



FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES, INC.

2013 Annual Conference:

Discover
WELCOME
the Treasure
TO TAMPA

July 9-12, 2013

*Marriott Tampa Waterside
Hotel & Marina
Tampa, FL*



Welcome to Tampa!



*John Ricco, CAE, Chair
FSAE Board of Directors*



*Timothy Bell, Chair
FSAE Foundation Board of Trustees*



*Jim Ayotte, CAE
2013 Conference Co-Chair*



*Lisa Chamberlain, CMP
2013 Conference Co-Chair*



*Captain Jack
Conference Guide*



Bob Buckhorn
Mayor

Greetings:

It gives me great pleasure to welcome you the Florida Society of Association Executives (FSAE) Convention held July 10-12, 2013 at the Marriott Waterside Hotel in Tampa, Florida. With the theme *Discover the Treasures*, this convention will feature an opening reception at the Florida Aquarium, informative sessions, a silent auction, and a "Pirate Soiree" Gala. We are proud to have been chosen for this annual event and thank the organizers for their commitment to ensuring both a pleasurable visit and successful conference.



For those of you who are visiting for the first time, I hope you will have the opportunity to explore the many cultural and historical attractions our city has to offer. Whether you visit one of our landmark attractions such as Busch Gardens and Lowry Park Zoo, ride the streetcar from Channelside to Ybor City, enjoy a meal at one of our fine restaurants or visit our many first-class shopping areas, we are sure you will find your visit to be an unforgettable experience. Of particular significance are the Tampa Bay History Center, the Tampa Museum of Art, the Glazer Children's Museum, and Curtis Hixon Waterfront Park, all located along downtown's riverfront and each honoring our community's history, heritage and commitment to the arts.

Again, on behalf of our citizens, I extend a warm welcome and wish each of you an enjoyable and memorable time in Tampa.

Sincerely,

Bob Buckhorn

**10 Hours CAE****4 Hours CMP**

Conference Schedule at a Glance

Wednesday, July 10

Registration Open	8:00 am - 4:30 pm	
Board Meetings	9:00 am - Noon	
Silent Auction Drop Off Items	10:00 am - 2:00 pm	
New Members/First Timers Session	1:30 - 2:30 pm	
Silent Auction Open	2:00 - 4:00 pm	Page 6
Bonus Sessions	3:00 - 5:00 pm	Page 7
Welcome Reception at The Florida Aquarium	7:00 - 10:00 pm	Page 7

Thursday, July 11

Sunrise Yoga	6:00 - 7:00 am	Page 8
Registration Open	7:30 am - 4:00 pm	
Silent Auction Open	7:30 am - 4:00 pm	Page 6
Meet the Geeks Open	7:30 am - 4:00 pm	Page 14
Breakfast	7:30 - 8:30 am	
General Session	8:30 - 10:00 am	Page 8
Morning Breakouts*	10:30 - 11:30 am	Page 8-9
Awards Luncheon & Keynote Presentation	11:30 am - 1:30 pm	Page 9
Afternoon Breakouts I*	2:15 - 3:15 pm	Page 9
Afternoon Breakouts II*	3:30 - 4:30 pm	Page 10
VIP Connection Reception aboard the Yacht StarShip	5:30 - 7:30 pm	Page 11

Friday, July 12

Sunrise Yoga	6:00 - 7:00 am	Page 12
Registration Open	7:30 am - 4:00 pm	
Silent Auction Open	7:30 am - Noon	Page 6
Meet the Geeks Open	7:30 am - 2:00 pm	Page 14
Breakfast	7:30 - 8:30 am	
General Session	8:30 - 10:00 am	Page 12
Morning Breakouts*	10:00 - 11:00 am	Page 12
Luncheon & Closing Session	12:00 - 2:00 pm	Page 13
Pick Up Silent Auction Winnings	3:30 - 5:00 pm	
Meals of Hope	2:00 - 4:00 pm	Page 13
Chair's Reception	6:00 - 7:00 pm	Page 13
Friday Gala: Pirate Soiree	7:00 - 10:00 pm	Page 13

**Pick up your breakout session card Thursday morning - attend 4 breakouts and get entered into a drawing for great prizes, including passes to Busch Gardens!*

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

Jim Ayotte, CAE and Lisa Chamberlain, CMP

Education Committee

Chair: **Barbara Harrison, CAE;**

Vice Chair: **Bailey Shields, CMP**

Marketing Task Force

Chair: **Elizabeth Baranik**

Sponsorship Task Force

Chair: **Betty Ann Lewis**

Vice Chair: **Lisa Miller, CMP**

VIP Connection Reception

Chair: **Kristin Marshall**

Foundation Silent Auction Committee

Chair: **Meg Caldwell, CMP**

Vice Chair: **Kristin McWhorter, CAE**

Visit Tampa Bay
welcomes FSAE attendees



Unlock our community and reveal a place that embraces FSAE attendees.
Contact us to book your future meetings at UnlockTampaBay.com

Thank You Sponsors!

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Gold Sponsors



Sponsors

Aspire Innovation, *Breakout Session*
Associate Advisory Committee, *Breakout Session*
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Palm Beach CVB & Palm Beach Hotels, *Breaks*
PMSI - *Badges, Bags & Notepads*
Rosen Hotels & Resorts, *Turndown Service*
University of Florida Leadership Development
Institute – *Joint Board Meeting/Orientation*
Visit Sarasota - *Social Media Lounge*
Visit Orlando

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Ocean Reef Club

Marketing Maximizer
B in Walt Disney World
(formerly Royal Plaza
Hotel)
The Shores Resort & Spa

Associate members make it happen...

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

Silent Auction Treasures

Auction Schedule:

Wednesday, July 10

Silent Auction Drop off
10:00 am - 2:00 pm

Silent Auction Open
2:00 pm - 4:00 pm

Thursday, July 11

Silent Auction Open
7:30 am - 4:00 pm

Friday, July 12

Silent Auction Open
7:30 am - 12:00 pm

All Bidding Closes at Noon!

Pick up Winnings!
3:30 pm - 5:00 pm

NO PICK UP ON SATURDAY

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 Grand Foyer A-E 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, Thursday and Friday. Note that there is only one closing time for all bids on all items - Friday at Noon. Good luck!

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



Pictured above: Waldorf-Astoria Naples stay & spa package; SeaWorld tickets; The Breakers 2-night stay; and a signed FSU football.

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 6 **Ritz-Carlton** properties in Florida
- Luxury & Relaxation: 2 Night Stays at 7 different **Marriott International Hotels and Resorts of Florida**
- Beaches, Fun & Golfing: 2 Night Stays at 7 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 first ever 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.



Wednesday

8:00 AM - 4:30 PM: Registration Open

8:00 AM - Noon *Meeting Room 12*
Joint FSAE/Foundation Board Meetings & Orientation

10:00 AM - 2:00 PM *Salon A - E*
Silent Auction Drop-off Items

1:30 - 2:30 PM *Meeting Rooms 5 & 6*
New Member/First Timers Session
New to FSAE or the Annual Conference? Make the most of your experience - and meet friendly faces along the way.

2:00 - 4:00 PM *Salon A - E*
Silent Auction Open for Bids

Bonus Sessions:

3:00 - 4:00 PM *Meeting Room 8*
Legacy Gifts Are Good Gifts
Carolyn Fazio, ECAM, Fazio International Ltd.
Discover how Legacy Gifts can help secure your association's future. Explore types of planned gifts and learn how to approach and encourage members - both elder and younger - to consider adding your organization to their personal retirement and estate plans.

4:00 - 5:00 PM *Meeting Room 9*
CAE/CMP Roundtable
Learn more about becoming a CAE or a CMP from members who have already obtained certifications. Ask questions, learn from their experience, and understand why they took this step to enhance their careers.



Is Your Photo a Little Out of Date?

Our Conference photographer Michael Copeland of **Copeland Productions** is offering professional portraits for \$50 - a \$300 value!

Contact Michael to make your appointment
(407) 617-0872 (call or text)

Grand Salon Foyer
Wednesday: 1:00 - 4:00 PM
Friday: 2:00 - 5:00 PM

More appointment times available upon request

COPELAND PRODUCTIONS

Opening Reception at The Florida Aquarium

7:00 - 10:00 PM

*Co-Sponsored by The Florida Aquarium and
Tampa Bay & Company*

Experience the Taste of Tampa at the FSAE Annual Conference Welcome Reception at The Florida Aquarium! Get ready to explore one of the top 5 Aquariums in the country while enjoying the Cuban flare that Tampa Bay is known for... Don't forget your dancing shoes - the area's top Latin Band Orquesta INFINIDAD will be performing and the cigar lounge will be open on the waterfront!

Dress: Havana Cuban Casual. Fedora Hats, Guayabera Shirts, and Linen Dresses are appropriate

Capt'n Jack Says:



Landlubber's welcome - all these fishes stay in their vessels...

The Aquarium is 5 blocks from the Hotel. Bus transportation is available beginning at 6:50 PM and running continuously until 10:00 PM. Meet the bus in front of the Hotel Lobby.



**Make Sure Your Event
REALLY MAKES SOME WAVES.**

The Florida Aquarium is a memorable place for parties, meetings and events for groups of all sizes. Book yours today.

flaquarium.org | 813.273.4042

Thursday

6:00 - 7:00 AM

Meet in Hotel Lobby

Sunrise Yoga with a stroll down Bayshore Blvd.

Begin the day with an invigorating combination of yoga, stretches and a guided scenic walk along beautiful Bayshore Boulevard.

7:00 - 7:30 AM

Greco

Chapel

7:30 AM - 4:00 PM

Registration Open

7:30 AM - 4:00 PM

Grand Salon A-E

Silent Auction Open for bids!

7:30 AM - 4:00 PM

Grand Salon A-E

Meet the Geeks Open for appointments and demos

7:30 - 8:30 AM

Grand Salon F-J

Breakfast & Networking

8:30 - 10:00 AM

Grand Salon F-J

Opening Session: Enjoy the Ride

Steve Gilliland



Through humor and reality-tested techniques, Steve Gilliland reveals the way to face conflicting demands in an unforgiving business environment. He shows people how to ignite their passion and challenges the audience to never lose focus with an "explosion of enthusiasm" that is absolutely contagious. Fasten your seatbelt and hold

on as one of North America's premier speakers outlines a roadmap for success and shows you how to Enjoy The Ride.™

10:00 - 10:30 AM

Grand Salon A-E

Coffee Break in Auction and Meet the Geeks area

Morning Breakout Sessions

10:30 - 11:30 AM

Meeting Room 8

How to Think Like an Attorney Even When You're Not

Sponsored by the Associate Advisory Committee

Get a 360° view of contract best practices with this interactive discussion of legal issues and trends from all stakeholders. Panelists include:

- **Esther Navas, MBA, JD, Altus Luxe Hospitality & Consulting, Miami**
- **Eric Szymanski, Sr. Sales Manager, Disney Destinations**
- **Letreze Gooding, Director of Education & Events, FL Assn of Counties**
- **Lisa Murphy, Convention Sales Manager, Greater Miami Convention & Visitors Bureau**
- **Eleanor Warmack, CAE, Executive Director, FL Recreation & Park Assn**

Audience participation encouraged!

This session is worth the following credit toward CMP certification through the CIC: Project Management - 1 Hour

Meeting Room 9

Advanced CRM: Avoid Social Media Silos

Patrick Dorsey, Avectra

Many associations know how they want to use the social media information they've collected on members, but few understand how to effectively manage the process. That's about to change. This session covers effective practices for storing and using social data about members so you can max out your ROI. Expect lots of Q&A, live tweeting,

- 8 - and small-group discussions, so come fully charged!



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Thursday



Afternoon Breakouts Session I

2:15 - 3:15 PM

10:30 Breakouts Continued

Meeting Room 10

CLTR+ALT+Delete: How to Reboot Your Organization for Success

Holly Duckworth, Leadership Solutions, Inc.

At the 24/7/365 pace of life today do you feel your organization is spinning out of control? Do you ever wish rebooting your organization was as simple as hitting CTRL+Alt+Delete? In this session you learn simple strategies to build the future of your organization.

CTRL: Tips to learn how to let go of control

ALT: Look for alternate solutions to common problems

Delete: Delete all you thought you knew and create a new future.

11:30 - 1:30 PM

Grand Salon F-J

Awards Luncheon & Keynote Presentation: Inspiring and Embracing Change

Chuck Ewart, IOM, CCE



Most of us agree that change is the only constant. However so many business people are comfortable with the way things are... they resist making the changes that could propel their companies forward. Chuck Ewart explains the turbulent environment of change and how it impacts your business and your employees. Inspiring and Embracing Change will help you

move out of your comfort zone and enjoy new approaches to your business and your life.

1:30 - 2:15 PM

Grand Salon A-E

Refreshment Break in Auction and Meet the Geeks area

2:15 - 4:30 PM

Meeting Room 7

CEO Roundtable - For CEOs Only

Imagine a confidential, informal environment where you can discuss new ideas and current challenges with a small group of your peers. *For Executive Directors, Presidents and Chief Executive Officers of Associations or AMCs Only*

**VIP Connection
Reception
aboard Yacht StarShip
Thursday 5:30 - 7:30 PM
*see page 11 for details***

Meeting Room 8

Membership Strategies in These Turbulent Times

Chuck Ewart

Membership continues to be the lifeblood of Chambers of Commerce and Associations. However, our strategy and techniques to membership sales and retention must be honed during these challenging times. We must also change how we think about and approach membership sales and retention.

Meeting Room 9

Getting the "WOW" Without Breaking the Bank

Margaret Williams, CMP

Creating a memorable event depends on proper planning. But what truly makes an event special and rewarding is that special added touch, that something extra that makes your event memorable.

This session is worth the following credit toward CMP certification through the CIC: Meeting or Event Design - 1 Hour

Meeting Room 10

Taking Your Association Mobile

Dustin Rivest, App Innovators - Continued page 10



BIG Ticket Drawing at Friday's Soiree!

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 Friday night to enter - \$25/ticket or Buy 4, get 1 FREE! Good luck!**



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Anywhere in the World with IHG Priority Club Points Never Expires & No Blackout Dates!

Use the IHG Priority Club Points with any IHG Brand in the world. (Includes Intercontinental, Crowne Plaza, and Holiday Inn Hotels, Hotel Indigo, Staybridge Suites, Holiday Inn Express, and Candlewood Suites worldwide)

12 Nights in Luxury at the Ritz!

2 Night Stays at **EACH** of these 6 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, Palm Beach; The Ritz-Carlton, Ft. Lauderdale

Luxury & Relaxation

2 Night Stays at **EACH** of these 7 Marriott International Hotels & Resorts of FL:
Turnberry Isle Miami; Renaissance Fort-Lauderdale-Plantation; Renaissance Orlando at SeaWorld; Orlando World Center Marriott; Renaissance World Golf Village, St. Augustine; Renaissance Vinoy Resort & Golf Club, St Petersburg; Tampa Airport Marriott

Beaches, Fun & Golfing

2 Night Stays at **EACH** of these 7 Marriott International Hotels & Resorts of FL
Marriott Harbor Beach Resort and Spa; Sawgrass Marriott; Gaylord Palms Resort & Convention Center; Marriott Orlando Airport; St. Petersburg Marriott Clearwater; Sanibel Harbour Marriott Resort & Spa; Hutchinson Island Marriott Resort

Thursday Continued

2:15 Breakouts Continued

Meeting Room 10

Taking Your Association Mobile

Dustin Rivest, App Innovators In this fast-paced marketplace, communication is still the key to success and effectively utilizing mobile technology is more relevant every day. We'll discuss the numerous reasons for every association to have a mobile presence across ALL platforms - and how to make it happen.

This session is worth the following credit toward CMP certification through the CIC: Marketing – 1 Hour

3:15 - 3:30 PM

Grand Salon A-E

Refreshment Break in Auction and Meet the Geeks area

Afternoon Breakouts Session II

3:30 - 4:30 PM

Meeting Room 8

Events in Tampa Bay (Panel Discussion)

Facilitated by Susan Williams

Sponsored by Tampa Bay & Co.

Tampa has hosted many major events including the recent Republican National Convention and four Super Bowls. This panel discussion highlights how a Convention & Visitors Bureau secures these events and how the lessons learned and infrastructure left behind improve not only the community but the opportunities for your meetings or conventions!

This session is worth the following credit toward CMP certification through the CIC: Strategic Planning – 1 Hour

Meeting Room 9

Understanding the 3 Types of Members You Have!

Richard Flint

Within every organization there are three types of members: those who want to help, but don't know how; those who just want to criticize; and those who end up doing all the work. This session will explore use of these members and offer techniques of how to work with them.

Meeting Room 10

Making the Most of Your First Year: Crafting Plans for Lasting Engagement

Megan Fritz, Daxko

Long-lasting memberships don't just happen, members have to be engaged early and feel a sense of belonging every step of the way. The first year of membership is critical and focusing on specific items helps foster a more meaningful membership. Learn how to continually convey your association's value with an action plan to create lasting engagement and relationships.

VIP Connection Reception aboard Yacht StarShip Thursday, 5:30 – 7:30 PM

Unwind after a full day of education at the VIP Connection Reception aboard the Yacht StarShip - conveniently docked just outside the hotel.

This exclusive, upscale networking Reception is open to all registered Association Executives and an adult guest. Indulge in delicious heavy hors d'ouvres and libations selected specifically for FSAE Executives.

Capt'n Jack Says:



Only scallywags will miss this celebratin'!

The Yacht will remain docked just outside the hotel for the duration of the Reception. Use the Patio hotel entrance to access the Riverwalk and head towards the Convention Center to board the Yacht StarShip.

VIP Reception Hosts:

Those in bold below serve on the AAC

List as of June 10, 2013

Denise Allegra, Tampa Marriott Waterside Hotel & Marina

Josie Azar, Doral Golf Resort and Spa, A Marriott Resort

Melinda Bailey, Marriott International

Elizabeth Baranik, Hard Rock International

Michele G. Bemis, CMP, Greater Ft. Lauderdale CVB

Terri Bianchi, Hyatt Regency Grand Cypress

Ian H. Black, Brazilian Court Hotel

Peggy Brogan, Ritz-Carlton, Sarasota and Ritz-Carlton Resorts of Naples

Tessa Cameron, Boca Raton Resort & Club, A Waldorf Astoria Resort

Jason Carroll, CMP, The FL Aquarium

Lisa B. Chamberlain, CMP, Tampa Bay & Company

Kimberly Chorniewy, The Breakers, Palm Beach

Holly Coger Laverentz, Tampa Bay & Company

Tara Collins, CMP, CHSP, Grand Golf Resorts of FL: Reunion Resort, Innisbrook Resort, Hammock Beach Resort

Nina Crabtree, CGMP, Site Search, Inc.

Joseph F. Critelli, Hilton in the Walt Disney World Resort

Michelle Lepore, Omphoy Ocean Resort Palm Beach

Donna Djurkovich, Embassy Suites Tampa Downtown Convention Center

Cathy Ennis, South Seas Island Resort on Captiva Island

JP Guilbault, YourMembership.com

Sherri Harris, Peabody Orlando Hotel

Darin G. Henry, Hyatt Regency Coconut Point Resort & Spa

Betty Homan-Bolick, FL Hotel and Conference Center

Mary Hutchcraft, CHSP, CMP, International Palms Resort & Conference Center

Cheryl James, Hilton Clearwater Beach Resort

Janet M. Jones, M.Ed., CASE, Experience Kissimmee

David Lindsey, Pegasus Transportation

Maria Maillo, Melia Orlando Suite Hotel at Celebration

Mary Malone, Grand Hyatt Tampa Bay

Jill Manthey, Yacht Starship

Kristin Marshall, DiamondHead Beach Resort & Spa

Kimball Mathews, Beaches of Fort Myers & Sanibel

Lisa M. Miller, CMP, Caribe Royale All Suite Hotel & Convention Center

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

Jennifer Moore, Jacksonville Marriott

Lisa Murphy, Greater Miami CVB

Lilianne Murr, Rosen Hotels & Resorts

Laurie Pike, Helmsley Sandcastle Hotel

Wendy Priesand, Shores Resort & Spa

John Read, Hilton Cocoa Beach Oceanfront

Mitch Rickey, Marriott International

Janet Roach, Visit Tallahassee

Kent Russell, Gaylord Palms Resort & Convention Center

Julie L. Ryczak, Rosen Hotels & Resorts

Bailey Shields, CMP, Holiday Inn & Suites Clearwater Beach

Hortensia Simmons, Visit St. Petersburg/Clearwater

Carolina Sotomayor, Four Seasons Resort Palm Beach

Pat Swartz, CMP, Swartz & Associates

Eric Szymanski, Walt Disney World Resort

Kim Thompson, Hawks Cay Resort and Marina

Karen Townsend, Visit Jacksonville

Lesia Waldrip, Villas of Grand Cypress

Kim Wetzel, Embassy Suites Orlando - Lake Buena Vista South

Amanda Wildey, YourMembership.com

Associate members make it happen...

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



Friday

6:00 - 7:00 AM

Meet in Hotel Lobby

Sunrise Yoga with a stroll down Bayshore Blvd.

Begin the day with an invigorating combination of yoga, stretches and a guided scenic walk along beautiful Bayshore Boulevard.

7:00 - 7:30 AM

Chapel

Greco

7:30 AM - 4:00 PM

Registration Open

7:30 AM - Noon

Silent Auction Open for bids!

Grand Salon A-E

7:30 AM - 2:00 PM

Meet the Geeks Open for appointments and demos

Grand Salon A-E

7:30 - 8:30 AM

Breakfast & Networking

Grand Salon F-J

8:30 - 10:00 AM

Grand Salon F-J

General Session: Likeability: Improve Your

Likeability -> Improve Your Impact

Bill Graham



Access Hidden Treasures that Connect and Motivate

Through fun stories, examples and audience interplay, Bill Graham breaks down likeability, its importance in every aspect of life including member engagement, and the secrets to being more likable immediately!

Morning Breakout Sessions

10:00 - 11:00 AM

Meeting Room 8

Grow Your Organization – The Tools, Tricks and Traps to Growing Your Association and Having a Blast at the Same Time

Kordell Norton

Highly interactive, entertaining, and chalk full of ideas and practices that will grow your membership. From the book of the same title this session will give you easy to use and creative ways to:

- Drive membership growth
- Improve retention
- Increase volunteerism
- Develop a powerful leadership team that is committed to succession and your success

Warning: This is NOT your usual breakout. You may suffer writers cramp from the massive banquet of great ideas.

Meeting Room 9

Storytelling – Bill Graham

Storytelling- messages that help your members, customers and prospects trust you, remember you and want to work with you.

Meeting Room 10

Effective Volunteers – Jason Carroll

Sponsored by Aspire Innovation

Whether you are managing volunteers or volunteering yourself, this session will give you the tools you need to make the most of the experience. The key to a successful organization and/or event is to have all stakeholders invested in the same goals and objectives to be sure all volunteers' time is beneficial to both the volunteers and the organization.

This session is worth the following credit toward CMP certification through the CIC: Human Resources – 1 Hour




**COME FOR THE MEETING.
STAY FOR EVERYTHING ELSE.**

Hilton Orlando is a centrally located, AAA Four Star Rated hotel, that is equal parts business and pleasure. You will be able to rest and relax with two pools, lazy river, over-sized fitness center, full service spa and outdoor fire pits. Our seven creative dining options focus on locally sourced and organic ingredients to serve top notch delicious meals. You will experience amazing service, a productive conference and wonderful amenities. It is a win-win opportunity!

Welcome 2013 FSAE Annual Conference!

STAY HILTON. GO EVERYWHERE.



6001 Destination Parkway | Orlando | FL 32819 | USA
thehiltonorlando.com

©2013 Hilton Worldwide

11:00 AM - 12:00 PM

Grand Salon A-E

Refreshment Break in Auction and Meet the Geeks area
Last Chance to Bid on Auction Items! All Bidding Closes
at NOON.

12:00 - 2:00 PM

Grand Salon F-J

Lunch & Closing Session: Discovering and Navigat-
ing the Treasure Within Your Multigenerational Staff

Jeanna Mastrodica



Over time, each generation brings new skills, perspectives, and challenges to the workplace, but sometimes those treasures need to be discovered. Today's youngest generation, millennials, are taking different approaches to problem-solving, communicating, technology, and decision-

making than previous generations. This session will provide a map of the latest trends of millennials in the workplace and help you navigate managing millennials in the workplace.

Meals of Hope

2:00 - 4:00 PM

Meeting Rooms 5 & 6

Sponsored by **Marriott International Hotels & Resorts of Florida**, Meals of Hope is an international organization that provides community-involved team building food packaging. FSAE conference attendees of all ages have packaged nearly 150,000 meals in the last three years! Join us this year to network with your fellow attendees and help the local Tampa community. No cost to participate.

Capt'n Jack Says:

Don't be leavin' your plunder behind!



Silent Auction Bidding
Closes at Noon!

Pick up your winnings
from 3:30 - 5:00 PM

Grand Salon A-E

Friday Evening Events:

Chair's Reception

6:00 PM

Grand Foyer E-G

Friday Night Gala: Pirate Soiree

7:00 - 10:00 PM

Grand Foyer E-G

**Sponsored by Marriott Tampa Waterside
Hotel & Marina**

Ahoy Mateys!! We'll be concluding another successful Annual Conference Pirate-Style in the Tampa Waterside's Grand Foyer E-G.

Put on your best Pirate garb and join all the FSAE buccaneers and scoundrels alike for an unforgettable evening!

The Chefs at the Marriott Tampa Waterside are preparing a special menu and the entertainment is guaranteed to test your sea legs on the dance floor! *There will be plenty of Grog to go around as well!!*

Dress: Your Buccaneer Best!



BEYOND MEETING EXPECTATIONS.

Make the most out of your meetings when you meet at Tampa Marriott Waterside Hotel & Marina

Welcome FSAE attendees! Special group offers at:

www.meetings.tampawaterside.com

Please send an RFP or call: 813-221-4900

TAMPA MARRIOTT WATERSIDE HOTEL
700 S. Florida Avenue
Tampa, FL 33602



Meet the GEEHS



Thursday 7:30 am - 4:00 pm

Friday 7:30 am - 2:00 pm



www.AmericanAudioVisual.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.

For how it looks, and how it sounds, we have earned our slogan: *ALWAYS Your Friend in the AV Business!*



Mark Spinicelli
mspin@americanaudiovisual.com



www.AppInnovators.com

Basically, my company provides:

Mobile App Development

App Innovators can take your members mobile QUICK & EASY! We create apps that work with iPhones, Androids and iPads, and Mobile Websites that work on any device.

Visit our booth for your chance to WIN FREE Development AND a FREE iPad!

Tell us an interesting fact about you: I was the last person to score points in the Orange Bowl before it was torn down



Dustin Rivest
Dustin@AppInnovators.com



<http://AssociationStudios.com>

Basically, my company provides:

Video Production Services

Association Studios is the original full service video production company created exclusively for associations. We team up with associations to provide their members with high quality online video highlights, updates, web casts, and education keeping members engaged, involved, and in the know.



Jim Wacksman
jim@associationstudios.com



Elevate Your Mission

www.avectra.com

Basically, my company provides:

Association & Membership Management

Avectra's membership management, donor management and crowd-contributing solutions allows associations to connect with members, create more meaningful engagements and drive bottom-line results.

Tell us an interesting fact about you: I wear purple every day to work.



Patrick Dorsey
pdorsey@avectra.com



www.ChargeCardSystems.com

Basically, my company provides:

Merchant Services

CCS is a leading provider of credit card processing and electronic payments. We provide cost-saving solutions with no conversion or application fees.

CCS will pay half to all of your FSAE Membership Dues for 1 year when you sign with us. Stop by to find out more!

Tell us an interesting fact about you: I grew six inches in one year of Junior High



Adam Moss
amoss@chargecardsystems.com



www.daxko.com

Basically, my company provides:

Services for Associations

Daxko has developed an engagement and involvement strategy that we execute for your organization, to drive deeper involvement and increase retention.

Sign up within the next month and get your implementation fees waived!

Tell us an interesting fact about you: I coach gymnastics in my spare time



Megan Fritz
mfritz@daxko.com



www.HigherLogic.com

Basically, my company provides:

Private Collaboration Software

Higher Logic™ builds community and collaboration software for associations worldwide - creating conversation, growing engagement and providing industry knowledge centers available from any device, anywhere.

Tell us an interesting fact about you: In the Navy, I caught smugglers on speedboats



Andy Steggle
andy@higherlogic.com



Michael Brown
mbrown@mecgnv.com



<http://MediaEdgeCommunications.com>

Basically, my company provides:

Publishing and Communications

MediaEdge combines print, web, and mobile media to offer an all-inclusive communications solution that is monetized to provide non-dues revenue.

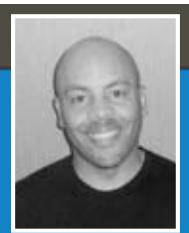
Tell us an interesting fact about you: I'm a skimboarder and disc golfer

Meet the GEEKS



Thursday 7:30 am - 4:00 pm

Friday 7:30 am - 2:00 pm



Greg Parker
gparker@memberclicks.com



Basically, my company provides:
Refreshingly Shocking Experiences

We love making small-staff associations smile. Come see why MemberClicks is the leading provider of websites, communities and membership management solutions for small-staff associations—and get ready to smile.

Conference attendees receive a discount on set-up fee!

Tell us an interesting fact about you: I am a roller derby referee!



Matt Miley
matt@payoutusa.com



Basically, my company provides:
Payroll Services

We bring all the big-business payroll features to small groups! Our all-inclusive pricing structure has no hidden fees and services accounts of all sizes. Ask about our non-dues revenue option!

Attendees receive a 25% discount on our onetime setup fee and can participate in our non-dues revenue program!

Tell us an interesting fact about you: I was born & raised in Tallahassee and never left.



Dave Will
dwill@PeachNewMedia.com



Basically, my company provides:
Online Learning Platform

We believe in the power of knowledge sharing. Peach gives organizations the power to easily share knowledge through webinars, webcasts, on-demand learning and more!

Tell us an interesting fact about you: I've run 43 marathons over a 20-year span.



Dieter Burgoa
dburgoa@psav.com



Basically, my company provides:
AV and Event Technology Solutions

PSAV provides the ideas and technology that inspire great meetings. You get an unparalleled range of event technology, supporting your ability to create, collaborate, and communicate.

Tell us an interesting fact about you: I'm from Mexico City



David Etheredge
David.Etheredge@SavvyPhone.com



Basically, my company provides:
A Mobile & Online Referral System

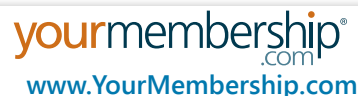
Automatically generate SavvyCards (*mobile-friendly electronic business cards*) for all your members and build an online directory that tracks & quantifies the value of your association's referral marketing capabilities!

New customers receive 50% off Setup Fees when signed up before August 1st!

Tell us an interesting fact about you: My father is a one-armed rattlesnake wrestler



JP Guilbault
jpguilbault@yourmembership.com



Basically, my company provides:
Membership Management & Engagement Software

YourMembership.com empowers associations and organizations to create, engage, and grow while increasing their revenue and relevance.

Attendees receive free setup, training, and implementation through September 30th, 2013

Tell us an interesting fact about you: I play online video games in my spare time



Chance Lutz
Chance@gemsevents.com



Basically, my company provides:
Exposition Services

Gilbert Exposition Management Services (GEMS) has been producing trade shows for the past fifteen years. Our goal is to deliver peace of mind to our customers by assisting in all the pre-show preparation, as well as on-site functions. We produce corporate meetings, new product announcements, grand openings, trade shows, conventions, expositions, registrations and theme events.

Honorary Geek & Expo Sponsor



Save the Date!

2014 Annual Conference

July 9 - 12



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