

# Welcome to Conference!

#FSAE17

## Through the Looking Glass

EXPECT THE UNEXPECTED

FSAE 2017 ANNUAL CONFERENCE  
JULY 12-14, 2017  
THE BREAKERS PALM BEACH



Brochure Sponsored By:

**PANAPRINT**

# WELCOME TO THE FSAE 2017 ANNUAL CONFERENCE



**AL PASINI, CAE**  
FSAE Chair 2016-17



**DONNA SON, IOM**  
FSAE Foundation Chair 2016-17



**ADRIENNE BRYANT, CAE**  
2017 Annual Conference Co-Chair



**STEVE CRIST**  
2017 Annual Conference Co-Chair

# PROGRAM AT A GLANCE

## TUESDAY, JULY 11

12:00 pm – 3:00 pm	FSAE Board Meeting
1:00 pm – 3:00 pm	Silent Auction Drop Off
3:00 pm – 5:00 pm	Foundation Board Meeting
3:00 pm – 5:00 pm	Registration Open
5:00 pm	Hilton Leadership Reception

## WEDNESDAY, JULY 12

9:00 am – 4:00 pm	Registration Open
9:00 am – 4:00 pm	Silent Auction Open
9:00 am – 11:00 am	Executive Welcome Break
10:00 am – 12:00 pm	Roundtable Meetings
12:00 pm – 1:30 pm	Lunch on Your Own
1:30 pm – 3:00 pm	Opening Session
3:15 pm – 4:45 pm	Networking Evolution
5:30 pm – 7:00 pm	VIP Connection Reception
6:30 pm – 9:30 pm	Welcome Reception
10:00 pm	MARSAT Hospitality

## THURSDAY, JULY 13

7:30 am – 4:30 pm	Registration Open
8:00 am – 9:00 am	Networking Breakfast
8:00 am – 3:30 pm	Silent Auction Open
9:00 am – 10:00 am	Breakout Sessions
10:00 am – 10:45 am	Networking Break
10:45 am – 11:45 am	Breakout Sessions
12:00 pm – 1:30 pm	Keynote & Board Luncheon
1:45 pm – 2:45 pm	Breakout Sessions
2:45 pm – 3:30 pm	Networking Break
3:30 pm	Auction Closes
3:45 pm – 4:45 pm	Breakout Sessions
6:00 pm – 7:00 pm	Chairs' Reception
7:00 pm – 10:00 pm	Conference Gala & Dinner
10:00 pm	Young Professionals Afterglow

## FRIDAY, JULY 14

8:30 am – 9:30 am	Coffee Break
8:30 am – 11:00 am	Registration Open
8:30 am – 10:30 am	Auction Pick Up & Checkout
9:00 am – 10:00 am	Breakout Sessions
10:15 am – 11:15 am	Breakout Sessions
11:30 am – 1:15 pm	Closing Keynote/Awards Luncheon
1:15 pm	Adjourn

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



**14 Hours CAE**



**14 Hours CMP**

## 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:

Adrienne Bryant, CAE and Steve Crist

### EDUCATION COMMITTEE

Chair: Sue Fern

### MARKETING COMMITTEE

Chair: Mary Malone, CMP

### SPONSORSHIP SUB-COMMITTEE

Chair: Richard Brown, MBA, CAE

### VIP CONNECTION RECEPTION

Chair: Kristin Marshall

### FOUNDATION SILENT AUCTION COMMITTEE

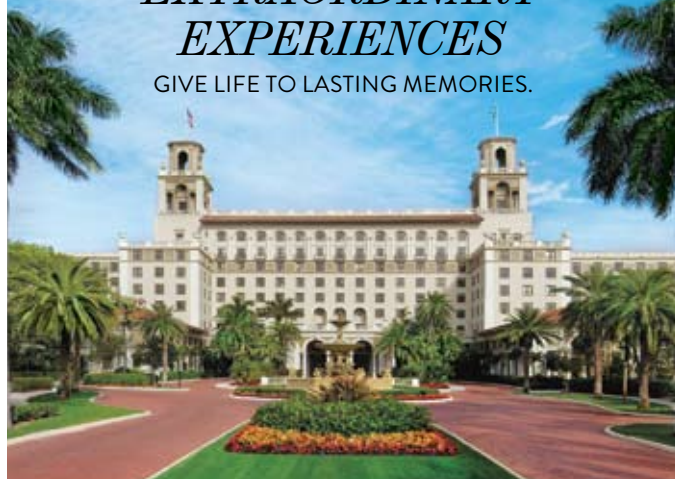
Chair: Amber Bulloch

### AT-LARGE MEMBER

Tara Liaschenko, CMM

## EXTRAORDINARY EXPERIENCES

GIVE LIFE TO LASTING MEMORIES.



We proudly welcome you to the  
2017 FSAE Annual Conference.



**THE BREAKERS®**  
PALM BEACH

1-888-BREAKERS | thebreakers.com





## AUCTION SCHEDULE:

### TUESDAY, JULY 11

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

### WEDNESDAY, JULY 12

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

### THURSDAY, JULY 13

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

### FRIDAY, JULY 14

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

PICK UP ONLY  
ON FRIDAY MORNING

## A Special Thank You to ALL Auction Donors!

The FSAE Foundation held its fifth Online Auction prior to the Annual Conference. It 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.

# THE SILENT AUCTION

## PONCE DE LEON BALLROOM I - III

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

Check in at the Silent Auction registration desk in Ponce de Leon Ballroom I-III to receive a bidder number. That number gives you the power to bid high and often during the auction's open hours on Wednesday and Thursday. Note that all items close on Thursday at 3:30 PM. Good luck!



Other fun Foundation favorites going on in the Silent Auction room include the Wine & Liquor Toss and the chance to win one of four amazing packages with the purchase of BIG Tickets.

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

- NEW THIS YEAR - Benchmark Hotels & Resorts Vacation Package - 5 separate stays
- Florida Ritz-Carlton Properties: 2 Night Stays at 4 Ritz properties
- Marriott International Hotels & Resorts of FL: 2 Night Stays at 10 FL Marriott Hotels & Resorts
- NEW THIS YEAR - 2018 Annual Conference Package - includes 2018 membership, conference registration and hotel stay + spa

See page 12 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!

**Thanks to all members who donated wine & liquor!**

*All Auction proceeds help fund educational programming, professional development grants and research initiatives for the association industry.  
Thank you for your participation and support!*

# THANK YOU SPONSORS!

## platinum sponsors



## gold sponsors



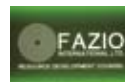
## silver sponsor



## bronze sponsors



## sponsors



# TUESDAY, JULY 11

**12:00 PM – 3:00 PM – FSAE BOARD MEETING** **GOLD ROOM**

**3:00 PM – 5:00 PM – FOUNDATION TRUSTEE MEETING**

**5:00 PM – LEADERSHIP RECEPTION & DINNER**

SPONSORED BY **HILTON WORLDWIDE**

FSAE and Foundation Board Members and registered Association Executives are invited to attend Hilton's off-site reception/dinner - *An Invitation Only Event*

# WEDNESDAY, JULY 12

**9:00 AM – 11:00 AM EXECUTIVE WELCOME BREAK**

SPONSORED BY **EXPERIENCE KISSIMMEE** AND **EMBASSY SUITES LAKE BUENA VISA SOUTH**

All Executive attendees are invited to stop by the Executive Welcome Break near Registration for coffee before joining the morning Roundtable sessions.

**10:00 AM – 12:00 PM BREAKOUT SESSIONS**

**CEO Roundtable - Facilitator Tom Morrison - GOLD ROOM**

SPONSORED BY **NAYLOR ASSOCIATION SOLUTIONS**

The CEO Roundtable is a two-hour, informal discussion of new ideas and current challenges with a small group of your peers.

*Open to all Association CEOs, Executive Directors or Presidents, and CSEs only*

**Leadership/Aspiring Leaders Roundtable - Facilitators: Amanda Bowen and Paul Ledford, CAE - MAGNOLIA ROOM**

SPONSORED BY **HYATT HOTELS IN FLORIDA**

Not a CEO or Executive Director? This session is just for you. This informal discussion has previously included effective communication and shared vision with the CEO, setting boundaries with a 24/7 expectation, supporting executive decisions and more. *Open to all association executives with leadership roles, aspirations toward leadership and young professionals.*

**Meeting Planner Roundtable - Facilitator: Cathi Lundgren, CAE - GULFSTREAM 3 & 4**

SPONSORED BY **CARIBE ROYALE**

Discuss current planner challenges with peers who've been in your shoes, including F&B and decor on a budget, risk management, contract negotiations, ethics, technology and more. *Open to all association meeting planners.*

*CMP Credit: 2 Hours Domain C: Risk Management*

**12:00 PM – 1:30 PM: LUNCH ON YOUR OWN**

**1:30 PM – 3:00 PM: OPENING SESSION**

**What Association Executives Can Learn from Corporate America -**

**Michael Bergdahl, SPHR**

**PONCE DE LEON BALLROOM IV-VI**



KEYNOTE SPONSORED BY **THOMAS HOWELL FERGUSON, PA**

Michael Bergdahl was the "Director of People" at the headquarters of one of the largest companies in Corporate America during its growth years. Using storytelling, humor and inspiration, Bergdahl will provide association executives with specific, actionable ideas to make your organizations even more successful.

The Annual Conference features education sessions designed for all our attendees, at any stage in your career. Use this guide to select the best options for you:

**FOUNDATIONAL** - broad information and understanding of a topic for those with limited experience in that area. Appropriate for helping those in mid-career to fill gaps or solidify their skill set.

**APPLIED** - an in-depth, interactive presentation that focuses on the application of information. Appropriate for attendees to build upon, apply, or enhance their current knowledge.

**STRATEGIC** - extensive application and implementation of initiatives/highly detailed topics. Appropriate for those with substantial knowledge and experience who want the most up-to-date information.

## Session Key Take-Away:

Align your organization's objectives and identify project objectives to enhance your overall strategy

*CMP Credit: 1.5 Hours  
Domain A: Strategic Planning*

**3:15 PM – 4:45 PM: INTERACTIVE NETWORKING SESSION**  
**PONCE DE LEON BALLROOM IV-VI**

**Networking Evolution: Experience & Create a Better Platform for Connection — Lowell Aplebaum, CAE**



What associations call *networking* most often means putting members in a room with wine & cheese and the instructions to “meet each other.” Experience the FSAE Annual Conference *Networking Incubator* where you’re out of your seat experimenting with exercises, games and deeper conversations that inspire connection.

*Great Networking Opportunity for First Timers & All Attendees!*

## SOCIAL EVENTS

**5:30 PM – 7:00 PM: VIP CONNECTION RECEPTION  
THE BEACH CLUB AT THE BREAKERS**

All **association executive attendees** and your registered guests are invited to this upscale reception. See page 8 for information.

**6:30 PM - 9:30 PM: WELCOME RECEPTION  
THE EAU PALM BEACH RESORT & SPA**

**SPONSORED BY DISCOVER THE PALM BEACHES AND  
THE EAU RESORT & SPA**

Dive into an unforgettable Welcome Reception: “**Eau-cean Blues.**” Dance with the waves, move with the sea. We are transforming our Grand Ballroom into an under-the-sea experience that brings the elements of water to life. Mix and mingle among your colleagues while enjoying hand-crafted libations and five-star cuisine that embodies our fresh and authentic Palm Beach flavors.

**What to wear:** In keeping with our “Eau-cean Blues” theme, stay afloat by wearing your favorite shade of blue. **Dress to impress**  
**All attendees welcome. Meet the buses at 6:30 PM - Reception starts at 7:00 PM.** Buses will be at the Ponce Porte Cochere near Registration and run continuously until the Reception ends.

**10:00 PM - MIDNIGHT: MARSAT CABARET**  
**SPONSORED BY MARRIOTT INTERNATIONAL**

**Location: Gold Room at The Breakers**

Join us for an evening of Cabaret! **Association Executive Attendees** and their registered guest/spouse are invited to join us for the famous MARSAT Afterglow Hospitality: *A Night of Cabaret*. Sing along with our interactive pianist, sip on delicious cocktails, and enjoy delectable lite bites and desserts. Join us in the Gold Room at The Breakers, just after returning from the Welcome Reception.

# 2 DOWNTOWN CONVENTION DISTRICTS

each with

# 1,000+

## WALKABLE HOTEL ROOMS

[ThePalmBeaches.com/MEETINGS](http://ThePalmBeaches.com/MEETINGS) or 877.722.2821



### Meet at Eau Palm Beach Resort & Spa

Five-star meetings in a five-star location. We create engaging events that motivate and delight, in an unforgettable setting. With a champagne check-in, 32,000 square feet of flexible meeting space, intuitive service and a five-star culinary experience, relaxed luxury is the first order of business.

[EauPalmBeach.com](http://EauPalmBeach.com)





# VIP Connection Reception

WEDNESDAY, JULY 12 | 5:30- 7:00 PM

THE BEACH CLUB AT THE BREAKERS

The VIP Connection Reception is your ultimate opportunity for exclusive networking after a full day of education. **All association executive attendees** and their registered guest/spouse are invited to attend this upscale reception serving hors d'oeuvres, libations and entertainment.

Executive Attendees meet us at The Beach Club Restaurant  
at The Breakers just past the Spa.

Buses will pick you up at 7:00 at the Ponce Porte Cochere to take you to the  
Welcome Reception at the Eau Palm Beach Resort & Spa.

## VIP HOST SPONSORS

AS OF JUNE 15, 2017

American Audio Visual, Inc.  
B Ocean Fort Lauderdale  
Bahia Mar Fort Lauderdale Beach - A  
DoubleTree by Hilton  
Boca Raton Resort & Club  
Bradenton Area CVB  
Brazilian Court Hotel  
Busch Gardens Tampa Bay  
Caribe Royale Orlando  
Daytona Beach Area CVB  
Discover the Palm Beaches  
Disney Destinations  
Doubletree by Hilton Miami Airport  
Convention Center  
Doubletree by Hilton Orlando at  
SeaWorld  
Four Seasons Resort Palm Beach  
Grand Hyatt Tampa Bay  
Hampton Inn and Suites Clearwater  
Beach  
Hawks Cay Resort  
Hilton Cocoa Beach Oceanfront  
Hilton Fort Lauderdale Beach Resort

Hilton St. Petersburg Bayfront  
Hilton Worldwide, Luxury Brands  
Hyatt Hotels & Resorts  
Hyatt Regency Coconut Point Resort  
& Spa  
Hyatt Regency Orlando  
Kimpton Epic Hotel  
Marriott International  
MemberClicks  
Naples Grande Beach Resort  
Naylor Association Solutions  
Naylor Association Solutions  
Omni Orlando Resort at  
ChampionsGate  
One Ocean Resort & Spa  
PGA National Resort & Spa  
Plaza Resort & Spa  
PMSI - Professional Marketing  
Services, Inc.  
Provident Doral At The Blue Miami  
Rapid Press, Inc.  
Rosen Hotels & Resorts

Sheraton Suites Tampa Airport  
Westshore  
Shores Resort & Spa  
Sirata Beach Resort & Conference  
Center  
Site Search, Inc.  
South Seas Island Resort  
Sundial Beach Resort & Spa  
SunStream Hotels and Resorts  
The Breakers, Palm Beach  
The Breakers, Palm Beach  
The Ritz-Carlton, Sarasota and The  
Ritz-Carlton Resorts of Naples  
Thomas Howell Ferguson P.A.  
Thomas Howell Ferguson P.A.  
Tideline Ocean Resort and Spa - Palm  
Beach  
Visit Sarasota County  
Visit Tallahassee  
Visit Tampa Bay  
Wyndham Grand Orlando Resort  
Bonnet Creek



# THURSDAY, JULY 13

## 8:00 AM – 9:00 AM NETWORKING BREAKFAST

### PONCE DE LEON IV-VI

Start your day with breakfast so you're fueled and ready for a full day of learning and fun!

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

### Creating a Culture of Innovation: It's Not as Hard as You Think - Mark Sedgley **APPLIED** GOLD ROOM

BREAKOUT SPONSORED BY **VISIT SARASOTA**

Many organizations are intimidated by the word innovation because they think it's only for large, well-funded associations. Innovation is a journey in culture and inclusion, and in this session you'll see real-life examples of how to create a culture of innovation in your organization, no matter how small.

### Membership Myth Busters - Lowell Aplebaum, CAE MAGNOLIA ROOM

BREAKOUT SPONSORED BY **SALAMANDER HOTELS & RESORTS**

In this session we will tackle association membership assumptions that may have worked in the past, but won't be the drivers to a thriving tomorrow. We will debunk the beliefs and processes that have our organizations running the same way, because *that's the way they've always run*.

### Who's the Boss? - Joanne Chando GULFSTREAM 3 & 4

BREAKOUT SPONSORED BY **NOBU HOTEL EDEN ROC**

Every year (most) association staff work with a new Board and volunteers. Recognizing personality types and how to bring out the best in others is an essential skill-set you need to keep your organization on course.

### Digital Forward: How an Integrated Learning Strategy Will Win and Woo Members - Tracy King, MA, CAE, CFD, CVEP **STRATEGIC** GULFSTREAM 1 & 2

BREAKOUT SPONSORED BY **YOURMEMBERSHIP.COM**

Current and future cultural disruptions demand a response from associations competing in the continuing education space. Digital learning is not optional - associations must be prepared to meet their learners online. Identify the essential components of an integrated learning strategy required to win and woo members and transform learning challenges into an advantage.

## 10:00 AM – 10:45 AM MORNING BREAK

### IN THE AUCTION ROOM - PONCE DE LEON BALLROOM I-III

SPONSORED BY **NAPLES, EVERGLADES, MARCO ISLAND**



#### Session Key Take-Away:

Learn practical steps for improving communication and processes to keep innovation alive

#### Session Key Take-Away:

Craft the questions and first-steps to create the membership experiences that your members expect and deserve

#### Session Key Take-Away:

Bring out the best in all your volunteer members and successfully diffuse potential issues before they arise

#### Session Key Take-Away:

Learn what is required to grow your reach and why it's so important for the future of your organization.

*CMP Credit: 1 Hour Domain G:  
Meeting or Event Design*

## FEED THE MIND BOOK DRIVE

Support the local community by donating a new or gently used book to the **Friends of the Palm Beach County Library System**. Books will be distributed to library branches throughout Palm Beach County in most need of reading materials.

Bring your donation to the Feed the Mind Bookshelf in the Auction room.

## CONFERENCE APP & GAMIFICATION

### COMPLETE MISSIONS – WIN PRIZES

The FSAE Conference Gamification is back for 2017! This innovative and exciting program is designed to highlight the best experiences at the FSAE 2017 Annual Conference including great education, engaging keynote presentations, enthusiastic sponsors and a beautiful host venue!

Download the app for all your conference information as well as to get in on the game. Complete the missions and make your conference experience even more fun and playful!

Here's how to get started:

**1. Download the FSAE Events app** on your Apple or Android device from the appropriate app store.

**2. Login** with your email address used to register for conference and FSAE17 as the password.

**Stop by the Technology Help Desk** near Registration if you have any questions or need any help throughout your gaming process.

App Sponsored by:



## THURSDAY MORNING, CONTINUED 10:45 AM – 11:45 AM BREAKOUT SESSIONS

**Solution Circle: Crowdsourcing Your Challenges**  
*Presented by the Associate Advisory Committee (AAC)*  
**Facilitator: Cheryl James**  
**GOLD ROOM**

**APPLIED**

*BREAKOUT SPONSORED BY VISIT SARASOTA*

Using the power of more than one brain in problem-solving provides better - and more - solutions. Join your meeting planning peers to brainstorm and solve meeting industry challenges using movement and small group co-creation.

### Session Key Take-Away:

Brainstorm & solve meeting industry challenges with small group co-creation.

*CMP credit: 1 Hour Domain B: Project Management*

**Fueling Exceptional New Member Experiences: 3 New Strategies for Onboarding, Engagement and Retention - Amanda Kaiser, MBA**  
**MAGNOLIA ROOM**

**APPLIED**

*BREAKOUT SPONSORED BY SALAMANDER HOTELS & RESORTS*

Members think far differently about joining, engaging and renewing than we do as staff. Learn how associations, small to large, are successfully engaging all members by focusing far more on their new members — through providing value and creating exceptional experiences.

### Session Key Take-Away:

Create a very simple to very in-depth onboarding program or revise your current one

**Simple Social Strategies for Associations + Their Members**  
**Linley Paske and Lauren Pasqualone**  
**GULFSTREAM 3 & 4**

**FOUNDATIONAL**

*BREAKOUT SPONSORED BY NOBU HOTEL EDEN ROC*

It's time to change the way you think about using social media. (Hint: it's not just for posting!) Reach your organization's strategic goals in less time with strategies from our *Simple Social System*, and fully utilize all of the tools available to engage members and prospects on social media platforms.

### Session Key Take-Away:

Reach your organization's goals in less time to engage members & prospects

*CMP Credit: 1 Hour Domain I: Marketing*

**Executive Presence for Aspiring CEOs - Cynthia Mills, FASAE, CAE and Greg Fine, CAE**  
*Presented by FSAE Young Professionals Task Force*  
**GULFSTREAM 1 & 2**

**STRATEGIC**

*BREAKOUT SPONSORED BY  
YOURMEMBERSHIP.COM*

Are you ready to climb the slippery slope to the top? Designed to empower association leaders who aspire to be chief executives, this high-level learning program builds upon existing strengths and introduces tools to expand your leadership capabilities, build your confidence, and transform your effectiveness.

### Session Key Take-Away:

Develop your leadership presence to enhance your potential as a future chief executive

## 12:00 PM - 1:30 PM GENERAL SESSION LUNCHEON & BOARD INTRODUCTION

PONCE DE LEON BALLROOM IV-VI

LUNCHEON SPONSORED BY **VISIT TAMPA BAY**

KEYNOTE SPONSORED BY **PARTNERS IN ASSOCIATION MANAGEMENT**

### Disruptionmobile - Shelly Alcorn, CAE



If we thought technological innovation was already moving fast, we are about to shift into warp speed. New challenges are on the horizon...but also new opportunities. Associations have a new responsibility to help society at large make sense of these advancements. We'll examine four of the most exciting drivers of deep change that are about to reshape what we think we know about education, the workplace...and ourselves.

**Session Key Take-Away:** Embrace and accept exponential change and think more deeply about how these shifts impact their current and future constituencies

*CMP credit: 1.5 Hours Domain G: Meeting or Event Design*

## 1:45 PM – 2:45 PM BREAKOUTS

### Is That Even LEGAL? - Hetal Desai GOLD ROOM

**APPLIED**

BREAKOUT SPONSORED BY **VISIT SARASOTA**

Laws are changing (almost) faster than technology these days. It's hard to keep up with what you can and can't do regarding employees, board members, policies, etc. Join **Attorney Hetal Desai from Sniffen & Spellman, PA** to get your questions answered and learn what you MUST do to keep your organization on the right track.

**Session Key Take-Away:** Learn what you MUST do to keep your organization on the right track

### Engaging in Times of Change - Scott Carbonara MAGNOLIA ROOM **FOUNDATIONAL**

BREAKOUT SPONSORED BY **SALAMANDER HOTELS & RESORTS**

Whether your goal is to increase your personal engagement as a leader, navigate change or improve your organization's culture, this session challenges your definition of success to create sustainable positivity through times of change with 5 simple tools.

**Session Key Take-Away:** Master the energy you and your team bring to the workplace and life—for increased engagement and results

### Buckle Up! You are About to Enter a Hybrid Event Strategy Crash Course - Steph Pfeilsticker, MBA GULFSTREAM 3 & 4 **APPLIED**

BREAKOUT SPONSORED BY **NOBU HOTEL EDEN ROC**

This crash course in hybrid events teaches attendees how to plan a successful event that extends information beyond the meeting room and benefits your organization.

**Session Key Take-Away:** Learn the time-tested tools to succeed in a hybrid event

*CMP Credit: 1 Hour Domain G: Meeting or Event Design*

**In Tampa Bay, they'll go through the looking glass and beyond!**

From our waterfront Convention District where attendees can explore the Tampa Riverwalk to our Westshore District that offers a variety of restaurants, professional sports, designer shopping and more, Tampa Bay connects museums, restaurants, water activities and nightlife like gems on a string.

**Watch the video series.**  
**TampaMeetings.com**

**FLORIDA'S MOST TREASURED MEETINGS**

**VISIT TAMPA BAY**

**Lisa Chamberlain, CMP**  
National Sales Manager / Florida & Georgia  
LChamberlain@VisitTampaBay.com  
P: 813.218.3879



# BIG TICKETS

## DRAWING AT FRIDAY'S CLOSING LUNCHEON

Buy your tickets at the Silent Auction Registration Desk before noon on Friday to enter - you don't have to be present to win!

**\$25/ticket or Buy 4, get 1 FREE!**

## Benchmark Hotels & Resorts Vacation Package

2 Night Stays at EACH of these 5 Benchmark Properties:

Villas of Grand Cypress in Orlando, Costa d' Este Beach Resort & Spa in Vero Beach, Marenas Beach Resort in Sunny Isles Beach, The Grove Resort & Spa in Orlando and Santa Barbara Beach & Golf Resort in Curacao. Stays include golf, spa treatments, meals or other amenities.

## 8 Nights at the Ritz!

2 Night Stays at EACH of these 4 Florida Ritz-Carlton Properties:

The Ritz-Carlton, Ft. Lauderdale; The Ritz-Carlton, Naples; The Ritz-Carlton, Key Biscayne; and The Ritz-Carlton, Sarasota

## Marriott Luxury & Relaxation

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

Hutchinson Island Marriott Resort, Orlando World Center Marriott, Renaissance Orlando Hotel Airport, St. Petersburg Marriott Clearwater, Marriott Miami Biscayne Bay, Renaissance Orlando at SeaWorld, Turnberry Isle Miami, JW Marriott Marco Island, Gaylord Palms Resort & Convention Center, Tampa Marriott Waterside Hotel & Marina

## 2018 FSAE Annual Conference Package

Come to the 2018 Annual Conference for FREE!

Win a complimentary 2018 Conference registration, 2018 FSAE membership and a hotel stay & spa treatment at the Ft. Lauderdale Marriott Harbor Beach Resort & Spa!

THURSDAY 1:45 - 2:45 PM BREAKOUTS CONTINUED

## Fully Developing Your "Volunteer Workforce" - Kevin Whorton and Peggy Hoffman, CAE GULFSTREAM 1 & 2

BREAKOUT SPONSORED BY  
**YOURMEMBERSHIP.COM**

Key insights from the recent study on volunteering can help you improve your members' experience and the work they provide your organization. Learn the five characteristics of effective volunteer management and tips for assessing your own program.

### Session Key Take-Away:

Learn the five characteristics of effective volunteer management and tips for assessing your own program

## 2:45 PM – 3:30 PM: NETWORKING BREAK - SILENT AUCTION FINAL BIDDING

IN THE AUCTION ROOM - PONCE DE LEON I-III

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

### Transformational Governance - Shelly Alcorn, CAE GOLD ROOM

BREAKOUT SPONSORED BY **VISIT SARASOTA**

Although many consider governance to be a "static, policy based" system, the fact is, it's highly dependent upon the social system in which it operates. There's no time like the present disruptive environment to look closely at associations, diagnose the life-cycle stage and improve our change management skills so we can make the right jumps at the crucial right times.

**STRATEGIC**

### Session Key Take-Away:

Delve into the processes behind incremental and exponential change to better manage change initiatives

### Just When You Thought Nothing Could Go Wrong... Kelly Cavers, Barbara Harrison and Cathi Lundgren, CAE MAGNOLIA ROOM

BREAKOUT SPONSORED BY  
**SALAMANDER HOTELS & RESORTS**

In spite of best efforts to plan for the unexpected at meetings, there are times when the worst happens. Our expert panelists will help you have a disaster and business continuity plan, and know how to best deal with a crisis.

**APPLIED**

### Session Key Take-Away:

Learn how to plan for and deal with a crisis  
CMP Credit: 1 Hour Domain C: Risk Management

## Education Session Key

**FOUNDATIONAL** - broad information and understanding of a topic for those with limited experience in that area.

**APPLIED** - an in-depth, interactive presentation that focuses on the application of information.

**STRATEGIC** - extensive application and implementation of initiatives/highly detailed topics.

## Run it Like a Business?... Yeah Right! - Bryan Desloge GULFSTREAM 3 & 4

APPLIED

BREAKOUT SPONSORED BY **NOBU HOTEL EDEN ROC**

Associations are rightly focused on being mission-driven, but there are opportunities for engaging in a more businesslike approach. Join this discussion on which business plans can fit your organization's needs and learn how the National Association of Counties (NACo) is taking a business approach to their member services.

**Session Key Take-Away:**  
Learn how to make educated decisions on an effective web strategy that works  
*CMP Credit: 1 Hour Domain I: Marketing*

## Making the Web Work for You - Sean Doughtie GULFSTREAM 1 & 2

FOUNDATIONAL

BREAKOUT SPONSORED BY **YOURMEMBERSHIP.COM**

Everyone knows they need a "good" website, but what does that mean exactly? How does a website transition from a digital brochure to an active, purposeful component of your marketing and communication strategy? Learn valuable information for developing an effective website strategy that works.

**Session Key Take-Away:**  
Learn how to engage your members with a more businesslike approach

# SOCIAL EVENTS

## 6:00 PM - 7:00 PM: CHAIRS' RECEPTION

CIRCLE BALLROOM

HOSTED & SPONSORED BY **THE BREAKERS PALM BEACH**

All conference attendees are invited to honor our outgoing chairs for FSAE and the Foundation: Al Pasini, CAE and Donna Son, IOM

## 7:00 PM - 10:00 PM: CONFERENCE GALA & DINNER

VENETIAN BALLROOM

HOSTED & SPONSORED BY **THE BREAKERS PALM BEACH**

All conference attendees are invited! Flash back to one of the most iconic eras with your fellow FSAE Conference attendees as The Breakers presents **One Night in Color: A 1980s Rave!** Complete with dinner, dancing and surprise artistic interactions, guests will have the opportunity to experience this decadent decade all over again when the Venetian Ballroom is transformed into a chic Palm Beach night club where the shoulder pads are big and the hair is bigger. In the Mediterranean Ballroom next door, The Breakers Glow Lounge will have all the Material Girls and Boy Georges singing and dancing along to the era's hottest jams.

**WHAT TO WEAR:** White on white will glow just right, but rockin' 80s attire will rule the night!

## 10:00 PM: YOUNG PROFESSIONALS AFTERGLOW

THE BREAKERS' HMF BAR

After the Gala, all attendees are invited to join the generation **Made in the 80s** at the Young Professionals Afterglow at The Breakers' HMF Bar. This chic social club boasts an eclectic, globally influenced menu and an array of custom-made cocktails.

All attendees welcome. Drinks are on your own.



Step up to a fresh perspective in Greater Fort Lauderdale, where meetings shine brighter. See you here next August for the 2018 Annual Conference! Visit [sunny.org/meetings](https://sunny.org/meetings)

@VisitLauderdale | #meetsunny | Get inspired 24/7 - hello sunny

# FRIDAY, JULY 14

**8:30 AM – 9:30 AM: NETWORKING COFFEE BREAK**

**PONCE FOYER**

## 9:00 AM – 10:00 AM BREAKOUTS

**Content Disruption: The Future of Content - KiKi L'Italien and**

**Scott Oser**

**GOLD ROOM**

**APPLIED**

*BREAKOUT SPONSORED BY **VISIT SARASOTA***

What is the future of content and how can you use foresight to prepare your content for what's to come? This rapid-fire session shares ideas, tips, and tools to engage and excite your members.

**Session Key Take-Away:**

Create a more informed and prepared content strategy

*CMP Credit: 1 Hour Domain G: Meeting or Event Design*

**Welcome to the Jungle: Advocate or be Advocated - Bryan Desloge**

**MAGNOLIA ROOM**

**APPLIED**

*BREAKOUT SPONSORED BY **SALAMANDER HOTELS & RESORTS***

As an association leader and elected official, National Association of Counties (NACo) President and Leon County Commissioner Bryan Desloge offers a unique insight into what works when it comes to advocating for your organization.

**Session Key Take-Away:**

Effective advocacy do's and don'ts

**C-Suite Transitions: How to go from "Panic" to "Planning"**

**Jim Zaniello, FSAE and Suzanne Berry, MBA, CAE**

**GULFSTREAM 3 & 4**

**STRATEGIC**

*BREAKOUT SPONSORED BY **NOBU HOTEL EDEN ROC***

More and more baby boomers are considering retirement. If this is you, thinking ahead can demonstrate strong leadership and creative thinking for your staff and board. Transition and succession planning is critical to ensure momentum and continuity in the organization.

**Session Key Take-Away:**

Craft a succession plan for your organization, identify future skill sets for key positions, and develop the right talent to fill the role

## Small Change Makes a **BIG DIFFERENCE**

### NEW FSAE FOUNDATION SMALL CHANGE APP

It's never been easier to support the FSAE Foundation and fund professional development grants, education and initiatives. Download and sync the FSAE Foundation app to automatically round-up any purchases as a Foundation contribution. You set the frequency and spending amount - the Foundation gets your small change.

**Look for the Small Change information station  
in the Auction room to learn more.**





## FRIDAY 10:15 AM – 11:15 AM BREAKOUT SESSIONS

### Overloaded to Productive: How to Lighten Your Load While Getting Your Om On! - KiKi L'Italien and Scott Oser GOLD ROOM

BREAKOUT SPONSORED BY **VISIT SARASOTA**

Do you feel like there are never enough hours in a day to do everything you need to do? Take a deep breath and join us for an hour of productivity strategies to put calm back in your mind and hope back in your heart. Bring mind, body, and technology together for tools to make you happier and more productive.

#### Session Key Take-Away:

Explore the latest apps to make life less chaotic and discover simple strategies you can use right away

*CMP Credit: 1 Hour Domain B: Project Management*

### Tackle the Turbo Bully on Your Board! - Sandra Giarde, CAE MAGNOLIA ROOM

**STRATEGIC**

BREAKOUT SPONSORED BY **SALAMANDER HOTELS & RESORTS**

What do you do when a board member moves beyond dissent and into being a turbo bully? Drawn from actual association cases, you'll learn what to do, what not to do, how to minimize risk, and how to survive with your sanity and association intact.

#### Session Key Take-Away:

Learn what to do, what not to do, how to minimize risk, and how to survive with your sanity and association intact.

### Creative Differences: Building an Idea-Driven Culture Through Conflict - Greg Roth GULFSTREAM 3 & 4

**STRATEGIC**

BREAKOUT SPONSORED BY **NOBU HOTEL EDEN ROC**

Many organizations champion "innovation" as a goal, but too often their tactics stop simply at brainstorming - which is just the beginning. Most workplaces focus on conflict resolution and consensus-building, but that may not be what you really need to establish an *idea culture*.

#### Session Key Take-Away:

Learn how controversial ideas can lead to breakthrough thinking

## 11:30 AM - 1:15 PM: CLOSING KEYNOTE AND AWARDS LUNCHEON

### PONCE DE LEON BALLROOM IV-VI

LUNCHEON SPONSORED BY **GREATER FORT LAUDERDALE CVB** AND **FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA**

### Big Marketing, Small Budget: 5 Strategies to Grow Membership and Create Raving Fans - Gerry O'Brien, MBA



The best associations are adept at attracting new members and turning all members into raving fans. A former marketing executive for billion dollar brands, Gerry O'Brien teaches billion-dollar brand strategies that you can use in your association - even with little to no marketing budget.

#### Session Key Take-Away:

Learn the five critical questions that every association needs to be asking to stay relevant in today's changing landscape.

*CMP Credit: 1.5 Hours Domain I: Marketing*

## 1:15 PM: CONFERENCE ADJOURNS



Minutes from the airport and steps from the ocean awaits a meeting destination featuring a new lobby, ocean-inspired guest rooms and refreshed event spaces. With 100,000 square feet of indoor and outdoor event space, private beach and a full-service spa, you get a fresh sense for meetings and take a look at Florida's newest perspective.

BOOK AT [HARBORBEACHMARRIOTT.COM](http://HARBORBEACHMARRIOTT.COM), HOME TO THE 2018 FSAE ANNUAL CONFERENCE AND YOUR NEXT EVENT.



**FORT LAUDERDALE MARRIOTT®**  
**HARBOR BEACH RESORT & SPA**  
3030 Holiday Dr. Fort Lauderdale, FL 33316



# SAVE THE DATE

## 2018 ANNUAL CONFERENCE

### JULY 11 - 13, 2018

FORT LAUDERDALE  
MARRIOTT HARBOR BEACH  
RESORT & SPA



MARRIOTT RESORT  
FORT LAUDERDALE  
HARBOR BEACH



Onsite Conference Program Sponsored by:

*Welcome to*  
**PANAPRINT'S**  
**ONLINE PRINTSHOP!**

**Quick and Easy**

- Magazines
- Catalogs
- Vehicle Wraps
- Signage
- Brochures
- Mailing & Distribution
- Fulfillment
- Direct Mail
- Wall Coverings
- Books



**PANAPRINT**

800.622.0676

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

7979 NE Industrial Blvd  
Macon, Georgia 31216