

Welcome!

**FSAE
2025**

TIDES OF
TRANSFORMATION

HILTON WEST PALM BEACH

JULY 9-11



FSAE
FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES, INC.
ANNUAL CONFERENCE

FSAE25 SPONSORS

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

PLATINUM SPONSORS



GOLD SPONSORS



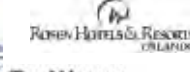
SILVER SPONSORS



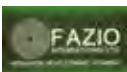
BRONZE SPONSORS



COPPER SPONSORS



SPONSORS



Welcome to Conference!



*All info is as-of June 11
Please check the Conference App
for any updates*

FSAE25 Sponsors.....	2
Conference Committee	3
Board of Directors.....	4-5
Meeting Map	6
Schedule at a Glance.....	7
First-Timer Tips	8
Wifi and Meeting App	9
Auction & Big Tickets.....	10
Trade Show	12
Plan Your Day - Wednesday	15
VIP Host Sponsors	21
Thursday.....	23
Friday	30

CONFERENCE COMMITTEE

A special thank you to all of the Annual Conference Committee members for their enthusiastic involvement and dedication in ensuring the success of FSAE! Each of these committee members chaired individual committees that collectively made Annual Conference happen!

Thank You!

CONFERENCE CO-CHAIRS: Tamekia Bennett, BS, QAS and Jeremy Mercado

MARKETING COMMITTEE Co-Chairs: Laura Caputo, JD and Brooke Martin, PCM

SPONSORSHIP SUB-COMMITTEE Chair: Jessica Walters

VIP EXECUTIVE RECEPTION Co-Chairs: Kristin Marshall, CMP and Kathy Masterson

FOUNDATION AUCTION COMMITTEE Co-Chairs: Charla Lucas and Betty Ann Lewis

AT-LARGE MEMBERS Tara Liaschenko, CMM; Brandon Hall, CMP; Susan Giambalvo, CASE

2024-25 BOARD OF DIRECTORS



Crissy Tallman,
CMP, CAE, CEM
Chair



Stephanie Thomas,
CAE, CMP
Chair-Elect



Erin Ballas, QAS,
AE-MBA
Treasurer



Lisette Mariner, CAE
Secretary



Keyna Cory
Immediate Past
Chair



Toby Cummings,
CAE
Director At Large



Joshua Doyle, CAE
Director At Large



Christy Gandy
Director At Large



Joe Grimes, CAE
Director At Large



Mary Gupta, CMP
Associate Director
At Large



Shelly Joines, CMP
Director At Large



Richard Miseyko,
CMP, CMM
Associate Director
At Large



Amanda Motes
Director At Large



Russ Webb, CAE
Director At Large



Hester Ndoja, CAE
Ex-Officio

Thank
You!

PROGRAM AT A GLANCE

MONDAY, JULY 7

Opal Collection Properties Reception - *Invitation Only*

TUESDAY, JULY 8

10:00 AM – 3:30 PM FSAE/Foundation Board Meetings
3:00 PM – 5:00 PM Registration Open
5:30 PM Hilton Leadership Reception
7:00 PM Marriott AfterGlow - *Invitation Only*

WEDNESDAY, JULY 9

8:30 AM – 4:00 PM Registration Open
8:30 AM – 4:00 PM Auction/Tradeshow Open
8:30 AM – 10:30 AM Executive Welcome Break
9:00 AM – 11:00 AM Roundtables and Deep Dives: CEO, Meeting Planner and Leadership: Navigating Modern Leadership Challenges
9:00 AM – 5:00 PM Learning Lounge Open
11:15 AM - 11:45 AM First-Timer Meet Up
12:00 PM – 2:00 PM Opening Keynote Luncheon
2:00 PM – 2:45 PM Networking Break in Auction Room
2:45 PM – 4:15 PM Hands-On Deep Dive Breakout Sessions
5:30 PM – 7:00 PM Executive VIP Reception
7:00 PM – 10:00 PM Welcome Reception at The Breakers Palm Beach
9:30 PM Ocean Reef AfterGlow - *Invitation Only*

THURSDAY, JULY 10

7:00 AM – 4:30 PM Registration Open
7:00 AM – 8:00 AM Coffee & Conversations with Exhibitors
8:00 AM – 9:00 AM Leadership Breakfast
9:00 AM – 10:00 AM Breakout Sessions
10:00 AM – 10:45 AM Networking Break in Auction Room
10:45 AM – 11:45 AM Breakout Sessions
12:00 PM – 1:30 PM General Session Keynote Luncheon
1:45 PM – 2:45 PM Breakout Sessions
2:45 PM – 3:30 PM Networking Break - Auction Closes
3:45 PM – 4:45 PM Breakout Sessions
4:15 PM – 5:45 PM Beer Tasting Fundraiser
7:00 PM – 10:00 PM Conference Gala Reception & Dinner at PGA National Resort

FRIDAY, JULY 11

8:00 AM – 9:00 AM Coffee & Conversations with Exhibitors
8:00 AM – 10:00 AM Registration Open
8:00 AM – 11:00 AM Auction Item Pickup
8:00 AM – 11:00 AM Baggage Storage Station
9:00 AM – 10:45 AM Closing Keynote & Awards Brunch
10:45 AM Adjourn

CONFERENCE WIFI

Network: Hilton Meetings

WiFi Password:

DisneyMagic



GET THE APP!

1. Use this QR Code or search for "Event App by EventMobi" in your app store.

NOTE: The conference app will be inside of the EventMobi app.

If you prefer not to download the app, **access the info online by visiting eventmobi.com/fsae25 on any device.**

2. Event Code: fsae25 - In the EventMobi app, use this event code to find the FSAE Conference to login

3. Click on View Event to be taken to the login page and **login with your email address used to register for the conference** and create your own password. If you have used EventMobi before, you'll need to enter your previous password. Click "Forgot Password" to reset if needed.

Once logged in you can:

- View & post in the Conference Activity Feed
- View full program details and create a personal schedule
- Add a profile picture and bio
- Favorite Sponsors and Exhibitors you want to meet
- Take notes on Sessions, Sponsors or Exhibitors
- Message other attendees
- Quickly give feedback after each session



If you have any questions or need to change the email associated with your profile, please visit the Help Desk near Registration or contact our Mobile App Support anytime at josh@thelinkevents.com.

HAVE A QUESTION? ASK MINGO!

Meet **Mingo**, our FSAE25 Chatbot designed to answer your Conference questions by text! Find the link in the App or text **Hi** to **833.495.0952**. Try it!



AUCTION & TRADE SHOW

CORAL BALLROOM

Wednesday 11:00 AM - Friday 9:00 AM

FSAE25's trade show is in the Auction room and opens Wednesday at 11:00 AM and closes at 9:00 AM on Friday morning. Look for exhibitors during the **morning coffee hours + scheduled breaks**, and learn more about them in the conference app.

Visit Exhibitors to Earn Rings for the Wine Toss! 

Stop by the Auction Desk to learn more

THANK YOU EXHIBITORS:

42Chat	23	PropFuel	10
Bravura Technologies, LLC	7	RevDoc LLC	30
Crow Practice	9	Saddlebrook Resort	29
Experience Kissimmee	15	South Walton	20
Feathr	5	Team Ukulele, LLC	17
FSAE Merch Store/ Latitudes714	1	The Brownwood Hotel and Spa	12
Great Wolf Lodge – South Florida	16	The Link Event Professionals	28
Higher Logic	22	The Marketing Bar	19
Hilton Pensacola Beach	4	Tradewinds Island Resorts	18
LaPlaya Beach & Golf Resort	14	VideoRequest, LLC	25
Margaritaville Hotels & Resorts	21	Visit Central Florida	3
Memberclicks by Personify	11	Visit Gainesville	6
Novi AMS	26	Visit Jacksonville	24
Ocala/Marion County VCB	13	Visit Panama City Beach	8

Follow Up

FULL PROGRAM

TUESDAY, JULY 8

10:00 AM - 3:30 PM – FSAE & FOUNDATION BOARD MEETING GARDENIA
(2ND FLOOR) Sponsored by *The Brownwood Hotel & Spa*

3:00 PM – 5:00 PM - REGISTRATION OPEN - OCEANA FOYER

5:30 PM - 7:30 PM - LEADERSHIP RECEPTION - Sponsored by *Hiltons of Florida*

Social

Hilton

Who Invitation Only: FSAE Board Members, registered Association
Execs & guests

What Dress is Resort Casual – Lilly Pulitzer Theme

Where Canopy by Hilton West Palm Beach Downtown - Buses begin
boarding for the Canopy at **5:00** from the Hilton WPB's front entrance.

7:00 PM - 9:00 PM - MARRIOTT AFTERGLOW - Sponsored by
*Select **Marriott Bonvoy** Properties*

**MARRIOTT
BONVOY**

Who Invitation Only

Where West Palm Beach Marriott – Bistro - Transportation will be
provided. Check the app for info.

WEDNESDAY, JULY 9

8:30 AM - 10:30 AM EXECUTIVE WELCOME COFFEE BREAK - PBCC FOYER
Sponsored by Select ***Marriott Bonvoy** Properties*

9:00 AM - 5:00 PM LEARNING LOUNGE OPEN CORAL FOYER - Open Daily
Sponsored by ***St. Augustine, Ponte Vedra & The Beaches VCB***


**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST™

9:00 AM - 11:00 AM ROUNDTABLE DISCUSSIONS & DEEP DIVES

CEO Roundtable - Facilitated by Lowell Aplebaum, EdD, FASAE, CAE, IAF CPF 1-DE
Sponsored by ***Naylor Association Solutions***
Open to Association CEOs, Executive Directors, and CSEs only.

Leadership Roundtable: Navigating Modern Leadership Challenges 1-F
Ricki Braswell, CAE Sponsored by ***Fort Myers – Island, Beaches and Neighborhoods***
Open to all Association Executives.

Meeting Planner Roundtable - Facilitated by P. Christine Poole, CMP 1-BC
Sponsored by ***Visit Panama City Beach***
Open to Meeting Planners and Executives Only.

11:15 AM - 11:45 AM - FIRST-TIMER MEETUP 1-DE
BRING YOUR BUSINESS CARDS!

*Find Your Flock Here
Let's Flamingle!*



WEDNESDAY CONTINUED



12:00 PM – 2:00 PM OPENING KEYNOTE LUNCHEON: LEADING THE CALL TO EXCELLENCE - OCEANA BALLROOM

Randy Fox, CSP

Lunch Sponsored by *Opal Collection Properties*

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



2:00 PM - 2:45 PM NETWORKING BREAK AND TRADE SHOW -
CORAL BALLROOM - Sponsored by *Sheraton Sand Key Resort*

Download the
FSAE25 App
for Full Session
Descriptions

2:45 PM - 4:15 PM HANDS-ON BREAKOUTS

Automate, Innovate, Elevate: Easy AI Solutions for Association Professionals - Hands-On Workshop Laura R. Caputo, JD - **1-BC**

Federal Legislative, Regulatory, Legal, and Policy Update: Everything Associations Need to Know - Jeffrey S. Tenenbaum, Esq - **1-DE**

Flip the Script: Rethinking Your Underperforming Event Like a Consultant - Aaron Wolowiec, FASAE, CAE, CMP Fellow - **1-F**

5:30 PM – 7:00 PM EXECUTIVE VIP RECEPTION

Social

Who All Association Executives & their registered guests + VIP Host Sponsors

What An **upscale reception** with hors d'oeuvres, libations and networking

Where **WEST PALM BEACH MARRIOTT** - Buses will be running to the Marriott until 6:30 - Meet the buses in front of the Hilton West Palm Beach

7:00 PM – 10:00 PM WELCOME RECEPTION

Sponsored by *The Breakers Palm Beach*

Social
B

THE BREAKERS®
PALM BEACH

Who All Attendees invited!

What **Palm Beach Chic** The Breakers cordially invites all FSAE25 Attendees to a Palm Beach Chic opening reception featuring many of our epicurean delights!

Where **THE BREAKERS** - Buses begin loading at 6:30 from both the Hilton WPB and the WPB Marriott / VIP Reception

9:30 PM - OCEAN REEF AFTERGLOW

Sponsored by *Ocean Reef Club*

Who Invitation only

Where Hilton West Palm Beach

Social



Executive VIP Reception

WEDNESDAY, JULY 9 - 5:30 - 7:00 PM

WEST PALM BEACH MARRIOTT

Exclusively for Association Executives & Associate Hosts

The FSAE Executive VIP 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 networking! Buses will be running from the Hilton WPB to the Marriott until 6:30 & take all attendees to The Breakers Welcome Reception after.

THANK YOU VIP HOSTS:

As of June 11

AR Workshop Tallahassee
Audio Visual Connection
Barrymore Hotel Tampa Riverwalk
Caribe Royale Orlando
Crow Practice
Crowne Plaza Melbourne Oceanfront -
Driftwood Hospitality
Cybis Productions
EBG Solutions
Embassy Suites by Hilton Panama City
Beach Resort
Gilbert Exposition Management Services
(GEMS)
Grand Hyatt Tampa Bay
Guy Harvey Resort St. Augustine Beach
Hard Rock Hotel Daytona Beach
Hawks Cay Resort
Higher Logic
Hilton Marco Island Beach Resort & Spa
Hilton Miami Downtown
Hilton Pensacola Beach
Hilton Sandestin Beach Golf Resort & Spa
Isla Bella Beach Resort
LATITUDES714
Marc and Rose Hospitality
Margaritaville Hollywood Beach Resort
Margaritaville Hotels & Resorts
Marriott Sanibel Harbour Resort & Spa
Naples Marco Island Everglades CVB
Ocean Center Daytona Beach

Omni Fort Lauderdale
PGA National Resort
Playa Largo Resort & Spa
Prime Meridian Bank
Profitable Association Inc.
Rosen Hotels & Resorts
Sandestin Golf and Beach Resort
Sandpiper Bay All-Inclusive Resort
Sunseeker Resorts
SunStream Hotels and Resorts
The Don Cesar
The Interesting Conversations Company®
The Shores Resort & Spa
Thomas Howell Ferguson P.A.
Tradewinds Island Resorts
USF Health CAMLS - Center for Advanced
Medical Learning and Simulation (CAMLS)
VideoRequest, LLC
VinoY Resort and Golf Club, Autograph
Collection
Visit Charlotte
Visit Lauderdale
Visit Panama City Beach
Visit Pensacola
Visit Tallahassee
Visit Tampa Bay
Westin Cocoa Beach Resort, Spa & Conference
Center
Yacht StarShip

Community Project: VIRTUAL BOOK DRIVE



Help all residents of Palm Beach County improve their quality of life by learning to read!

The FSAE25 Community Project supports the **Literacy Coalition of Palm Beach County** through a Virtual Book Drive!

Participate by purchasing books through the Amazon Wish List or by giving a cash donation to the Literacy Coalition! Don't forget to indicate FSAE on your book order or cash donation to help us track funds raised.



For the Wishlist: When checking out, Amazon will automatically include the Literacy Coalition as "Ship to This Address" option. Please **add FSAE to the Gift Option** text. Books will be sent directly to the Coalition :)

Learn more at www.fsaе.org/community-project

2025 FSAE Fall events

CEO Retreat

September 12-14

Grand Hyatt Tampa Bay

Registration deadline **August 20**

Education Expo

October 15

Tallahassee

Think Tank

October 29-30

Embassy Suites by Hilton Lake

Buena Vista South

Power Luncheons

Central FL - November 5

Sheraton Tampa Brandon

December 12 - Tallahassee

www.fsaе.org/upcoming-events



PYRAMID
GLOBAL HOSPITALITY

Florida from sunrise to sunset

Proud partners to FSAE Executives—providing comprehensive support for all meeting and event planning needs—along with exclusive offers unique to each of our distinctive resorts and hotels.

Belgrove Resort West Palm | Clearwater Beach Marriott
Delta by Marriott Jacksonville | Hammock Beach Golf Resort
Hilton UF Conference Center | Hotel Flor
Marriott Ft. Lauderdale North | Naples Grande
Pullman Miami Airport | Saddlebrook Resort
The Shores Resort & Spa | Thesis | Westin Tampa Bay

Explore more at PyramidGlobal.com

THURSDAY, JULY 10



7:00 AM - 8:00 AM Coffee & Conversations with Exhibitors - CORAL BALLROOM

8:00 AM - 9:00 AM LEADERSHIP BREAKFAST - OCEANA BALLROOM

ALL INVITED - Breakfast Sponsored by *Pyramid Global Hospitality*

*Breakfast Beverages Sponsored by **Daytona Beach CVB and Ocean Center***

Daytona Beach

9:00 AM - 10:00 AM BREAKOUTS

Ask the Association Attorney: Everything You Want to Know about Event Contracts and More - 1-BC

Tyra Warner, PhD, JD, CMP

Why Smart Leaders do Stupid Things - 1-DE

Michael Krumpak, PCC, CPC, MS, PHR

11 Tips to Make Your Website Your #1 Marketing Tool 1-F

Charles Stanisce

Download the
FSAE25 App
for Full Session
Descriptions



THURSDAY CONTINUED



10:00 - 10:45 AM - NETWORKING COFFEE BREAK AND TRADE SHOW -
CORAL BALLROOM - Sponsored by *Sandestin Golf & Beach Resort*

10:45 AM - 11:45 AM BREAKOUTS

Game Changing Strategies for High Performing Teams - 1-BC

Carmen Ohling

Ready-Set-Go! 99 Second UpSkilling - 1-DE

Presented by the Associate Advisory Committee

The Best Things in Life are Brewed- 1-F

Russ Webb, CAE

12:00 PM – 1:30 PM GENERAL SESSION & ORGANIZATIONAL AWARDS



RISE THROUGH IT: TRANSFORMING THE FEAR OF UNCERTAINTY INTO LIMITLESS RESULTS

OCEANA BALLROOM

Rashmi Airan

*Luncheon Sponsored by **Visit Tampa Bay***

*Keynote Sponsored by **Florida's Sports Coast***

1:45 PM - 2:45 PM BREAKOUTS

Inclusion and Service is the Greatest Expression of Hospitality: An Event Planners Guide to Fully Inclusive Experience - 1-BC

Matthew Shapiro

Show Me the Money: How Ethical Leadership Fuels Employee Engagement, Well-Being, and Organizational Success - 1-DE

Mariam Boney, CAE, LMSW, CPEC

Meeting People Where They Are: Strategies for Tailoring Engagement to Diverse Audiences - 1-F

Avi Olitzky



2:45 PM - 3:30 PM - NETWORKING COFFEE BREAK AND TRADE SHOW

CORAL BALLROOM - Sponsored by *Experience Kissimmee*

All Bidding Closes at **3:30 PM**

THURSDAY CONTINUED

3:45 PM - 4:45 PM BREAKOUTS

Bridging the Gap: Applying Ripple Effect Thinking to Navigate Divided Times - 1-BC

Chris Rollins

The Art of Prompt Engineering 1-DE

Geoffrey Klein

Unlocking Committee Potential: Meeting Management Strategies for Staff Liaisons

Aaron Wolowiec, FSAE, CAE, CMP Fellow 1-F

Social



4:15 PM – 5:45 PM BEER TASTING FUNDRAISER

Sponsored by *Concord Hospitality, Visit Central Florida and Westin Cape Coral*

Who

Pre-Registration Required, all attendees eligible to participate

What

Join **the Beer Bros (Lowell Aplebaum, Mike Pennington, and Russ Webb)** as they lead you through a journey of beer tasting! We will be sampling some local Florida Beers (and maybe a few surprises thrown in) for a fun and lively session.

Where

OCEANA BALLROOM C-D

Social
PGA
NATIONAL RESORT
PALM BEACH GARDENS

7:00 PM – 10:00 PM CONFERENCE GALA & DINNER

Sponsored by *PGA National Resort*

Who

All Attendees invited!

What

UNDER THE SEA Be transported to a vibrant, underwater world where you will be swimming around to network with all of your FSAE colleagues, floating through amazing food stations and immersing yourself in a magical atmosphere that celebrates the wonders of the ocean.

Wear your favorite sea creature attire or just resort casual.

Where

PGA NATIONAL RESORT Buses begin boarding at 6:15 pm from both the Hilton WPB and WPB Marriott.

2025 FSAE FOUNDATION THINK TANK

The Member Engagement Lab: Experimenting with Tomorrow's Tactics

Facilitated by **Amanda Lea Kaiser**, Kaiser Insights LLC

Oct 29-30, 2025 | Embassy Suites Hilton Orlando Lake Buena Vista South

www.fsaer.org/think-tank

FRIDAY, JULY 11



8:00 AM - 9:00 AM Coffee & Conversations with Exhibitors - CORAL BALLROOM

8:00 AM - 11:00 AM - PICK UP AUCTION WINNINGS - CORAL BALLROOM

Auction Sponsored by *Expo Auctions*



8:00 AM - 12:00 AM - BAGGAGE STORAGE STATION OPEN - OCEANA FOYER

Sponsored by *Pyramid Global Hospitality*

9:00 AM - 10:45 AM CLOSING KEYNOTE & AWARDS BRUNCH



OCEANA BALLROOM

**JOLT! GET ZAPPED INTO INTENTIONALITY
TO REDISCOVER & BELIEVE IN YOUR INNER
GREATNESS**

Larry Long Jr.

Brunch Sponsored by *Renaissance Orlando at SeaWorld*

Keynote Sponsored by *Naples Marco Island Everglades CVB*

10:45 AM - ADJOURN

AN EVENT DESTINATION THAT DEFIES CONVENTION

Welcome to Renaissance Orlando at SeaWorld®, where flexible, modern spaces set the stage for meetings, galas, and special events.

After work, unwind at our tropical resort pool, state-of-the-art fitness center or vibrant restaurants and lounges. Explore world-class theme parks or discover local dining, nightlife, and cultural gems with tips from our Navigator team.

Whether it's a team-building retreat or an intimate gathering, we offer endless possibilities for memorable experiences. Scan the QR code for more information.



R
RENAISSANCE®
ORLANDO AT SEAWORLD®

RENAISSANCE ORLANDO AT SEAWORLD
6677 SEA HARBOR DRIVE, ORLANDO, FL 32821 | T +1 407 351 5555 | RENORLANDO.COM





SO MANY REASONS TO HOST ON FLORIDA'S WEST COAST

\$53M

CONVENTION CENTER
EXPANSION OPENING
FALL 2025



LARGEST CONVENTION
CENTER BETWEEN ST.
PETERSBURG AND NAPLES

770

HOTEL ROOMS
WITHIN 5 MILES

252

ROOMS CONNECTED TO
THE CONVENTION CENTER

68

NONSTOP FLIGHT
DESTINATIONS TO
SARASOTA BRADENTON
INTERNATIONAL AIRPORT



BRADENTON AREA
CONVENTION CENTER

Perfect for your next meeting or trade show, the Bradenton Area is home to a vibrant downtown, world-famous beaches, and – debuting this fall – the reimagined Bradenton Area Convention Center!



Now Booking at
[BradentonAreaConventionCenter.com](https://www.BradentonAreaConventionCenter.com)