



CSAE/WSAE Annual Conference

June 6 – 8, 2018

Wyoming Day—June 7, 2018

Doubletree by Hilton Greeley at Lincoln Park
Greeley, CO

Awaken to the possibilities in your professional and personal life. Come to Greeley for the best. The best ideas. The best information. The best networking, the best speakers.

- Twenty-three educational sessions covering leadership, innovation, governance, sales, professional development, board relations, communications, fundraising, membership.
- **NEW THIS YEAR!** Your options include FOUNDATIONAL, APPLIED and STRATEGIC sessions.
- Hear from a wide spectrum of thought leaders and practicing association and supplier professionals.
- Network with your association peers in planned evening receptions and daily breaks or in chance meetings in the hallways.
- Earn CAE and CMP credits.
- Shop at the Silent Auction.
- Win a bottle of wine at the Wine Ring Toss.
- Meet suppliers and find new resources.
- **NEW THIS YEAR!** Start your day with morning experiences in healthy leadership and self-care.
- **NEW THIS YEAR!** Relax and recharge with mindful meditation.

Register now and AWAKEN TO THE POSSIBILITIES at the CSAE/WSAE Annual Conference in Greeley, June 6-8

Conference Schedule

(As of 3/28/18)
(Subject to Change)

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

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

Wednesday, June 6, 2018

10:00 AM – 5:30 PM

Registration Open

11:30 AM – 1:00 PM

VIP Get to Know You Lunch

1:30 PM – 4:00 PM

B2B Expo (Reverse Tradeshow)

Exclusive Pre-Conference Session for Association Executives

Experience the opportunity to create additional revenue stream opportunities for your association. Unlike the traditional trade show where attendees shop the exhibitors, the reverse trade show lets the exhibitor shop the attendee. Learn how it works. Experience it for yourself.

3:30 PM – 4:30 PM

First Time Attendees – Paul Caputo, National Association for Interpretation

First time attendee? Want to meet new people and extend your conference experience? Are you looking for a mentor or someone to help you navigate through the landscape? Then this session is for you. It is fun; it is interactive; it is guaranteed to set you on the right course for a dynamic conference experience.

4:30 PM – 6:00 PM

Opening General Session – Holly Duckworth, CAE, CMP, LSP, Leadership & Mindfulness Advisor

Awaken to your possibilities! Holly Duckworth, our master of ceremonies, will provide you with ideas for framing a customized conference experience. Hear from three association professionals who are living the concepts of connect, learn, and lead in their own association career.

Connect: Karen Gonzales, CMP, International Association of Exhibitions & Events

Learn: Aaron Wolowiec, MSA, CAE, CMP, CTA, CTF/AT, Event Garde

Lead: Gabriel Eckert, FASAE, CAE, BOMA Georgia

6:00 PM – 7:30 PM

Opening Night Party and Wine Ring Toss

Hosted by Doubletree by Hilton Greeley at Lincoln Park

All conference attendees are invited to help kick off our conference networking.

8:30 PM – 10:00 PM

A Taste of Two Cities

Sponsored by Grand Junction Visitor and Convention Bureau and Visit Fort Collins

Jump start your conference networking with the culinary delights of these two areas of our state.



Thursday, June 7, 2018 – Wyoming Day

7:00 AM – 7:30 AM

Start Your Day – Healthy by Association – Aaron Wolowiec, MSA, CAE, CMP, CTA, CTF/AT, Event Garde

Imagine the possibilities! Start your day anew as Aaron shares authentic healthy choices you can build into your life starting now.

7:30 AM – 5:30 PM

Silent Auction Opens

7:30 AM – 4:00 PM

Registration Open

7:45 AM – 8:45 AM

Breakfast , CSAE Annual Meeting

Speaker: Trevor Mitchell, CAE, American Mensa

9:00 AM – 10:30 AM

Concurrent Education Sessions—Explore Your Neighborhood

CEO Neighborhood – Gabriel Eckert, FASAE, CAE, BOMA Georgia, Facilitator

The CEO Neighborhood is an informal discussion of new ideas and current challenges with small groups of your peers. *Open to all Association CEOs, Executive Directors or Presidents*

Leadership/Aspiring Leaders Neighborhood – Melanie Penoyar, CAE, (SME) Society for Mining, Metallurgy & Exploration) Facilitator

Not a CEO or Executive Director? This session is for you. Informal discussion will connect you to information and like-minded peers to help solve challenges ranging from effective communication strategies to creating a shared vision with your CEO. Come ready to share and walk away with new ideas and contacts. *Open to all association professionals aspiring to lead, grow and learn.*

Meeting Planner Neighborhood – Aaron Wolowiec, MSA, CAE, CMP, CTA, CTF/AT, Event Garde, Faciliator

Discuss current planner challenges with peers who have been in your shoes. F & B and décor on a budget, risk management, contract negotiations, ethics, technology, and more are open for discussion. *Open to all association meeting planners and individuals working in hospitality.*

10:45 AM – 11:45 AM

Concurrent Education Sessions

STRATEGIC

Executive Presence for Aspiring CEOs - Melanie Penoyar, CAE, SME (Society for Mining, Metallurgy & Exploration, Inc. and Tom Morrison, Tom Morrison Associates

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 your existing strengths and introduces tools to expand your leadership capabilities, build your confidence, and transform your effectiveness.

FOUNDATIONAL

Data: Jet Fuel for Association Innovation – Thad Lurie, CAE, Experient

As associations seek new and better ways to serve their members, data is becoming fuel for the innovation engine. A strong data strategy can lead directly to new event revenue streams, personalized event and learning experiences, and deeper member engagement. This non-technical session will provide an executive level overview of the current association data industry, as well as some success stories and examples.

APPLIED

Fully Developing Your Educational Program - Aaron Wolowiec, MSA, CAE, CMP, CTA, CTF/AT, Event Garde

Key Insights from a recent study on education and professional development can help you improve your members' experience and help you enhance your overall education professional development program. This is your opportunity to benchmark your own program against other associations in Colorado and throughout the country.

12:00 Noon – 1:15 PM

Luncheon

1:30 PM – 2:30 PM

Concurrent Education Sessions

STRATEGIC

Transformational Governance – Shelly Alcorn, CAE, Alcorn Associates Management Consulting

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

FOUNDATIONAL

My Association Needs a STRATEGIC MarCom Plan – Where Do I Start? – Heidi Gordon, CAE, ACEC Colorado

This session will give you the tools you need to tie your organization's STRATEGIC plan to a MarCom-specific one. Takeaways will include how to incorporate research, define your audience, set realistic strategies and tactics, develop a budget, and evaluate success. You also will receive a template MarCom plan to assist you in building your own!

APPLIED

Outsell Your Competition – How to Gain a Massive Edge in a Tough Marketplace - Don Cooper, The Sales Heretic

(Part 1) The sale doesn't typically go to the best product or service, the biggest brand name or the lowest price. It typically goes to the best salesperson. And that person can be you. Discover what your competitors are doing wrong and how you can profit from it. Learn how to master the two most important sales skills and how to deal with the three types of prospects!

3:00 PM – 4:00 PM

Concurrent Education Sessions

STRATEGIC

Engaging Learners: A Guide to Successfully Designing Engaging Learning – Aaron Wolowiec, MSA, CAE, CMP, CTA, CTF/AT, Event Garde

We want our speakers to punch up the engagement in their sessions, but often struggle getting their buy-in and follow-through. Wanting engagement takes a serious toll on your event experience. And your brand. So what can we do? In this session we'll talk about what learning engagement actually is and how to tap it.

FOUNDATIONAL

Disruptionmobile – Shelly Alcorn, CAE, Alcorn Associates Management Consulting

If we thought technological innovation was already moving fast, we are about to shift into warp speed. 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

APPLIED

Outsell Your Competition – How to Gain a Massive Edge in a Tough Marketplace – Don Cooper, The Sales Heretic

(Part 2) Continuing the dialog, you'll learn how to quickly build rapport with your prospect; the one thing you should never say to a prospect; how to completely lower your prospect's defenses; the most important word in sales; and how to increase your perceived credibility and professionalism.

4:15 PM—4:45 PM

Wyoming Society of Association Executives Networking and Discussions

6:00 PM—7:30 PM

Gala – Hosted by Union Colony and Greeley

Just a walk across the street, the Union Colony Civic Center is opening its doors to CSAE attendees with unique entertainment and food for the evening. You'll be WOWed at the experience at Northern Colorado's premier performing arts venue.

Friday, June 8, 2018

7:00 AM – 7:30 AM

Start your Day – Friday Flow with Holly – Holly Duckworth, CAE, CMP, LSP, Leadership & Mindfulness Advisor

Join Holly Duckworth for a 7 – 10 minute guided mindful meditation to clear your heart, mind for your second day at CSAE.

7:30 AM – 11:00 AM

Registration Open

7:30 AM – 11:00 AM

Silent Auction

Pick Up/Pay For Auction Items at Registration Desk

7:45 AM – 8:45 AM

CAE Breakfast – Aaron Wolowiec, MSA, CAE, CMP, CTA, CTF/AT, Event Garde

(CAE's only. Invitation only)

7:45 AM – 8:45 AM

Breakfast

How Personal Fulfillment Will Fuel Your Professional Development – Tom Morrison, Tom Morrison Associates

Working in the not-for-profit sector can be a highly rewarding life experience. For many however, it becomes a life of task overload and burnout. Tom Morrison believes most are not really burnt out. They have simply forgotten WHY they do what they do, and he will unpack 3 components to driving your personal fulfillment that fuels your professional development.

9:15 AM – 10:15 AM

Concurrent Education Sessions



STRATEGIC

How to Deal with a Bully Board Member and Live to Tell About It – Tom Morrison, Tom Morrison Associates

You have heard of this board member . . . right? They think it's their job to tell you what to do. They feel because they were elected, it's their job to manage you and every aspect of the association. Tom Morrison will share the keys to recruiting, cultivating and sustaining board members who actually will drive your association forward and how to deal with that turbo bully board member.

FOUNDATIONAL

You've Got Content! Now What? – Scott Oser, Scott Oser Associates

Members, events, blogs, magazine, e-newsletters, components . . . One thing that all of these things have in common is CONTENT. Your associations produces lots of content, but are you using it to your advantage? Scott will inspire you as an association marketer and show you how you can turn your content into POWER CONTENT to engage and excite members.

APPLIED

Association Fundraising: Leveraging All Your Opportunities – AnnMarie Estrada, IASLC Foundation

So you are a 501 C3? Fundraising should be easy, right? Well, when you are a foundation attached to a member association, things might be a little more complicated. You can use a three-prong approach. Walk with AnnMarie through a step-by-step, three-prong process for leveraging all opportunities for creating a powerful fundraising plan.

10:45 AM – 11:45 AM

Concurrent Education Sessions

STRATEGIC

Creating a Culture of Innovation: It's Not as Hard as You Think – Mark Sedgley, MemberClicks

Many organizations are intimidated by the word innovation because they think it's only for large, well-funded associations. Not true. Innovation is a journey in building deeper culture and inclusion. This session will highlight a five-step process that anyone can use for improving communication and processes within your organization and creating a true culture of innovation.

FOUNDATIONAL

How the Internet of Things Impacts Associations – Trevor Mitchell, CAE, American Mensa

In 2015 Gartner found that there were 4.8 billion objects connected to the internet. By 2020, that number is projected to grow to 25 billion. For associations, this Internet of Things (IoT) creates great opportunity to understand and know members, ultimately uncovering new information that will help drive engagement, support retention, or create a more meaningful value proposition.

APPLIED

The Power of Free—Suggest How to Sell More by Giving Things Away – Don Cooper, The Sales Heretic

The most powerful four-letter word in sales and marketing is “free.” And most organizations don’t make the most of it, whether because they don’t know how or because they’re afraid of giving away the store. But when you use “free” in the right ways, it can make a huge impact on your sales!

12:00 Noon – 1:15 PM

Pay Off Point! Closing Luncheon