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FSAE 2015 ANNUAL CONFERENCE
July 15-17 • Renaissance Vinoy, St. Pete

CONFERENCE GUIDE

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WELCOME TO THE FSAE 2015 ANNUAL CONFERENCE



PROGRAM AT A GLANCE

Schedule subject to change

TUESDAY, JULY 14

8:00–5:00	Leadership Academy
12:00–3:00	FSAE Board Meeting
1:00–3:00	Silent Auction Drop-off
3:00–5:00	Foundation Board Meeting
4:00–6:00	Registration Open
5:45	Hilton Leadership Reception

WEDNESDAY, JULY 15

8:00–4:00	Registration Open
9:00–4:00	Silent Auction Open
9:00–11:00	Breakout Sessions including CEO Roundtable and C-Suite Roundtable
11:15–12:00	First Timers/New Members Orientation
12:00–2:00	Lunch on Your Own
2:00–3:30	Opening Session
4:00–5:00	Breakout Sessions
6:30–8:00	VIP Connection Reception at The Dali Museum
7:30–9:00	Welcome Reception at the Mahaffey Theater
9:30–12:00	MARSAT Speak Easy After Glow—for Executive Attendees Only

THURSDAY, JULY 16

7:30–4:30	Registration Open
8:00–3:30	Silent Auction Open
8:00–9:00	Networking Breakfast
9:00–10:00	Breakout Sessions
10:00–10:45	Networking Break
10:45–11:45	Breakout Sessions
12:00–1:30	Board Installation Luncheon
1:45–2:45	Breakout Sessions
2:45–3:30	Networking Break—Silent Auction Final Bidding
3:45–5:00	FSAEs Experiential Teambuilding Experience
6:00–7:00	Chair's Reception—All Invited!
7:00–10:00	Conference Gala & Dinner

FRIDAY, JULY 17

8:00–11:00	Registration Open
8:00–9:00	Networking Breakfast
8:30–11:00	Silent Auction Pick Up
9:00–10:00	Breakout Sessions
10:15–11:15	Breakout Sessions
11:30–1:15	Closing Keynote and Awards Luncheon
1:15	Adjourn

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



12 hours CAE



12 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:

Rachel Luoma, MS, CAE
Richard Miseyko, CMP, CMM

EDUCATION COMMITTEE

Chair: Marsha Kiner

MARKETING SUB-COMMITTEE

Chair: Greg Brooks

SPONSORSHIP SUB-COMMITTEE

Chair: Sue Fern

VIP CONNECTION RECEPTION

Chair: Kristin Marshall

FOUNDATION SILENT AUCTION COMMITTEE

Co-Chairs:
Elaine Carpenter, IOM, CAE
Kimball Mathews

AT-LARGE MEMBERS:

Jason Carroll, CMP
Mary Malone
Gail Siminovsky, CAE

AUCTION SCHEDULE:

TUESDAY, JULY 14

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

WEDNESDAY, JULY 15

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

THURSDAY, JULY 16

Silent Auction Open
8:00 am – 3:30 pm
SILENT AUCTION CLOSING
3:30 PM

FRIDAY, JULY 17

Pick Up Winnings!
8:30 am – 11:00 am

**PICK UP ONLY ON
FRIDAY MORNING**

A SPECIAL THANK YOU TO ALL AUCTION DONORS!

The FSAE Foundation's third Online Auction (prior to the Annual Conference) was a wonderful success all because of our fantastic and generous donors. The donations in the onsite 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

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 Palm Court Foyer 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 3:30. *Good luck!*

Here is just a sample of the fabulous items available:



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 4 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!

THANK YOU CONFERENCE SPONSORS AS OF JUNE 1, 2015

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WEDNESDAY, JULY 15

9:00–10:00 AM: BREAKOUT SESSIONS

CEO Roundtable **AVERY/CHANCELLOR**

SPONSORED BY FIRST COMMERCE CREDIT UNION

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.

Session Key Takeaway:

Discuss ongoing and emerging challenges and trends with your colleagues and peers.

CMP Credit — 2 hrs Strategic Planning

Association Leadership in the New Economy: Develop. Empower. Delegate. —Andy Masters, MA, CSP **PLAZA A/B**

TRACK SPONSORED BY YOURMEMBERSHIP.COM

This session helps association leaders DEVELOP, EMPOWER and DELEGATE to their Boards—in this challenging era of having to “Do More With Less.” Andy’s interactive program provides attendees with not only a memorable multi-media experience, but also with immediate “take-home” value to help association leaders truly lead their associations into the future.

Session Key Takeaway:

Identify and explore effective leadership methods to develop and empower your leadership volunteers.

CMP Credit — 1 hr Professionalism

Delivering Breakthrough Value on a Minimal Budget — Doug Devitre, CSP **PLAZA C/D**

The hard work happening behind the scenes to deliver value may go unnoticed when communication gets lost in the noise. This session offers tools that you can implement to create breakthrough value propositions on a limited budget to increase member participation and non-dues revenues.

Session Key Takeaway:

Increase member engagement and non-dues revenue with inexpensive technology tools.

CMP Credit — 1 hr Marketing

10:00–11:00 AM: BREAKOUT SESSIONS

CEO Roundtable, Continued **AVERY/CHANCELLOR**

COO/C-Suite Roundtable—Facilitators:

Rachel Luoma, MS, CAE & Marsha Kiner **PLAZA C/D**

SPONSORED BY MARRIOTT INTERNATIONAL

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. C-Suite Executives and others are welcome. (Mid-level Execs welcome)

Is this your first FSAE Conference?

Don't miss the New Member/First Timer Orientation at 11:15 am Wednesday to meet new friends and make the most of your conference experience!

Kiss Your Customer: Why Sales & Service Are Just Like Dating & Relationships —Andy Masters, MA, CSP **PLAZA A/B**

TRACK SPONSORED BY YOURMEMBERSHIP.COM

Attendees will embark on a journey through the highs-and-lows world of relationship-building, utilizing the clever irony between business and romance. With examples from Fortune 500 companies to association leaders, you'll learn how to make amazing initial connections, and implement memorable strategies to overcome that one dangerously dissatisfied member/client.

Session Key Takeaway:

Improve customer/member loyalty with high-quality activities.

CMP Credit — 1 hr Stakeholder Management

11:15 AM–12:00 PM: FIRST TIMERS' SESSION



New Member / First Timers' Session **PLAZA A/B**

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

12:00–2:00 PM: LUNCH ON YOUR OWN

2:00–3:30 PM: OPENING KEYNOTE SESSION *SPONSORED BY THOMAS, HOWELL, FERGUSON*



Opening Keynote: Recalculating: The GPS Girl's Guide to Getting More of What You Want in Business & Life —Karen Jacobsen

PALM COURT BALLROOM



"Recalculating" is for associations that want to take charge and bounce back when obstacles, challenges or detours get in the way of reaching their goals or achieving results. In this engaging presentation, The GPS Girl® shows you how to create a path and plan that gets you swiftly and safely to your destination - however you define it. Whether in life, business or both, when you have clarity around what you want, a path to get it, and a step-by-step guide to recalculating along the way, the impact and

improvement is tangible: Find more focus, direction, confidence and control as you enjoy using your internal GPS on a daily basis to get what you want.

Session Key Takeaway:

- **Productivity.** By no longer wasting time on tangents, obstacles, or being stalled by indecision, your people can quickly bounce back and proceed more efficiently and effectively.
- **Momentum.** When everyone on the team is moving in the same direction, using the same roadmap, it's easier to accelerate, take charge, manage and lead.
- **Performance.** People are more likely to reach their destination, whether it's revenue, service or renewed purpose when the terms for success are identified up front.

CMP Credit — 1 hr Professionalism

ATTENDEE ICONS:



CEO/Leadership



Meeting Planners



Marketing



Membership



Young Professionals



Associates/Sales



Technology



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WEDNESDAY (CONTINUED)

4:00–5:00 PM: BREAKOUT SESSIONS



Customer Engagement Experience —Jeff Tobe, M.ED, CSP

PLAZA C/D

Jeff Tobe challenges you to step outside your comfort zone and position yourself more creatively than ever before. To be effective in today's marketplace, you must look at your association from a new perspective and accept that customer service is no longer the bar that distinguishes you from your competitors. Make the shift from customer service to customer-experience and get them more engaged.

Session Key Takeaway:
Spark innovative thinking, in yourself and others, to make the shift from a service to experience mind-set.

CMP Credit — 1 hr Stakeholder Management



Make Difficult People Disappear: How to Influence Others Who Are More Than "Just Different" and Impact Your Direction

—Monica Wofford, CSP **EVERY/CHANCELLOR**

Difficult people can exist at all levels of an association and while others may choose not to deal with them, you as a leader, don't have that option. "Make Difficult People Disappear" is a powerful session that provides you with not only the communication and emotional intelligence strategies you need to build, develop and maintain key relationships, but also the guidance in applying these strategies to pivotal relationships essential to organizational decision making and progress in the workplace.

Session Key Takeaway:
Develop a plan for superior communication and conflict management skills that will result in greater rapport and respect.

CMP Credit — 1 hr Stakeholder Management



Navigating Extreme Conference Trends

—Scott Oser **PLAZA A/B**

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Trends..... What do you do when a trend becomes so pervasive that people start taking it as fact? In this extremely interactive session, attendees will discuss a number of key trends such as declining face-to-face meetings, securing sponsorships & exhibitors, and successful social media promotions. Share your thoughts and opinions on the trends that are critical to the success of your conference.

Session Key Takeaway:
Learn how to grow attendance and maximize ROI for your events.

CMP Credit — 1 hr Financial Management; 1 hr Marketing

WEDNESDAY SOCIAL EVENTS

6:30–8:00 PM: VIP CONNECTION RECEPTION — THE DALÍ MUSEUM

See page 9 for reception and transportation information.

7:30–9:30 PM: WELCOME RECEPTION — MAHAFFEY THEATER

SPONSORED BY VISIT ST. PETE/CLEARWATER

Amplify your taste buds as you experience the culinary delights of this exquisite destination. Enjoy delicious offerings including seafood, island fare, and much more from our partners throughout Pinellas County. Bring your appetites and your dancing shoes for a memorable evening at the iconic Mahaffey Theater! All Conference attendees welcome. Meet the buses in front of the Vinoy at 7:15 PM.

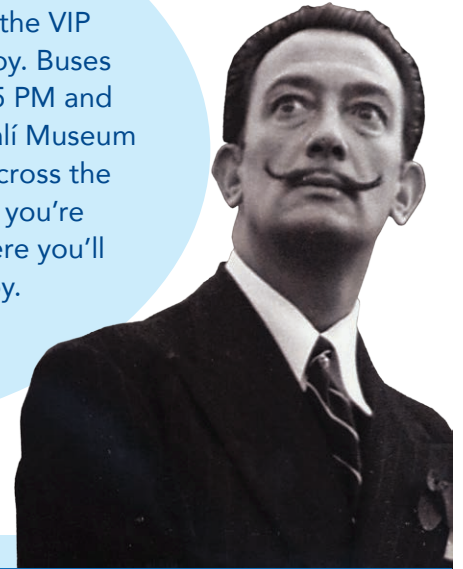
9:30–MIDNIGHT: SPEAK EASY AFTER GLOW

SPONSORED BY MARSAT

MARSAT Roaring 20s Speakeasy After Glow in Fred's Cellar, Association Executives Only. Live music, games, mixology sessions and more. Password was sent with e-vite.

Executive Attendees meet the bus for the VIP Reception at 6:20 PM in front of the Vinoy. Buses for the Welcome Reception begin at 7:15 PM and will run continuously until 9:30 PM. The Dalí Museum and Mahaffey Theater are located just across the courtyard from one another, so where you're dropped off for either event will be where you'll find the bus to return to The Vinoy.

VIP Connection Reception



THE DALÍ MUSEUM | WEDNESDAY, JULY 15 | 6:30–8:00 PM

IMAGE: COURTESY OF THE DALÍ MUSEUM COLLECTION

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, entertainment and private, docent-led tours of Salvador Dalí's entire career.

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Doubletree by Hilton Orlando at SeaWorld
Eau Palm Beach Resort & Spa
Embassy Suites Orlando - Lake Buena Vista South
Experience Kissimmee
First Commerce Credit Union
Grand Hyatt Tampa Bay
Gray Fox Strategies LLC
Greater Ft. Lauderdale CVB
Hawks Cay Resort

Hilton St. Petersburg Bayfront
Hilton Worldwide Sales
Holiday Inn Resort
Hutchinson Island Marriott Beach Resort & Marina
Hyatt Regency Coconut Point Resort & Spa
Hyatt Regency Grand Cypress
Hyatt Regency Sarasota
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Turnberry Isle Miami, Autograph Collection
Villas of Grand Cypress
Visit Orlando
Visit Sarasota County
Visit Tallahassee
Visit Tampa Bay
Westin Cape Coral Resort at Marina Village

CHILDREN'S CHARITY



FSAE is partnering with St. Pete's All Children's Hospital to purchase toys, arts & crafts and other supplies for Florida's sickest children. Your cash donation can help hundreds of infants, children and teens on the road to recovery.

Drop by the ACH table with your donation and show the local area that FSAE members care!

GAMIFICATION APP

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NEW THIS YEAR!

COMPLETE MISSIONS – WIN PRIZES
The FSAE Gamification app is an innovative and exciting new program designed

to highlight the best experiences at FSAE 2015 Annual Conference including great education, engaging keynote presentations, enthusiastic sponsors and a beautiful host venue! Download the app to complete the missions and make your conference experience even more fun and playful!

Here's how to get started:

1. Download the GooseChase app on your Droid or Apple device from the appropriate app store OR click the "Gamification Icon" within the FSAE 2015 Annual Conference app
2. Click "Register with Email" and create your username and password, using the following format:
USERNAME: FirstnameLastname (no spaces) example: JaneSmith
PASSWORD: choose one that's easy to remember
EMAIL: work or personal, we will not SPAM you

Once you are logged in, click on the magnifying glass (iOS) or + key (Android) and type in "FSAE 2015 Annual Conference" and your game will appear.

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

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 are 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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8 NIGHTS IN LUXURY AT THE RITZ!

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

The Ritz-Carlton, Amelia Island; 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:

Gaylord Palms, Renaissance Orlando-Airport, Renaissance Tampa International Plaza, Renaissance Resort at World Golf Village, Renaissance Vinoy Resort & Golf Club, Tampa Marriott Waterside Hotel & Marina, Sanibel Harbour Marriott Resort & Spa, West Palm Beach Marriott

BEACHES, FUN & GOLFING

2 Night Stays at EACH of these 9 Marriott International Hotels & Resorts of FL:

Tampa Airport Marriott, Orlando Airport Marriott, Turnberry Isle Resort Miami, Hutchinson Island Marriott, Orlando World Center Marriott, Renaissance Orlando Resort at SeaWorld, Sawgrass Marriott, Ponte Vedra Beach, St. Petersburg Marriott Clearwater, Harbor Beach Marriott.

THURSDAY, JULY 16

8:00–9:00 AM: NETWORKING BREAKFAST

SPONSORED BY VISIT FLORIDA

Join us in the Palm Court Ballroom for a buffet breakfast from 8:00-9:00 AM with a short program starting at 8:30 AM.

9:00–10:00 AM: BREAKOUT SESSIONS

 **Money Talks: Budget-Driven Meeting Planning to Impress your Boss and Advance your Career —Janeé Pelletier, MBA CMP PLAZA C/D**

Flawless logistics are no longer the measure of a successful meeting. Associations rely on the revenue produced by the annual meeting, which means that meeting planners are under increasing pressure to guarantee both logistical and financial success. Meeting planning to the bottom line makes you a more valuable asset, improving the success of your meeting and demonstrating your worth to your organization. Budget management doesn't have to be a bore – this session will help you look smart and save money!

 **Stress Is Optional: 5 Keys to Making This Your Best Week Ever —Adam Timm PLAZA A/B**

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YOURMEMBERSHIP.COM**

When it's your job to run an association, on top of all of your other responsibilities, it's not always easy to juggle everything. The challenges at work and at home combine for a double-whammy that can sometimes make you wonder, "Is this all there is?" These five simple keys help you shift from being overwhelmed to confident and make every week your best ever.

Session Key Takeaway:

Learn the #1 tool for more clarity and focus and learn how to shift from overwhelmed to confident at any time.

 **HR Jeopardy —Michael Spellman, Esq. AVERY/CHANCELLOR**

It's more important than ever to make sure your organization's policies are up to date and compliant with constant changes in employment law. Attorney Michael Spellman will inform and entertain participants with a unique, interactive session on hot HR topics like employee classifications, retaliation lawsuits, ADA compliance, using interns and more.

Session Key Takeaway:

Learn best practices and most recent updates on employment laws and policies to protect yourself and your organization from lawsuits and retaliation.

CMP Credit — 1 hr Human Resources



I was already sold on the space. And they still threw the view in for free. Must be the sunshine.

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Session Key Takeaway:

Gain tools to assess the financial advantages and challenges of your event, so that you can effectively position your organization for financial success.

CMP Credit — 1 hr Financial Management



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Unlock a meeting experience you'll truly treasure. There are more than a few reasons meeting planners keep coming back to Tampa Bay like exceptional venues, incredible nightlife and a complimentary team that works with you from the very beginning stages of the planning process. There's always something new to discover in Tampa Bay.

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at LChamberlain@VisitTampaBay.com
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THURSDAY (CONTINUED)

10:45–11:45 AM: BREAKOUT SESSIONS

Policy? Yes! Paper Clips? No! —Carolyn Fazio, ECAM PLAZA A/B **TRACK SPONSORED BY YOURMEMBERSHIP.COM**

Has your Board's enthusiasm spilled over from the conference room to the mail room? Working with top volunteers is a balancing act. You want them aware and involved. You don't want them second-guessing operational decisions. This interactive session will explore ways to enlist, motivate, and work well with your best ambassadors.

Session Key Takeaway:
Learn how to maximize your board members' time and experience by focusing on "big picture" projects and not on managing your organization.

CMP Credit — 1 hr Human Resources

Closing the Deal—Beyond the 'ABC's' **—Dave Wenhold, CAE PLAZA C/D**

This session takes you beyond the 'Always Be Closing' mentality and shows you how to influence and read people so that you can close any deal. Regardless of if you are signing a hotel contract, getting a new position, reeling in a big, new client or negotiating for a raise, the bottom line is you need to know how to get the decision maker to 'YES'.

Session Key Takeaway:
Learn how to read subtle cues during negotiations to increase your effectiveness in any interaction.

CMP Credit — 1 hr Stakeholder Management

Monetize Your Website: Online Success Through Community Engagement —Mark Lowry AVERY/CHANCELLOR

Successful websites leverage a balance of member engagement and ROI. A highly engaged, communications-focused website can propel your organization forward. Mark Lowry, CRO of Higher Logic, will lead you through the tactics and strategies to push your retention rates from average to outstanding, using your website and online communities as the linchpins. See client examples of successful websites that are able to focus on stronger engagement and increased revenue.

Session Key Takeaway:
Learn member engagement strategies and proven methods to raise your ROI.

CMP Credit — 1 hr Marketing

12:00–1:30 PM: FSAE & FOUNDATION BOARDS INSTALLATION LUNCHEON SPONSORED BY VISIT TAMPA BAY

PALM COURT BALLROOM

Please join us as we welcome the next leaders of FSAE and the FSAE Foundation! Our 2015-16 Officers will take the helm and new Directors and Trustees will be sworn into office.

1:45–2:45 PM: BREAKOUT SESSIONS

Doubling Down on Non-Dues Revenue: How to Build an EcoSystem of Revenue Generating Products & Services to Grow your Association —Melea Blaskovich PLAZA A/B **SPONSORED BY YOURMEMBERSHIP.COM**

Are special pricing offers and marketing campaigns not getting you the results you need to grow your organization? What if we told you there are ways to increase your revenue without ever charging your members a dime? It's true! In this session, we will reveal case studies on how to utilize non-dues revenue services to generate the growth you need to WOW your board and provide value to your members at the same time.

Session Key Takeaway:
Learn how to effectively engage staff and volunteers in pursuing non-traditional revenue streams.



 Next Generation Leaders: A Panel Discussion for Florida's Young Professionals —Facilitator: Ryan Tucholski, CAE AVERY/CHANCELLOR

Explore how to engage your young professional peers, create your own buzz/brand, develop mentors and expand your network as you gain valuable leadership experience. Come prepared to engage in discussions and share your knowledge of what it means to be a young professional in Florida!

 It's Either Now or Never —Doug Devitre, CSP PLAZA C/D

If you are serious about changing the landscape of your association this app packed, tablet tethered, and mobile friendly session will equip you with the right tools and skillset to remain relevant and increase membership participation, attendance, and revenue by "Amazoning" the association model.

3:45–5:00 PM: TEAM BUILDING

 We are One Team: Experiential High Impact Teambuilding Experience —Facilitator: Delatorro McNeal, II, MS, CSP PLAZA BALLROOM

Build bridges with your fellow FSAE members with our 2015 high impact teambuilding experience! A dozen growth and development tasks will be mixed with hit music, fun props and illustrations - all to help you think creatively, contribute to our shared goals and foster a more collaborative and celebratory team spirit.

Session Key Takeaway:

Learn how to develop and improve your career as a young professional as well as how to create meaningful young professional programs for your members in your associations.

CMP Credit — 1 hr Professionalism

Session Key Takeaway:

Maximize return on investment of resources by prioritizing the most effective tactics, plus attendees will receive a digital handout to links, tools, apps, and processes discussed in the session.

CMP Credit — 1 hr Marketing

CMP Credit — 1 hr Professionalism

THURSDAY SOCIAL EVENTS

6:00–7:00 PM

CHAIR'S RECEPTION THE RENAISSANCE VINOY

All conference attendees are invited to honor our outgoing chairs for FSAE and the Foundation: Janegale Boyd and Deborah Boza-Valledor, CIPS. Join us on the second floor above the lobby.

7:00–10:00 PM

CONFERENCE GALA: SUMMER GARDEN PARTY HOSTED AND SPONSORED BY THE RENAISSANCE VINOY

Join us for a Summer Garden Party at in the Vinoy Grand Ballroom! This casual affair will feature multiple food and beverage stations in our historic Grand Ballroom. Prepare to dance the night away with one of St. Pete's most entertaining bands. All conference attendees are invited!

Suggested Evening Attire: Seersucker and sundresses and fun garden hats.



**WELCOME TO YOUR
WARM, FRIENDLY,
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MEETING PLACE.**

#MeetAmplified

St. Pete/Clearwater welcomes attendees of the 2015 FSAE Annual Conference. Learn more at MeetAmplified.com.

 **ST. PETERSBURG
CLEARWATER**

FRIDAY, JULY 17

8:00–9:00 AM: COFFEE & DOUGHNUTS NETWORKING BREAKFAST SPONSORED BY NAYLOR ASSOCIATION SOLUTIONS

Join us in the Palm Court Ballroom for coffee & doughnuts from 8:00-9:00 AM with a short program starting at 8:30 AM.

9:00–10:00 AM: BREAKOUT SESSIONS

Strengthening Technology through Collaboration — Reggie Henry, CAE AVERY/CHANCELLOR

What are the top trends in technology and what are the implications for your organization? What do these trends mean from a member and staff expectation perspective? ASAE CIO Reggie Henry will discuss (and in some cases demonstrate) some of the hottest technologies and related topics facing organizations today, including iBeacons, mobile, big data, and “the internet of things.”

Destination Selection: Creating Memorable Attendee Experiences —Stefanie Curll, CMP PLAZA A/B

TRACK SPONSORED BY YOURMEMBERSHIP.COM

Destination selection can make or break your conference attendance. During this session, meeting planners will gain an understanding of the importance of choosing a desirable destination that makes attendees look forward to your conference. This session ensures attendees will have the tools and resources necessary to create a memorable stay and exciting experience for conference attendees.

That’s What I Meant to Say —Carolyn Fazio, ECAM PLAZA C/D

We are all so “text savvy” that OMG! we sometimes freeze when we have to organize our thoughts for a more formal written or oral presentation. Participants will learn about (and practice) creative ways to translate their ideas into clear, concise messages.

10:15–11:15 AM: BREAKOUT SESSIONS

Membership Recruitment, Retention & Engagement —Scott Oser PLAZA A/B

TRACK SPONSORED BY YOURMEMBERSHIP.COM

Membership is the lifeblood of any association yet there are many things that are unclear and undefined. How does your organization define retention and engagement? How do you know if your efforts are successful? This interactive session addresses these and other key aspects of membership. You will also learn how one association implemented a high-touch strategy that resulted in higher engagement and increased retention rates.



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Session Key Takeaway:

Learn how to work more effectively and efficiently with new technology systems.

CMP Credit — 1 hr Strategic Planning

Session Key Takeaway:

Understand current trends in the meeting industry and how Florida properties are responding to those needs.

CMP Credit — 1 hr Site Management

Session Key Takeaway:

Learn effective communication skills that help position you as a professional.

Session Key Takeaway:

Learn how to increase member engagement and retention through proven case studies.

 FSAE Leadership Academy Panel
Presentation AVERY/CHANCELLOR

The FSAE 2015 Leadership Academy participants will use strategies learned in the program to identify and solve a real-world issue from their organizations. This session will feature a panel presentation of the top solutions presented so all members can share in the tools and tactics learned in our inaugural program.

 Are You Smarter Than a _____:
Game Show/Panel Discussion PLAZA C/D

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Fact or Fiction: Test your knowledge about food & beverage, AV, contract terminology, and current trends in the meeting industry. Play – for prizes and bragging rights – against our panel of experts. Win or lose, you WILL take home some good ideas for your business!

**11:30–1:15 PM: CLOSING KEYNOTE AND
AWARDS LUNCHEON**
**LUNCH SPONSORED BY BEACHES OF FORT
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**KEYNOTE SPONSORED BY PARTNERS STRATEGIC
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 **Platinum Productivity: Getting More Done
and Having More Fun —Delatorro McNeal, II, MS, CSP PLAZA BALLROOM**



Get ready for a roller-coaster ride educational experience. In this high-energy and strategy-packed keynote presentation, Delatorro teaches business professionals how to get the most out of their days so they can get more out of their lives. He teaches 15 actionable techniques that today's busy professionals can immediately

utilize to not only get more done (being efficient), but have much more fun (being effective) in the process. Delatorro will empower you to work smart and play hard, so that your team can master both the science of achievement and the art of fulfillment. You're going to dance, laugh, create powerful goals, set healthy boundaries, master the 80/20 rule and learn both the inner game and the outer game of superior productivity. This program is guaranteed to explode your daily peak performance and profitability.

Session Key Takeaway:

- Eliminate distractions that plague all business professionals daily
- Build a daily success routine that makes goal achievement easy and fun
- Create healthy boundaries in both personal and professional lives

CMP Credit — 1 hr Professionalism

Session Key Takeaway:
Hear top strategies developed through the 2015 Leadership Academy.

CMP Credit — 1 hr Strategic Planning

Session Key Takeaway:
Test your knowledge and hear expert opinions and advice for meeting planning.

CMP Credit — 1 hr Meeting/Event Design



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1:15 PM: CONFERENCE ADJOURN



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