing**

MediaEdge meets your communication needs by combining print, web, and mobile media to offer an all-inclusive solution that provides non-dues revenue.

**Favorite tech tool:** Prezi - great for demos!

**Tech Tip:** Prezi now offers a way to share presentations without the need for a web conferencing service!

Thanks to Our Expo Sponsor:



[www.GemsEvents.com](http://www.GemsEvents.com)

Gilbert Exposition Management Services' (GEMS) goal is to deliver peace of mind to our customers by becoming an extension of their staff. We will focus on exposition related needs and make all parties successful in their meeting endeavors. GEMS will assist in all the pre-show preparation, as well as on-site functions.





Mark Sedgley  
mark@memberclicks.com



Basically, my company provides:  
**Membership Management Software**

MemberClicks offers an all-in-one membership management solution that will transform your organization and save you time and money.

**Favorite tech tool:** Uber- it's so simple, it's amazing.

**Tech Tip:** If you slide the screen to the left when looking at texts on an iPhone, it will show the time of delivery...mind blowing.

50% off set-up fee for Conference Attendees!



Kathleen Gardner  
kathleen@naylor.com



Basically, my company provides:  
**Association Communication Solutions**

Naylor helps associations explore communication strategies and provides sales and marketing, research and editorial, or trade shows and event management services.

**Favorite tech tool:** My iPhone

**Tech Tip:** Extend your battery-life on your iPhone (iOS7) by double-clicking the "Home" button and swipe up across each app to close them



Matt Miley  
info@payoutusa.com



Basically, my company provides:  
**Payroll Services**

We take care of all your payroll needs so you don't have to worry about it. Our all-inclusive pricing means no hidden fees and our reports let you see exactly what you are paying for our services.

**Favorite tech tool:** The Internet

**Tech Tip:** Keep your software up to date

25% off set-up fee for FSAE Members!



Marilyn Aubuchon  
maubuchon@peach-newmedia.com



Basically, my company provides:  
**Online Learning Solutions**

Peach New Media (PNM) delivers online learning solutions through webinars, webcasts and on-demand courses.

**Favorite tech tool:** My iPad

**Tech Tip:** Offer content that can be accessed on mobile/tablet devices to keep in touch with your audience



Rory Beall  
rory.beall@weblinkinternational.com



Basically, my company provides:  
**Association Management Software**

WebLink's comprehensive solution includes membership management software, responsive website design, non-dues revenue programs, and the industry's only card reader ready app for iPad.

**Favorite tech tool:** WebLink Connect

**Tech Tip:** Choose a technology that combines everything you need into one seamless solution.



Amanda Wildey  
awildey@yourmembership.com



Basically, my company provides:  
**Membership Management Software**

YourMembership.com provides member-based organizations the tools they need to effectively brand their organization, engage their membership and streamline their administrative processes.

**Favorite tech tool:** HootSuite for monitoring and interacting on social media

**Tech Tip:** Increase the use of images across multiple platforms to create a stronger brand & relationship with your members.

[www.fsae.org/InnovationLounge](http://www.fsae.org/InnovationLounge)



# Save the Date!

2015 Annual  
Conference

July 15-17

Renaissance Vinoy  
Resort & Golf Club,  
St. Petersburg

FSAE extends a special **thank you** to  
all of our sponsors & partners for 2014!

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T. Skorman Productions  
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The Breakers Palm Beach  
The Shores Resort & Spa  
Thomas Howell Ferguson, P.A.

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