

THE **OFFICIAL** NEWSPAPER OF ASAE: THE CENTER FOR
ASSOCIATION LEADERSHIP'S ANNUAL MEETING & EXPOSITION
www.asaecenter.org **SUNDAY, AUGUST 19**

KEEPING FOCUS

HOW ATTENDEES GET PREPARED AND PLAN
TO STAY FOCUSED WHILE AT #ASAE18

BY EMILY BRATCHER

Attending the ASAE Annual Meeting & Exposition is a lot like a walk down Chicago's Magnificent Mile. There's so much to see and do—between the education sessions, the expo hall, and the evening events—that it's easy to get sidetracked or lose sight of the goals you set for yourself before the meeting.

To avoid having that happen, Sharleene Cano Quiara, CAE, director of membership and publications at the American Thyroid Association, says it was important for her “to tie up as many loose ends” as possible at the office before arriving at #ASAE18. Now that she's here, she can more fully detach herself from work responsibilities and “just be present at the meeting.” That's going to help her—and by extension, her team—since she says she always comes back from the meeting energized and brimming with new ideas to share.

Playing off the meeting theme of “get focused,” *Daily Now* talked to Cano Quiara and some of her fellow attendees about their strategies for making the most of their time in Chicago.

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Check out what your colleagues are posting online in our #ASAE18 social media rundown.

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READING LIST

Further your education by reading these *Associations Now* articles featuring #ASAE18 content leaders.



GET A TASTE OF WHAT YOU ARE IN FOR AT
ASAE 2019 IN COLUMBUS.

All together, hear all the ways Columbus is flourishing
and why our city was selected for ASAE 2019.

EXPERIENCE
COLUMBUS

Visit us at booth #1417 to indulge in Jeni's Splendid Ice Creams.



CAP OFF A GOOD MEETING WITH A GREAT NIGHT

Of course we have the Gateway Arch, but that's not the only place to get an aerial view. St. Louis provides plenty of venues for out-of-the-box thinking, like 360's rooftop bar, where you can enjoy a cocktail and a bite to eat while checking out the city from above.

Turn your good meeting into a great adventure at explorestlouis.com/meet.



FIRST-TIMERS GET DOWN TO BUSINESS

At the start of any big conference or meeting, it's common to feel a mix of emotions—excitement, eagerness, and maybe even a few nerves. That's especially true if you're a first-time attendee.

But Patricia Williams, associate director for the Major Cities Chiefs Association, isn't letting any of those emotions get in the way of her Annual Meeting experience. She started early Saturday morning by exploring the convention center. "I'm feeling ready," she says. "There's a lot to do in these next few days, so I wanted to get here early."

After getting the lay of the land, she attended the

"Finance for the Non-Financial Manager" Masterclass, which she said should help as she juggles multiple to-dos at a small-staff association.

"My role in our association is to pretty much manage everything," Williams says. "We do up to 20 meetings per year. I do our budget, and I'm in charge of our grants programs, which means there are always new things to learn."

Williams, who flew in from Salt Lake City, is attending the meeting thanks to a small-staff scholarship made



Patricia Williams

possible through ASAE's Meetings and Expositions Department.

Like Williams, first-timer Suzanne Kitts arrived on Saturday to take advantage of preconference activities. Her advice to other newbies: Wear comfortable walking shoes.

"So far, my feet feel good. They aren't hurting now, but that should change quickly," says Kitts, who is manager



Suzanne Kitts

of strategic initiatives for the American Society of Ophthalmic Administrators. She flew in from Fairfax, Virginia, to network, learn, and earn CAE credits.

"I'm trying to earn those credits because I would eventually like to sit for the [CAE] exam," she says. "Really, I'm here for some new ideas. That's why I love meetings like this. You get to hear a lot of great ideas."

ON TAP

SUNDAY, AUGUST 19

7 a.m. – 5 p.m.
Registration open

7:15 – 8:15 a.m.
Global Good Morning! International Meet & Greet

7:30 – 10 a.m.
Business Connection Lounge open

8:30 – 10 a.m.
Opening Keynote with Yancey Strickler

8:30 a.m. – 5 p.m.
ASAE Bookstore and Engagement Center open

10:15 a.m. – 1:35 p.m.
Express Talks in the expo hall

10:15 a.m. – 1:45 p.m.
Association Solutions Marketplace (Expo) open with lunch

2 – 3:30 p.m.
Deep Dives

2 – 4:30 p.m.
Business Connection Lounge open

4 – 5 p.m.
Game Changer session and Learning Labs

WHAT'S ONE NEW IDEA RECENTLY INTRODUCED AT YOUR ASSOCIATION?



"We recently launched a new leadership development program to engage and retain our young volunteers as a pipeline for future leadership."

Charles Klecha, Assoc. AIA
Managing Director
AIA Detroit
Detroit, Michigan



"One new initiative is reaching out to incorporate new maintenance technicians since there's a shortage nationally. We're about to launch a maintenance facility with an instructor to incorporate veterans and those coming out of high school who may not want to go into the traditional college setting."

Josie Eatmon, CAE
Executive Director
Triangle Apartment Association
Raleigh, North Carolina



"We're doing blended learning classes where we have a portion that's online, like a webinar first, then we have an in-person follow-up before a networking event."

Donny Shimamoto, CPA, CITP, CGMA
Director of Innovation
Houston CPA Society, Houston, Texas



"Our customers are associations, so we launched a campaign called 'What's Your Why?' We're really trying to highlight why association professionals do what they do because they have such a big impact on the world."

Callie Walker
Senior Inbound Marketing Specialist
MemberClicks
Atlanta, Georgia



"We transitioned to a new accounting software called Intech, which provides us with the ability to do a lot more dashboards—something we haven't done before."

Wendel Stewart, CAE
Senior Director of Finance and Administration
National Society of Professional Engineers
Alexandria, Virginia

MASTERCLASSES

WHY CONFLICT IS GOOD

Just about every team includes people who have opposite approaches to conflict: those who avoid it at all costs and those who gleefully stir the pot. In Saturday's Masterclass "Resolve Conflict in Teams," Pamela Green, president and CEO of the HR Coaching and Career



Pamela Green

Institute, sketched out a healthy middle ground where conflict is understood, managed, and valued for what it contributes to business outcomes. Teams made up of people with a lot in common often work well together, and they may succeed to a point, but "exponential" success requires

something else, Green says. "You're going to need some people who think a little differently than you do, people with different backgrounds and different experiences," she says. And when you have that, inevitably, "you're going to have a lot of conflict. It messes with our mental model, how we see the world." But don't let that faze you. "You almost want conflict to happen because what it says is, 'You're thinking something that I'm not

thinking. You have a level of experience and background that I don't have.' There's some value in that." That's why conflict management is such a critical skill for organizations to cultivate. "We're going to make more money and we're going to have greater results when we learn how to manage the conflict and almost embrace it," Green says. "I would get a little nervous if I was in a meeting and nobody disagreed with me."

FUTURE-THINKING BOARDS

Technological, cultural, political, and social shifts are major forces driving change in today's world, but can your association—and, more specifically, your board members—keep up? That's the question that Jeff De Cagna, FRSA, FASAE, executive advisor of Foresight First, LLC, posed to association executives during Saturday's Masterclass "Create High-Performing Association Boards by Design."

To keep up in the "age of transformation," De Cagna says associations should apply foresight and think beyond something as rudimentary as a three-year strategic plan. "Often, that plan

is short-term value creation for stakeholders you're serving now," he says. "Instead, boards should be thinking about essential outcomes for future systems in which they will eventually operate." De Cagna also challenged association executives to think boldly and creatively about creating a new "director experience" for their board members. Just as organizations focus on user experience (UX), customer experience (CX), and patient experiences (PX), associations should focus on DX to increase board performance. "Associations can create a collaborative and learning-focused board service experience



Jeff De Cagna, FRSA, FASAE

that stays focused on the future," he says. For any DX framework to be successful, De Cagna says connections must exist between the board's orientation and members' contributions; the board's expectations and members' motivations; and the board's ability to deliver

value and members' attention to critical transformations and disruptions. Focusing on those three connections will help boards better understand their underlying shared sense of purpose. "And, ultimately, the board will be resilient and ready for change," De Cagna says.

GOING GLOBAL

It's important to remember that going global takes time, according to the four panelists at Saturday's Global Operations Masterclass "Build a High-Performance Operations Infrastructure." In the interactive, roundtable session, attendees were encouraged to discuss obstacles they experienced when taking their association global, particularly challenges related to pricing, cultural sensitivity,



Bonnie Koenig

translation, and determining where to expand. Bonnie Koenig, president of Going International,

listed several questions that associations should consider when determining where to expand. "One of the first questions you have to ask is, 'Why are you doing something?' What's your end goal in terms of a particular market, country, or region?" she says. "You don't just go global. You have to look at particular countries and regions to be successful. And you have to ask what you want to accomplish and

if it is clear to your staff and clear to the board." Other considerations include how to staff the international team and at what stage you should take your association from reactive to proactive. And, in order for any of this to work, it has to be customized. "It's really important to develop a criteria," Koenig says. "Your criteria can be very quantitative, but it could be very qualitative as well."

ON-THE-GO LEARNING

If you prefer to learn in short bites, check out today's 20-minute Express Talks in the expo hall (Level 3, Halls F1 and F2). Presenters will use storytelling to explore a single idea and illustrate practical tips. Here's a quick preview of today's Express Talks:

10:15 – 10:35 a.m.

Low Code/No Code Will Disrupt Your World (Again!)

Presenter: Joanna Pineda, CEO, Matrix Group International

What's the story? There's a movement that has the potential to disrupt the association technology landscape as we know it: low code/no code. Learn what it means, recognize when it might be implemented, and understand the skill sets you need to implement it.

11:15 – 11:35 a.m.

Simple Strategies to Connect With Your Members

Presenter: Scott Douglas, Senior Director of Membership and Business Development, National Strength and Conditioning Association

What's the story? Ever feel like you're so busy serving members that you don't have the time or energy to talk with them? In this interactive session, build rationale and get results with simple strategies you can implement next week.

12:15 – 12:35 p.m.

Micro-Moments to Make Mobile Interactions Count

Presenter: Adam Hostetter, Owner, FUSE Search for Associations

What's the story? Research reinforces what you may already know: Speed and relevance are crucial to member satisfaction. What's surprising, however, is how a neutral experience can be a negative one when it comes to mobile marketing. Learn how to make every mobile moment a brand-builder.

1:15 – 1:35 p.m.

Start With High School to Build an Inclusive Workforce

Presenter: Mary Hirsh, Deputy Director, Public Library Association

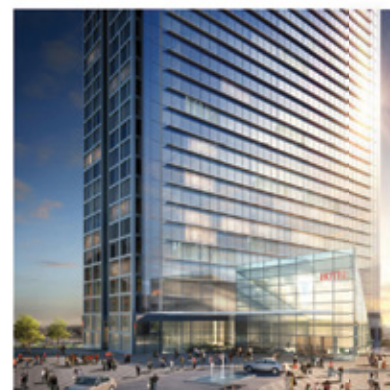
What's the story? Discover what it takes to implement an internship program to increase exposure to your industry, coordinate education about your profession for your members to use as recruitment and orientation tools, plant the seeds for growing your association's membership, and more.



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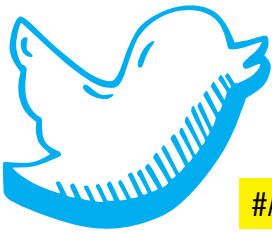
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- New 1,010-room luxury convention center hotel

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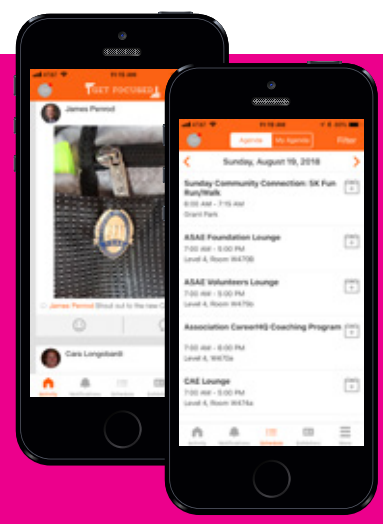
#ASAE18

So fun to run into my friend @GSteenstra at DCA on the way to #ASAE18
 @eubanks_colleen
 Heading to #ASAE18 meeting in Chicago or as @FrankAloise calls it “the association meeting for ppl who work for associations” and he chuckles
 @shieldsNBOA
 Picking up tips on my coach ride to #ASAE18 on the best way to make fried chicken 🍗
 @HelenJacobi

Made it to Chicago for #ASAE18, and I’m off and running. First stop: A sneak peek at the new digs for @chiarchitecture. Check it out when it opens at the end of the month!
 @ssain7
 I’m counting on you @AmericanAir to get me to #ASAE18 in time for @bretteldredge!
 @linzjost

for the next 4 days I will be tweeting my fingers off from #ASAE18 and sharing all the brilliance from Association Execs around the globe – follow along #AttentionPays @ASAEannual
 @neenjames
 Who knew a clunky knee brace would get you boarded early. #winning #ASAE18
 @haleymj33
 Wheels up. Let’s do this, @ASAEannual. #ASAE18 🛫🛫🛫
 @HowieBermanCAE
 Sitting at Newark airport, ready for my flight to Chicago for #ASAE18. Really looking forward to the conference & seeing all my @ASAEcenter & @ASAEfdn friends and colleagues.
 @mdbeebe
 I woke up at 5am for a 10am flight and at 8am I’m literally scrambling. How does this happen every time?! #ASAE18
 @BobbyRemis

Watching #FerrisBueller in preparation for tomorrow’s travel to #Chicago for #ASAE18!!!
 @MimiSullivan
 And now, for the traditional first airport beer of #ASAE18, followed by the official playing of the first Golden Tee round upon arrival.
 @CMarshallWill
 Looking forward to my favorite conference of the year. Time to Get Focused! #ASAE18
 @japoff
 Excited to be at @ASAEannual in Chicago this weekend! I’ll be one of Association CareerHQ’s team of certified professional coaches offering one-hour #leadership coaching sessions at #ASAE18!
 @kzwarick
 Yahoo! On my way to #ASAE18 See you soon my old Chicago!! Time to #work and #learn!! Onwards for @AAOE_OrthoExec!!!
 @AddyKujawa



DOWNLOAD THE ASAE EVENTS APP

The ASAE Events app makes it easier than ever to stay connected with your fellow meeting attendees and plan your daily activities right from your device. For attendees who want to make the most out of their #ASAE18 experience, these tips will come in handy:

► **BUILD YOUR OWN SCHEDULE**
 View the full conference schedule and use the bookmark feature to add sessions and networking events of your choosing. The app makes it easy to build a conference schedule that’s most relevant to you and your priorities.

► **CREATE CONVERSATION IN THE ACTIVITY FEED**
 Connect with fellow attendees by sharing your thoughts, photos, and session takeaways in the activity feed. You can also comment on other attendees’ posts—a networking opportunity in the making!

► **GROW YOUR NETWORK**
 A new addition to this year’s app is the ability to make quick connections with other attendees. By simply scanning each other’s apps, you can share contact information without having to type anything.

► **CONFERENCE SAFETY INFO AND CHECK-IN**
 In the unlikely event of an emergency, you can use the app’s new safety check feature to “check in” and mark yourself safe. For more information about how to stay safe at the Annual Meeting, view the app’s Conference Safety section, located under the “More” tab.

► **WE WANT TO HEAR FROM YOU**
 You can offer feedback about your experience at the Annual Meeting, including your reviews of education sessions, through the in-app polling and survey evaluation feature. Let us know what you think while your thoughts are still fresh!

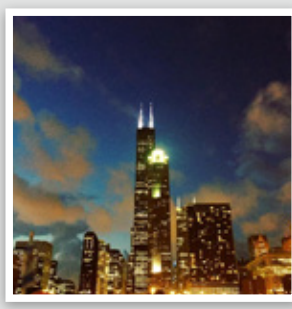
Don’t have the app? Visit your device’s app store, search for ASAE Events, and download the app. If you have questions about the app or need help, stop by the ASAE app support table next to the registration desk.



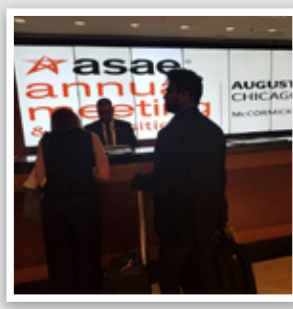
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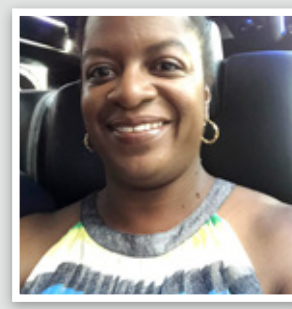
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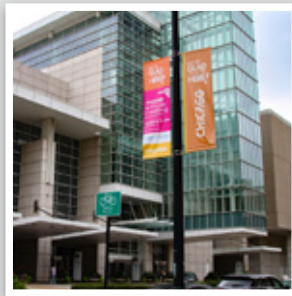
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ASAE, BOARD READY FOR 2019

Before this weekend’s kickoff of the 2018 ASAE Annual Meeting & Exposition, the ASAE Board on Friday approved a new Diversity + Inclusion (D+I) Strategic Plan, heard updates on global initiatives and the ASAE

Foundation research agenda, and passed the budget for Fiscal Year 2019.

The 2019-2021 D+I strategic plan will create tools and guidelines to help associations enhance and expand their D+I initiatives. Resources will

be developed in four key areas: top-level organizational commitment and accountability, empowering women, development of algorithms free of human bias, and benchmarking of the state of D+I in the association community.

On the global front, ASAE will host its first Global Day on October 10. This invitational event will feature discussions on the current global environment and provide insights on how associations can build partnerships as part of their global strategy. The program will be sponsored by ASAE’s Global Partners, a new category in the Alliance Partnership program, and other supporting organizations.

Building on its far-reaching ForesightWorks research initiative, the ASAE Foundation has added five new drivers of change to its collection of resources to help associations prepare for the future. And the Foundation’s 2020 Centennial research will examine how associations make an impact on all areas of society, including workforce development, education, economy, member engagement, and change management.

“ASAE is continually innovating their programs and strategically looking at the future of our industry. They are developing relevant education, research, and new initiatives that will provide lasting benefits for our members and increasing the visibility of how associations are impacting our communities globally,” says ASAE Chair Matthew R. Shay, CAE, president and CEO at the National Retail Federation.



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ASAE: THE CENTER FOR ASSOCIATION LEADERSHIP
1575 I Street, NW
Washington, DC 20005-1103
888-950-ASAE; 202-656-ASAE
www.asaecenter.org

ROBB LEE
Chief Marketing and Communications Officer

KARL ELY, CAE
Senior Vice President and Publisher

TRISTAR PUBLISHING, INC.
7285 W. 132nd Street, Suite 300
Overland Park, KS 66213
www.tristarpub.com

EDITORIAL CONTACT
SAMANTHA WHITEHORNE
Editorial Director, *Associations Now*
swhitehorne@asaecenter.org

ADVERTISING CONTACT
KATHY CENSKY
Director of Advertising Operations,
Associations Now
kcensky@asaecenter.org

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#ASAE18 KICKS OFF WITH CHI-TOWN CHOW DOWN

You might not think of Chicago as a barbecue and country music capital like Nashville or Austin, but this Midwestern megacity has some twang and two-step.

To kick off the 2018 Annual Meeting & Exposition, attendees rocked out to country music star Brett Eldredge last night while feasting on smoked meats and barbecue fare.

ASAE's "Chi-Town Chow Down" borrowed its theme from another Chicago music festival, the Windy City Smokeout, which has quickly become a popular barbecue and country music festival hosted along the banks of the Chicago River.

Last night, just like at any good music festival, attendees danced the night away. There was a special performance by the Chi-Town Squares, Chicago's LGBTQ square dance club, as well as performances by two local bands, Suburban Cowboy and Cowboy Jukebox. But the headline act was Eldredge, who performed his top hits, including many from his 2015 album *Illinois*. Fun fact about Eldredge: He

hails from Paris, Illinois, which is about 200 miles south of Chicago.

The welcome celebration also highlighted one of Chicago's newest venues, Wintrust Arena, a sports and entertainment complex that opened a year ago. The arena is located within the McCormick Square campus and is home to the WNBA's Chicago Sky and DePaul University's men's and women's basketball teams.

"It's a flexible space that includes both indoor and outdoor options," says Lori Adlesick, vice president of industry relations and special events at Choose Chicago. "We were really excited to welcome ASAE and its members to this facility because it's just another part of the expanding McCormick Square community."

Of course, there were also plenty of picture-perfect spots to capture post-worthy shots for Twitter, Facebook, and Instagram. Whether you were center stage or gave two-stepping a try, be sure to post your pictures using hashtag #ASAE18. Heck, you may even see your photos in tomorrow's *Daily Now*.



Brett Eldredge

attendee profile

Vanita A. Murray, MDE, CHCP

Senior Director, Continuing Professional Development
American College of Obstetricians and Gynecologists
Washington, DC

Years with association: 20

Constituency: Obstetricians and gynecologists

Membership: 63,611

How does your association make a difference? ACOG is dedicated to the advancement of women's healthcare.

What session or event are you most looking forward to? I am looking forward to the session "She Leads: Level-Set

Diversity through Inclusion" [4 p.m. Sunday, Room W179b].

If you could arrange a one-on-one coaching session with one presenter, who would it be and why? Lemmietta G. McNeilly, CAE, chief staff officer for Speech-language Pathology at the American Speech-Language-Hearing Association. She is an African-American woman in a leadership position making an impact in the field of healthcare.

Please describe one meeting hack that helps you make the most of your time at Annual: I make time to read the session descriptions and create a tentative schedule, so once onsite I know which sessions I plan to attend.

What's your favorite ASAE Annual Meeting memory? Spending time talking and sharing ideas with colleagues.

Most memorable ASAE session title or premise: I'm looking forward to the one-on-one coaching session that I will be attending this year 😊.

How has working in the association industry impacted your life? Working at ACOG has given me an even stronger sense of the importance of women's healthcare. I have a sense of accomplishment and purpose knowing that I am assisting OB-GYNs with their continuing medical education.

Front or back of the session room? Back. I like to people watch 😊.

New emails in your inbox each day: Approximately 30

Social media or channel surfing before bed? Social media



After the ASAE Annual Meeting concludes, I plan to ... share what I have learned with my staff.

What do you know about Columbus, Ohio, site of next year's Annual Meeting? Interesting fact: Columbus has the world's largest gavel near the Ohio Judicial Center.



**COME GET A TASTE
OF AWESOME.**

Kentucky
UNBLENDED SPIRITS

Don't forget to visit the Louisville Booth this year because we're buying. Come and raise your glass in a toast to all the big news we're bringing to the party this year - including the grand opening of our newly expanded and renovated downtown Kentucky International Convention Center. Not to mention your chance to meet and greet Pam Heilmann from Michter's Distillery - one of the first female master distillers since Prohibition.



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get a free
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MAKE THE CASE FOR COMPETITIVE PAY AND BENEFITS

Associations are great places to do mission-oriented, future-changing work. It's the kind of work that attracts smart, motivated people. (Take a moment to pat yourself on the back.) But with competing budget priorities, you need reliable data to make a case to your board for competitive compensation that will help your organization retain its best employees and recruit top talent.

ASAE's new benchmarking resources, created from ASAE Foundation research, ensures you have the most up-to-date information.

The *Association Compensation & Benefits Study, 2018 Edition*, contains data on more than 70 association jobs and allows you to compare your organization's pay and benefits to organizations similar in size, budget, and geographic location.

Want to make comparisons beyond compensation? The just-released *Benchmarking in Association Management: Policies and Procedures, Vol. 1*, provides benchmarking data for eight functional areas, helping you make the case for the staffing you need while also suggesting opportunities for improvement and target goals for your teams.

Both resources are available via subscription to the online AssociaMetrics platform, which allows users to run custom reports based on their budget size, geographic location, type of organization, and other filters. The *Association Compensation and Benefits Study, 2018 Edition*, is also available in print form, and *Benchmarking in Association Management* is available as a PDF download.

Get more information and save 10 percent on these resources by visiting the ASAE Bookstore, Level 3, Central Concourse. —Emily Rabbitt

ASSOCIATIONS IGNITE!

It's a fast, fun, and focused five minutes for the seven presenters in Sunday's Associations Ignite! session, an attendee favorite each year at Annual. With 20 slides auto-advancing every 15 seconds, the presenters must enlighten the crowd, but do it quickly.

This year, attendees will hear about a soup that tastes like caring, how technology saved one presenter's life, and what it takes to create a "pixie dust moment." We've compiled a short preview of each presentation here, but to truly appreciate the madness, you'll need to be in Room W190a at 2 p.m.



Mama Jeanne's Soup

"The ties that bind within our associations are the communities we form through the connections we make with colleagues who echo our own interests, passions, and personal journeys," Lowell Aplebaum says. "For my Mama Jeanne, she formed community through her soup—when you tasted it, you could taste her caring."

Lowell Aplebaum, CAE
CEO and Strategy Catalyst
Vista Cova



FOCUS: Leaders' New Favorite "F-Word"

This fast-paced, interactive talk will help leaders understand the importance of what will surely be their new favorite F-word. They will not only practice saying it, they'll also learn what steals it, how to regain it, create it, and keep it. That word is FOCUS!

Sandi Ballard, ACC, CVACC
Motivator. Taskmaster. Connector... COACH!
Growing Forward Success Coaching



Going Against the Cultural Grain and Defying "Success"

"You do what? What's association management? Is that a real career?" As many association professionals know, explaining what we do to family members and close friends can be challenging. Dive into a first-generation professional's story and her challenge in managing cultural and societal expectations while defining what success means to her.

Emilie Mendia
Managing Director
Healthcare Convention and Exhibitors Association,
MCI-USA



How Being a Disney College Program Cast Member Prepared Me for Life

Join Lakisha Woods, CAE, as she talks about working in a highly selective role in the Disney College Program, and how it helped create a framework for lifelong success. Learn what it takes to create a "pixie dust moment" and other key takeaways to inspire you and your team to create unique and memorable engagement at work and in life.

Lakisha Woods, CAE
Senior Vice President and Chief Marketing Officer
National Association of Home Builders



The Lifesaving Properties of a Tech Addiction

Technology gets a bad rep these days, but we sometimes forget the positive impact it has on our lives. From online dating to lifesaving liver surgery to building a family through in vitro fertilization, technology advances saved Danielle Duron Baron's life, and also allowed her to fulfill her dreams and experience a happy life as a mother, association executive, and cancer survivor.

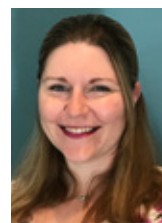
Danielle Duron Baron, CAE
Chief Marketing Officer
ABET



Measure What Matters Most

Dan Scheeler has more than 20 years of experience in digital strategy in the association and nonprofit sector. He enjoys working on and discussing web design and implementation, content strategy, user experience, online applications, and data integration. He's the perfect person to help your association measure what matters most—improving the lives of others.

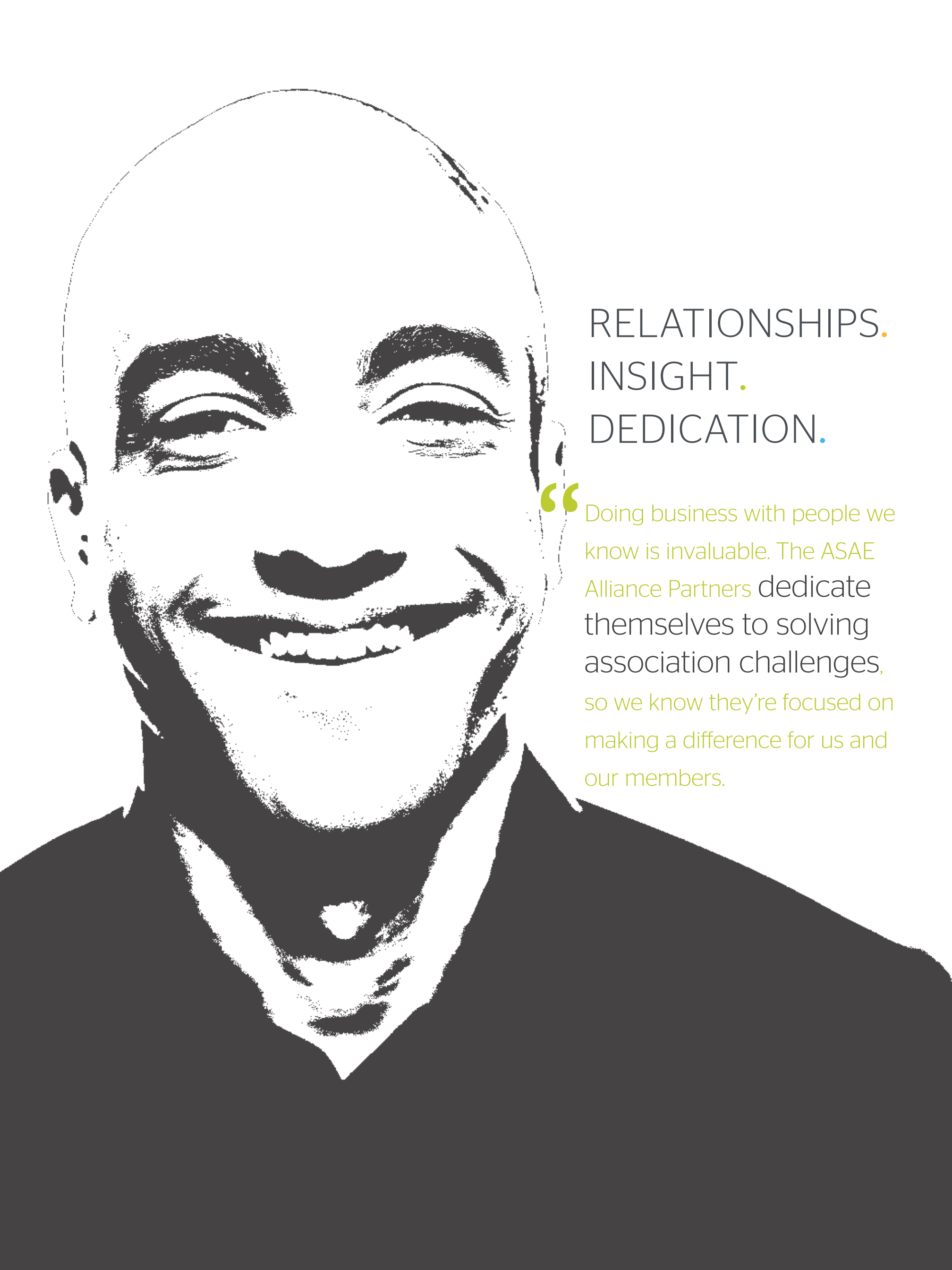
Dan Scheeler, CAE
Executive Vice President, Client Engagement
Results Direct



How to Get Millennials to Swipe Right on Your Association

Learn about 10 areas where your association may be trying to engage millennials, from technology to education, and what may be keeping them from joining.

Jen Swanson, MNA, CAE
Associate Director of Marketing
American Association for Accreditation of
Ambulatory Surgery Facilities



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HOW DO YOU PLAN TO LEARN?

Chicago may be the Windy City, but that doesn't mean the Annual Meeting has to feel like a whirlwind experience.

To get the most out of the meeting, it helps to be intentional and to have a plan for the 100-plus learning sessions taking

place this week. Fortunately, Rhonda Payne, CAE, ASAE's chief learning officer, is here for you.

"With more than 120 learning sessions to choose from, your ability to self-direct your learning experiences to meet cur-

rent or future needs is tremendous. We've also curated 35 of the learning sessions to offer five engaging collections—career and knowledge pathways—to help you navigate your personal educational goals with ease," Payne says.

The five pathways are global operations, healthcare associations, CEO and executive education, senior executives aspiring to CEO, and young professionals as future leaders.

In the conference program and on the Annual Meeting website, you can view sessions by day, knowledge level, and primary topic. Better yet, download the ASAE mobile app (in the Android or iTunes app store), where you can also filter the schedule to view by pathway.

And if you don't see a session you're looking for, simply use the OpenSpace "topic channel" in the mobile app to propose a topic. These are intimate, 30-minute "pop-up" discussions facilitated by participants and programmed on the fly.



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8 LEARNING FORMATS
AT ANNUAL

54 OPENSOURCE DISCUSSIONS
Topic-based discussions initiated by requesting a meet-up time in the conference app

52 LEARNING LABS
A blend of lecture-based instruction and panels that includes case studies, peer learning, and interaction

40 DEEP DIVES
Targeted development of skills and abilities featuring high levels of interactivity


8 EXPRESS TALKS
Explore a single idea through storytelling in 20 minutes or less. You can find these in the expo hall this year

5 WORKSHOPS & MASTERCLASSES
In-depth sessions that serve as practical instruction and preconference primers

5 GAME CHANGERS
Five thought leaders from diverse perspectives share revolutionary ideas and actions

2 EDUTAINMENT FORMATS
Fun formats like Story Slam and Associations Ignite! foster discovery and exploration

2 KEYNOTES
Two world-class experts share unique experiences, knowledge, and ideas



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www.dubaiassociationcentre.com



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CEO to CEO

WHAT HAS BEEN YOUR MOST VALUABLE PROFESSIONAL DEVELOPMENT EXPERIENCE?

Kimberly Mosley, CAE

PRESIDENT

AMERICAN SPECIALTY TOY RETAILING ASSOCIATION
CHICAGO

I have had an opportunity to participate in several PD experiences, and I always find at least some nugget of information. The most valuable, however, was a conference where Jim Collins discussed his book, *Good to Great*. I am still using the principles of this book, including “getting the right people on the bus and in the right seat,” and the additive effect of small initiatives to turn the flywheel.



Angel Royal

CHIEF OF STAFF

AMERICAN ASSOCIATION OF COMMUNITY COLLEGES
WASHINGTON, DC

Our association offers high-performance team training, which allows the CEO and leadership team to participate in an intensive three-day program that includes individual self-assessment. The program examines case studies to illustrate important leadership competencies, and coaching is interspersed with reflection time. To transform an organization, it's important to ensure that everyone receives PD as a team.



Martin Tirado, CAE

CEO

SNOW AND ICE MANAGEMENT ASSOCIATION
MILWAUKEE

It was my first ASAE Annual Meeting. I was in my late 20s and it was my first time attending a conference of this size. Meeting so many association executives, plus the number of speakers, keynotes, and the size of the tradeshow was amazing, albeit a bit overwhelming. I quickly realized the multitude of reasons why members attend annual meetings in their profession every year.



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THE GIFT OF GIVING BACK

Giving back to our host cities is one of the best parts of the ASAE Annual Meeting & Exposition. This year, attendees will have an opportunity to support two deserving organizations in Chicago—one that fills voids in the stomach and the other that fills voids in the heart and soul.

The Greater Chicago Food Depository, Chicago's food bank, distributed nearly 72 million pounds of food last year—the equivalent of about 164,000 meals a day. Attendees can support GCFD by donating canned goods such as beans, chili, soup, stew, vegetables, canned fish, and peanut butter.



“Partnerships with organizations like ASAE help us make a lasting impact on hunger,” says GCFD VP of Development Jill Zimmerman. “Corporations, organizations, and foundations of all sizes enable us to grow programs, connect those we serve to critical nutrition resources, strengthen our local network, and

so much more. Each partnership helps us work toward a day when no one goes hungry in our community.” The Chicago chapter of Little Brothers-Friends of the Elderly, which aims to relieve isolation and loneliness among Chicago's elderly, is the second group ASAE attendees can help. “Loneliness is so hard for elders. It's actually deadlier to elders than obesity,” says CEO Simone Mitchell-Peterson. “Partnering



with organizations like ASAE helps us to raise awareness of the plight of lonely elders.” On Tuesday, 70 Annual attendees will have the opportunity to volunteer for the organization by wrapping birthday gifts, decorating holiday bags, preparing candy favors, and putting together gift bags for seniors in nursing homes. “The details make the elders who receive these items feel like they are remembered—like they

belong,” Mitchell-Peterson says. “One elder loved a decorated bag she received at the holidays so much that she hung it on the wall as art. The work of ASAE volunteers is all part of the goal to make every elder feel cared for.” In addition to volunteer opportunities and food donations, proceeds from various meeting events, including the Chicago Experiences and this morning's 5K Fun Run/Walk, will be used to support both organizations.

CHICAGO DOGS IN DA FRUNCHROOM

The Bean

Although its real name is Cloud Gate, the public sculpture in Millennium Park is most commonly known as “The Bean,” and rightly so for its bean-like shape.



Chicago Dog

Hungry? Grab a famous Chicago-style hot dog. Served on a poppy seed bun, the Chicago Dog is topped with yellow mustard, chopped white onions, neon-green sweet pickle relish, a dill pickle spear, tomato wedges, hot peppers, and a dash of celery salt.



Da

Chicagoans often replace “the” with “da,” as in Da Bears, an affectionate term for the Chicago Bears football team made famous in a *Saturday Night Live* skit.

Frunchroom

Not a typo! Frunchroom is Chicago slang for the front room—typically a space used for entertaining, like a living room or similar area.

Grabowski

In Chicagoland, a Grabowski is a hardworking, tough, blue-collar individual. Popularized by former Chicago Bears coach Mike Ditka, the term originated with one of his star football players, Jim Grabowski. The name stuck and is now used to describe the whole team. Grabowski also refers to the Polish population in Chicago.

Jewels

Jewels is short for Jewels Osco, a popular grocery store in the area.

The L

Short for “elevated,” The L refers to the train system running above the streets throughout the Windy City.



The Loop

Chicago's downtown area and central business district is bounded by the Chicago River to the north and west, Roosevelt Road to the south, and The Lake (Lake Michigan) to the east.

The Second City

Chicago's best-known improvisational comedy club, The Second City launched the careers of Tiny Fey, Stephen Colbert, and Steve Carell.

More Local Lingo

Pop, not soda.
Gym shoes, not sneakers.
Washroom, not restroom.

Chicago's vernacular is full of words and phrases unique to the Windy City. We've rounded up a few that might help you fit in with the locals as you navigate the city.



LOCAL EATS

NEIGHBORHOOD GEMS

If you have some time to explore places outside the convention center area or the Magnificent Mile, here are a few neighborhoods you should check out.

Devon Avenue is known for its Indian and Pakistani food and shopping. It's about 40 minutes from McCormick Place, but the excellent restaurants and stores make it well worth the trip.

On the South Side of Chicago is **Hyde Park**. This neighborhood has cute shops and great views of Lake Michigan and the downtown skyline from Promontory Point. It's also home to the University of Chicago (pictured above) and the Oriental Institute. Its most famous resident is President Obama.

Logan Square tends to draw artists, as well as up-and-coming chefs looking to make a name for themselves, making it one of the best places to find out what's next on the food scene. It's also home to some of the city's best cocktail bars.

As you explore Chicago this week, leave your preconceived notions about the local food at your hotel room door. Everyone knows the city for deep-dish pizza, Chicago-style hot dogs, and Garrett Popcorn. But did you also know that *Bon Appetit* named Chicago its 2017 Restaurant City of the Year? Here are some recommendations pulled from my own research, friends, and places I visited in May during the ASAE Annual Meeting & Exposition media tour. —Sabrina Kidwai, CAE

BREAKFAST BETS

Bongo Room has three locations, and locals and visitors know this is one of the best breakfast places in town. They serve fresh, seasonal breakfast on weekdays and offer brunch on weekends. In May, I ordered the pumpkin-spiced flapjacks, which were amazing.

Multiple locations
www.thebongoroom.com

If you want a big breakfast selection, head to **Wildberry Pancakes & Café**. Their menu has everything from eggs and waffles to crepes and French toast. And if you can't get there for breakfast, they also serve lunch.

Multiple locations
www.wildberrycafe.com

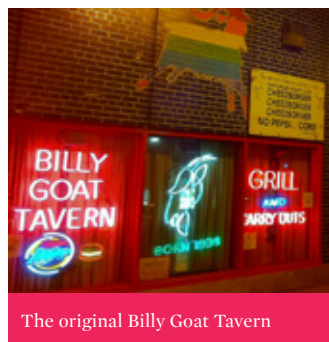


Wildberry's signature Berry Bliss pancakes

SOMETHING FOR EVERYONE

If you're looking for great American cuisine with a southwestern flair, head to **Bandera** and don't miss out on the jalapeño corn bread, which I tried during my May trip.

535 N. Michigan Ave.
www.theshoreclub.ca



The original Billy Goat Tavern

Billy Goat Tavern opened in 1934 and garnered national attention in 1978 when it was featured in a *Saturday Night Live* skit starring John Belushi and Bill Murray. It's known for its Cheezborger, which includes a Kaiser bun, thinly stacked meat patties, pickles, and cheese.

Multiple locations
www.billygoattavern.com

Carnivale features a festive atmosphere and Latin-infused dishes. Each room has a different look and feel. I enjoyed a wonderful dinner here and highly recommend it. Check out their unique cocktails, too.

702 W. Fulton St.
www.carnivalechicago.com

Mott Street is a spot that offers eclectic Asian fare family-style and as small plates, ranging from a pickle plate and pork jowl to kimchi empanadas and lamb sweetbreads.

1401 N. Ashland Ave.
www.mottstreetchicago.com

Showcasing flavors from Italy, Greece, and Spain, **The Purple Pig** offers cheese, cured meats, pastas, and wine. It's also on the Michelin Guide's "Bib Gourmand" list, which means it serves high-quality food at affordable prices.

500 N. Michigan Ave.
www.thepurplepig-chicago.com

Always wanted to try a Chicago-style hot dog? **Portillo's** is the place to go. Beef

sandwiches and shakes are also featured on the menu. I recommend the big beef sandwich with all the fixings. It was superb!

Multiple locations
www.portillos.com

COFFEE AND SWEETS

Brown Sugar Bakery is known for its caramel cheesecake and cupcakes. While I was in town for the media tour, I had two cupcakes, which melted in my mouth.

328 E. 75th St.
www.brownsugarbakery-chicago.com

I went to **Goddess and the Baker** twice in one day. Coffee was amazing and the breakfast treats were great. They also serve lunch and dinner, and offer beer, wine, and liquor.

Multiple locations
www.goddessandthebaker.com



NEW ASSOCIATION CEO SUCCESSION TOOLKIT EXPLORES INTERIM LEADERSHIP CHOICES



The process for determining interim leadership should be a key part of any top executive transition and continuity plan, but many associations have no plan at all prior to a CEO departure, according to Gary LaBranche, FASAE, CAE, author of *The Association CEO Succession Toolkit*.

Indeed, a 2017 Association Laboratory, Inc. survey found that boards ranked leadership transition planning last among 68 performance areas in their self-assessments.

LaBranche's new toolkit addresses that weakness, in part by explaining pros and cons of five options for interim leadership.

First and most common is the appointment of a trusted senior staff member, says LaBranche, president of the National Investor Relations Association. However, "association staff typically don't have much experience managing a transition," and if the appointee also is a CEO candidate but doesn't get the job, he or she could leave. In addition, the appointee's new authority could spark staff conflicts.

A second option is to "muddle through" with no appointee during the typical six to nine months required to conduct an executive search and install a



Gary LaBranche, FASAE, CAE

new leader. This may avoid a staff revolt but can blur lines of decision-making and leave no single person accountable to the board.

Appointment of an interim CEO from an outside executive search firm—a third choice—removes perceived staff favoritism, enables hiring of a prior CEO, and ensures the interim leaves with no "legacy issues," LaBranche says. The tradeoff is the need for extensive onboarding.

A fourth option is the executive committee or a subgroup serving as an interim manage-

ment committee. Although group members are familiar to staff and the board and know the association's inner workings, LaBranche cautions that members may be inexperienced, hold colored opinions of how things get done, focus less on managerial matters than governance, and prove too slow for effective oversight.

One last possibility is to appoint a single volunteer—often the board president—as interim CEO. Here, the board already trusts the individual's understanding of the association, but the volunteer may hold biased opinions based on past experience, be unfamiliar with non-profit requirements, and avoid or

push controversial decisions that affect relationships later, according to LaBranche.

Regardless of choice, LaBranche calls on boards to act, noting, "A comprehensive continuity and transition plan is a hallmark of a well-led, well-managed association ... focused on the best interests of its members and mission." —Kristin Clarke, CAE

Published by ASAE with net proceeds benefiting the ASAE Foundation, The Association CEO Succession Toolkit includes a book and USB with tools and templates. Copies are available for purchase online or at the onsite bookstore on Level 3, Central Concourse.



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KNOW-HOW FOR NEWBIES



Every conference has a different culture, from unwritten rules about leaving sessions early to informal protocol for approaching presenters or the revered CEO of a large association. Intimidated first-time attendees often lean toward a low profile as they suss out the scene, fearful of appearing either foolish or incompetent.

Relax! Everyone around you at the ASAE Annual Meeting & Exposition is after the same thing: the most value for

their investment of time and money. They also are aiming for some fun, good food, and a wider professional network.

To help newbies adjust faster, ASAE offers concierge kiosks and a popular go-to gathering spot called The Hive (Level 3, Central Concourse). There you will “bee” busy acquiring advice and schedule guidance from ASAE staff and seasoned attendees while mingling with other first-timers. Especially important is

picking up your special ribbon and “new-bee” name badge sticker, so your association colleagues can reach out with a friendly welcome.

Pegotty Cooper, one of a handful of career coaches available at the conference, shares three tips for newbies:

Be intentional.

“Think carefully about what you want to take away and then identify three of the most important things you need to discover or get



answers to, given that you have all the wisdom of the world of association management at your fingertips,” Cooper says.

Network fearlessly.

“Don’t be afraid to talk to strangers,” she says. “Step right up and extend your hand.”

Stash your phone.

“I will always remember being at the Cindy Lau-per concert [at the ASAE Annual Meeting] in LA, and everyone was sitting there with their noses in their smartphones,” Cooper says. “Get present to what’s going on around you and who’s nearby,

because you never know what that serendipitous meeting might lead to.”

More questions? Tweet to @ASAEannual and add the hashtags #ASAE18 and #newbie. Oh, and, yes, you’re welcome to leave sessions midway and to approach that bigtime CEO. —Kristin Clarke, CAE

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International Community Networking Reception
Sunday, August 19
McCormick Place, West Building, Room W192c
5:00 – 6:00 p.m

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THE NEW FUTURE OF CAREER PATHS

When you were a child, what did you want to be when you grew up? How did that change when you went to college? When you got your first—or most recent—job?

Our career goals inevitably shift, but increasingly in the future, career paths go in new directions not only because we want a change, but also because we have to change. Automation will change the work people need to do, while other technologies will create shifts in some industries and develop opportunities in new ones. The new “Re-Working Career Pathways” action brief from ASAE ForesightWorks explores the implications of these changes for associations.

Leaders will need to monitor new skill sets required for professionals in their fields and develop paths that help members move into new roles. Association continuing education and skills-based training will be essential. Community support also will be needed: Deciding you want to be an association executive instead of a firefighter is easy when you realize you like working with people and don’t want to rush into burning buildings. It’s not as easy when you like your work but outside forces necessitate that change. Association-provided programs and peer groups that offer social support to midlife career changers can ease those transitions.

The “Re-Working Career Pathways” action brief is now available through ASAE ForesightWorks, the ASAE Foundation’s future-focused research program. ForesightWorks offers briefs on 46 drivers of change that will affect the future of association management. For more information about ForesightWorks, visit the ASAE Bookstore, Level 3, Central Concourse. —Jenny Nelson

Learn More

Attend these sessions to hear how leaders can use foresight to advance their associations:

Think Like a Futurist to Become Your Association’s Change Agent (see article, right) 2 p.m. Sunday Room W181a

Prime Boards to Talk Foresight and Act for the Future 9 a.m. Tuesday Room W183a

HOW TO THINK LIKE A FUTURIST

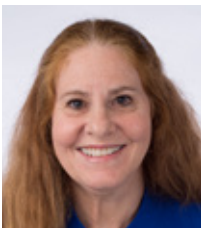
Marty McFly may have taken us *Back to the Future*, but Terry Grim and Hannes Combest, FASAE, CAE, are here to teach association executives how to think into the future during their session “Think Like a Futurist to Become Your Association’s Change Agent,” which begins at 2 p.m. today in Room W181a. These two futurists will help attendees think more proactively about the future with the help of ASAE ForesightWorks, the ASAE Foundation’s future-focused research program. *Daily Now* caught up with Grim and Combest and asked them about the three tenets of future thinking—think wider, think longer, and think deeper.

THINK WIDER: Grim says most people think inside their silos, but they really need to think outside of them. For example, in the case of autonomous vehicles, which she will reference in the session, people think primarily about the technology of the vehicles. To think wider, she suggests a mnemonic device called STEEP. “It calls for scanning developments in Social, Technical, Economic, Environmental, and Political environments. You have to look at not just the technological impact, but what the social, economical, and political implications are, etc.,” says Grim, a partner at Foresight Alliance.

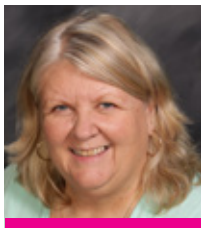
THINK LONGER: A lot of innovative ideas need time to develop, so planning needs to begin with that in mind. “We have to continually stretch boards of directors and staff,” says Combest, CEO of the National Auctioneers Association. “We get so focused on the day-to-day and we make it far more difficult than it needs to be. That’s why ForesightWorks is such a gift. You can use it to think about various time horizons.”

THINK DEEPER: The most important aspect of thinking like a futurist is looking deeper, Grim says. Everyone has assumptions, but you have to continually challenge those assumptions. “It’s asking yourself, ‘Is this a valid assumption even though I built the strategy around it?’” she says.

THINK BOLDER: The three tenets of future thinking lead to bolder thinking. But thinking boldly often means going against human nature. People are very timid about the future and only want incremental changes, Grim says, because “it takes a lot of courage to think bolder about how things could be different.”



Terry Grim



Hannes Combest, FASAE, CAE

attendee profile

Scott Douglas

Senior Director of Membership and Business Development
National Strength and Conditioning Association, Colorado Springs

Years with association: 7

Constituency: Strength and conditioning professionals (coaches, trainers, educators, researchers)

Members: Approximately 30,000

How does your association make a difference? We bridge the gap between science and its practical application in strength and conditioning through two academic journals, more than 60 conferences and clinics each year, and a connected professional community. Our members work with every age group, from young athletes to senior adults, helping them stay injury-free and performing to their highest levels, whether that be in a sport or in the sport of life.

What session or event are you most looking forward to at this year’s meeting? I’m looking forward to the Game Changer session “Megatrends and Best Practices Will Shape Your Future,” as well as the networking. I’ll also be presenting the 20-minute Express Talk “Simple Strategies to Connect to Your Loyal Members,” which will be a new experience for me. *Editor’s note: Douglas’ Express Talk begins at 11:15 a.m. Sunday, Level 3, Halls F1 & F2.*

If you could have a one-on-one coaching session with one presenter, who would it be and why? It would be with a seasoned presenter on how to effectively engage an audience

and to work through an entire presentation with little to no PowerPoint support.

Please describe one meeting hack that helps you make the most of your time at Annual: I pre-plan my schedule using the conference mobile app and try to go light, carrying only an iPad, my phone, and a few business cards.

What’s your favorite ASAE Annual Meeting memory? This is my first ASAE Annual Meeting. I’ve been to several Great Ideas Conferences and have been challenged on a number of fronts there, most notably to evaluate current programs and cut the ineffective ones. This led me to be part of an ASAE magazine article on the subject, as we cut several programs.

How has working in the association industry impacted your life? I have learned to value people more and to learn from my members’ experiences. I am personally connected to many more of our professionals today than I was just two years ago.

Front or back of the session room? Typically back since I’m usually running late.

Favorite Pandora or Spotify channel? Kind of lame—Beats for Studying Radio when I need to tune out background office noise.

New emails in your inbox each day: 70 plus

Social media or channel surfing before bed? I try not to do either. My wife and I set a rule not to have digital devices by



the bed, but we aren’t very good at sticking to it, so I guess social media 😊.

After the ASAE Annual Meeting concludes, I plan to ... determine one to three actionable things to put into practice within my teams at work.

What do you know about Columbus, Ohio, site of next year’s Annual Meeting? I’ve been there once for the Arnold Classic, but that’s about all I know about the city.

#ASAE18 READING LIST

In advance of the Annual Meeting & Exposition, several expert keynoters, Game Changers, and Learning Lab content leaders shared their wisdom in interviews with *Associations Now*. Want to get a preview of a session or know where to go to learn more later? Here's your reading list.

OPENING KEYNOTE



SESSION Yancey Strickler, "Making a Difference While Making a Profit," 8:30 a.m. Sunday in the Skyline Ballroom

FURTHER READING "In This Together: Lessons From a Kickstarter Icon," by Mark Athitakis, *Associations Now*, May/June 2018

"The Smart Way to Take a Risk," by Mark Athitakis, *AssociationsNow.com*, June 18

CLOSING KEYNOTE

SESSION Siri Lindley, "Focus on Potential," 12:30 p.m. Tuesday in the Skyline Ballroom

FURTHER READING "Four Keys to Motivation From a World-Champion Triathlete," by Mark Athitakis, *AssociationsNow.com*, July 15



LEARNING LABS

SESSION "Crowdsource: Use Videos to Tell Authentic Stories," 4 p.m. Sunday in Room W178b

FURTHER READING "Crowdsourced Video: An Inexpensive Yet Effective Marketing Tool," by Emily Bratcher, *AssociationsNow.com*, April 26

SESSION "Improve Global Effectiveness: Lessons Learned on the Ground," 9 a.m. Monday in Room W183b

FURTHER READING "The Secret Sauce of a Successful Global Strategy," by Emily Bratcher, *AssociationsNow.com*, July 5

SESSION "Financial Communications for Effective Fiduciary Oversight," 9 a.m. Monday in Room W183a

FURTHER READING "How to Effectively Present Financial Reports to Your Board," by Emily Bratcher, *AssociationsNow.com*, June 21

SESSION "Tools to Mitigate Risk," 2 p.m. Monday in Room W184bc

FURTHER READING "How to Create a Risk Register for Your Association," by Emily Bratcher, *AssociationsNow.com*, June 28

SESSION "Top Solutions for Corporate Partnership Program Challenges," 2 p.m. Monday in Room W180

FURTHER READING "3 Ways to Forge Successful Partnership and Sponsorship Programs," by Emily Bratcher, *AssociationsNow.com*, May 31

GAME CHANGERS



SESSION Gabby Rivera, "Empowering Radical Creativity," 4 p.m. Sunday in Room W196

FURTHER READING "Authentic Community Is a Must," by Emily Bratcher, *AssociationsNow.com*, July 23



SESSION Rich Karlgaard, "Megatrends and Best Practices Will Shape Your Future," 9 a.m. Monday in Room W196

FURTHER READING "The Case for Intellectually Diverse Teams," by Mark Athitakis, *AssociationsNow.com*, July 29



SESSION Seth Mattison, "Build a Next-Gen Association for a Next-Gen Workforce," 2 p.m. Monday in Room W196

FURTHER READING "It's Time for a New Brand of Leaders," by Emily Bratcher, *AssociationsNow.com*, July 12

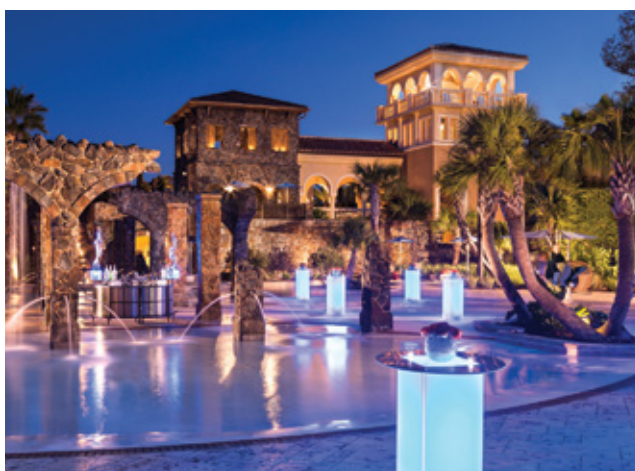
To find these articles, visit <http://bit.ly/asae18reading>.



Joy P

May 15 at 9:07pm

Time to raise a glass and toast an amazing year. Gotta admit, luxe surroundings and VIP service is even better when you know you earned it. Cheers! [#BestMeetingEver](#) [#OrlandoMeeting](#)



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GET TO KNOW ASAE IN THE ENGAGEMENT CENTER

Whether this is your first Annual Meeting or you're a seasoned regular, you can discover something new at ASAE's Engagement Center, located on Level 3 of McCormick Place's Central Concourse.

The space is designed to help you learn about ASAE member benefits and services. Look for scheduled presentations on ASAE's Learning Online platform, as well as "office hours" with ASAE staff who can answer your membership questions or connect you with volunteer opportunities. It's also a great place to learn more about ASAE Foundation research, benchmarking tools, and assessments; or to pick

up some new summer reading at the ASAE bookstore.

"This year, we also have a set schedule of demos that we'll be doing on all of ASAE's latest and greatest offerings," says Jenna Worley, ASAE's associate director of sales

development and analysis. "The demos are designed to be quick—30 minutes in length—and will walk you through our latest member offerings."

At the CAE Engagement Kiosk, you can meet one-on-one with ASAE's cre-

dentialing staff to find out about the CAE program, including eligibility requirements and renewal criteria.

The Engagement Center is also a great place to meet with

ASAE's public policy team. Stop by to learn the latest on legislative challenges to voluntary professional credentialing across the country, and about the application of UBIT to employee commuting and parking fringe benefits. Or learn about The Power of A Ambassadors program, as well as how to get more involved with APAC, ASAE's Political Action Committee.

"If you're just curious to know what's going on, this is the place to come," Worley says. "We encourage all attendees to stop by for office hours, so they can get up to speed on ASAE."

ENGAGEMENT CENTER HOURS

SUNDAY
8:30 a.m. – 5 p.m.

MONDAY
8:30 a.m. – 4 p.m.

TUESDAY
8:30 a.m. – 12:30 p.m.

SPEAKER SPOTLIGHT



Meena Dayak

Vice President, Integrated Media & Communications
American Public Power Association
Arlington, Virginia

SESSION: "Decision to Rebrand: What to Consider," 4 p.m. Sunday, Room W185a

HERE'S HOW I WOULD DESCRIBE THE SESSION IN A TWEET:

When should #associations #rebrand? #Startwithwhy and discuss roles, resources, roadblocks, impact. 5 great rebranding #casestudies #ASAE18 LearningLab, Sun 4-5 with @MeenaDayak @MekanickBrands

I WOULDN'T BE WHERE I AM TODAY WITHOUT ...

my family, my leaders, and mentors in the association community, and the passionate and talented people I've had on my team over the years.

THE BEST DAY OF MY CAREER WAS WHEN ...

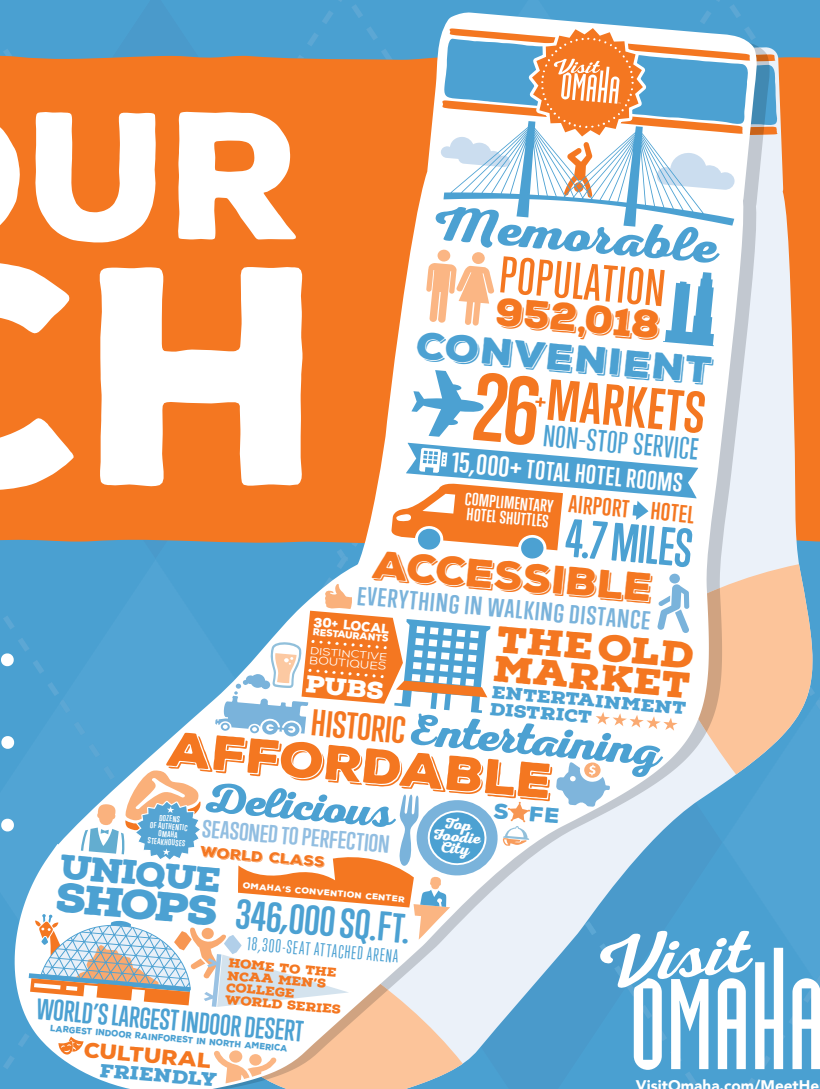
Lots of best days, but the most recent was when we learned that our association won a Power of A Gold Award from ASAE for helping with power restoration in the U.S. Virgin Islands after Hurricane Maria. It was a testament to a great team effort.

WORDS I LIVE BY: Nothing is out of the question as long as there's someone to ask the question. I stole this from Jennifer Egan's book *Manhattan Beach* that I finished reading recently, and I am not thinking of the Mafia boss who said it!

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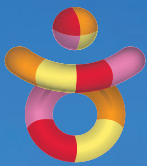
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Over the years, Salt Lake has collected an impressive number of stereotypes – some warranted, some not, some downright hysterical. Regardless, we're always amused with how quickly visitors shed those stereotypes once they're here. With over 200 bars, 150 hotels, 2000 restaurants, and nearly 1 million square feet of diverse convention and meeting spaces, you'll be asking yourself, "This is Salt Lake?"



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EXPRESS LANE TO THE C-SUITE

The “wait-your-turn” and “pay-your-dues” approaches to the C-suite no longer apply, according to four thirty-something leaders who have taken nontraditional paths to the top. During today’s Learning Lab “Change-of-the-Guard Insights: New Generation of CEOs,” which begins at 4 p.m. in Room W184bc, the four will offer advice for leveraging your experience to land a C-suite job, tips for breaking away from the norm and stepping out of your comfort zone, and explain how to handle different aspects of the job once you’re there. Here’s how they made it happen:



“I started off in the saturated Chicago association market following the traditional C-suite trajectory—I started as a manager and then was promoted to senior manager. As life had it, I soon found myself moving to the Pacific Northwest. This allowed me to make a big leap, from a senior manager in Chicago to executive director at an AMC in Seattle. Soon after, I was recruited for a CEO position at a standalone association. Now I’m back in Chicago as a CEO.”

Michelle Mills Clement, CAE
CEO
Chicago Association of Realtors



“I was looking for an executive director role after climbing my way through management roles for two-and-a-half years. I learned how to leverage my experience—managing people and budgets and always taking on large assignments—to become an executive director.”

Donte Shannon, CAE
Executive Director
Specialty Advertising Association of California



“I first studied the C-suite through serving on a few regional and national association boards. During that time, I developed relationships with mentors and assessed which of my mentors I needed to convert into sponsors. Engaging with my mentors led to me apply to the ASAE DELP program, and recommendations from my sponsors is how I was recruited to interview for C-suite opportunities.”

Tamela Blalock, CAE
Executive Director
Section on Women’s Health
American Physical Therapy Association



“I quit my full-time job to take a small consulting role at my current organization. Six years later, I became the executive director of that organization. I wish I could say that was planned, but it wasn’t. Ultimately, any nontraditional path will require a risk.”

Irving Washington, CAE
Executive Director
Online News Association

attendee profile

Pamela S. Dallstream, CMP, CMM
Director of Education
Society of Critical Care Medicine, Mt. Prospect, IL

Years with association: 17

Constituency: All components of the international critical care team

Membership: 16,000

How does your association make a difference? The Society of Critical Care Medicine strives to improve critical care medicine around the world. We train leaders in the field with our comprehensive educational tools and coordinate disaster relief efforts wherever needed worldwide.

What session are you most looking forward to at this year’s meeting? “Take Command of Your Meeting, Run the Show

Without the Running” at 4 p.m. Sunday in Room W184d

If you could arrange a one-on-one coaching session with one presenter, who would it be and why? I would love a brainstorming meeting with Opening Keynote speaker Yancey Strickler. His philosophy to be idealistic, generous, to never sell out, and to hire staff with your own values certainly rings true in my life.

What’s your favorite ASAE Annual Meeting memory? Fabulous concert by Natalie Cole the last time (I think) ASAE was held in Chicago.

Most memorable ASAE session:

In 2015, Shelly Turkle encouraged us to put away our electronic devices, at least for a little while, and communicate more face to face. Unfortunately, I see so many devices popping up at our internal team meetings, so I wonder how much engagement is actually going on with our staff. Too little, I suspect.

How has working in the association industry impacted your life? I have worked in the association industry for 35-plus years and have learned to appreciate the advances in the medical field (my home in the association world) based on the information we develop and share with our members. We can actually see the creative juices flowing in the minds of our members as they develop new ideas to help advance medicine. How great is that?!

Front or back of the session room? Back

Favorite Pandora or Spotify channel? Meredith Andrews

New emails in your inbox each day: 50 to 250

Social media or channel surfing before bed? Pinterest

After the ASAE Annual Meeting concludes, I plan to ... share all of the ideas I learned at ASAE with my team to help stir our creative juices to create innovative programs and products.

What do you know about Columbus, Ohio, site of next year’s Annual Meeting? According to Wikipedia, it’s the state capital, most populous city in Ohio, home to the Battelle Memorial



Institute, which is the world’s largest private research and development foundation, and home to the Big Ten’s Ohio State University. Even though I only cheer for two other Big Ten teams (University of Illinois Illini and Northwestern Wildcats), I will still attend next year’s Annual Meeting in Columbus and might even visit the Ohio State campus.

CONNECTING ATTENDEES, ONE RIBBON AT A TIME

When George Breeden, MBA, CAE, sees someone wearing a badge with a CAE ribbon, he can't help but strike up a conversation.

"It's a fun part of the conference and a way to connect with people," says Breeden, managing director of nonprofit and association practice at Hartman Executive Advisors. "You'll see somebody with a similar ribbon, and it just creates a great conversation point."

All ASAE attendees have the chance to select from dozens of multicolored ribbons after picking up their badges at registration. The ribbons are stamped with certifications like CEM and CAE to allow attendees to display their accomplishments and create talking points with their colleagues. Other ribbons read Facilitator, Industry Partner Alliance, and Collaborate User.

"Not only does wearing a ribbon show my involvement as a volunteer, but since

I'm involved in some educational aspects with ASAE, I can see other volunteers on other committees, connect with them, and see if we want to collaborate with them," says first-time attendee Susan Davis, CPP, manager of professional activities at the American Society of Civil Engineers, who adorned her badge with two ribbons: ASAE Volunteer and Young Professional Committee.

Amany Kassem, advertising and business development director with the American Chamber of Commerce in Egypt, is wearing Thought Leader and Marketing Section ribbons because they reflect what she does, and also to inform other attendees of her interests.

"I'm in media relations, public relations, and advertising. I'm a leader and a

marketer by nature. Wearing the badges helps other people communicate with you," she says.

Cecilia Plaza, Ph.D., CAE, vice president of academic services at the American Association of Colleges of Pharmacy, decorated her badge with a string of ribbons that showcase her achievements and career milestones. She placed the DELP Scholar ribbon on top because she's most proud of that achievement. Her rainbow of ribbons also includes a purple CAE ribbon, a white ASAE Foundation Donor ribbon, a black APAC Contributor ribbon, a light blue Research Committee ribbon, and a black ASAE Volunteer ribbon.

"I'm extremely proud to be an ASAE Foundation donor and on the Research Committee," she says. "I believe in their work and what they do to improve their associations."



Cecilia Plaza, Ph.D., CAE



Susan Davis, CPP



George Breeden, MBA, CAE

SPEAKER SPOTLIGHT



VJ Mayor, CAE

Senior Director of Communications
National Confectioners Association
Washington, DC

SESSION: "Crowdsourcing: Use Videos to Tell Authentic Stories,"
4 p.m. Sunday, Room W178b

HERE'S HOW I WOULD DESCRIBE THE SESSION

IN A TWEET: What if your attendees became your videographers? Check out how crowdsourced video creates the most authentic projects.

HOW I GOT INTO THE ASSOCIATION INDUSTRY:

I literally fell into it. During my last semester in college, I interned for the Sports & Fitness Industry Association, the trade association representing all the major brands. I thought I was in the sports industry, but little did I know that I was also in the association industry! That's the great thing about working in associations—you get to be in two industries, the industry you serve and the association industry.

I WOULDN'T BE WHERE I AM TODAY WITHOUT ...

everyone who has ever been a part of my career path, but especially those I have connected with through ASAE's Diversity Executive Leadership Program. From my DELP class (2012-2014, best class ever!) to my network of mentors and the larger DELP community, I wouldn't be where I am today and where I'm headed tomorrow without any of them!

THE BEST DAY OF MY CAREER WAS WHEN ...

I got accepted into the DELP program. I knew it was going to be special, but what the program has done for my career trajectory is beyond anything I could have imagined. My classmates are like family to me and my mentors are on speed dial!

WORDS I LIVE BY: Live your best life.

TAKE A SPIN AT THE ALLIANCE PARTNER WHEEL

Attendees have a chance to win big at ASAE's 2018 Annual Meeting & Exposition by spinning the Alliance Partner Wheel.

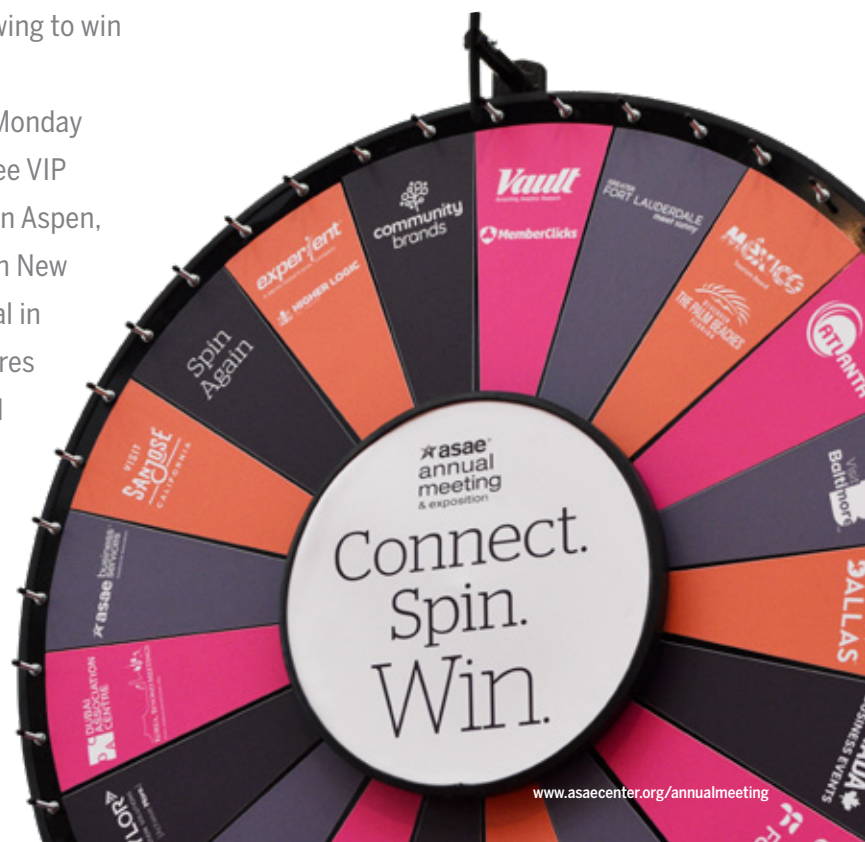
Much like *Wheel of Fortune*, participants will spin the wheel and receive a card with the name and booth number of one of ASAE's alliance partners. After taking the card to the partner's booth, participants will be entered into a drawing to win a VIP experience.

The winner, who will be announced Monday afternoon, will choose from one of three VIP experiences: the Food & Wine Classic in Aspen, the U.S. Open Tennis Championships in New York City, or the Sundance Film Festival in Park City, Utah. Each experience features a three-day VIP pass, airfare, and hotel accommodations for two people.

This is not the first time ASAE has hosted a prize giveaway to connect attendees with alliance partners in

the expo hall. The partner wheel made its debut last year, and in the years before that attendees found scratcher tickets in their onsite program guides.

Association execs interested in trying their luck can find the wheel at the ASAE Alliance Partner Lounge (Level 3, Central Concourse) until 5 p.m. Sunday and until 1 p.m. Monday.



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Coaching hours:

Saturday, 8/18: 12:00 – 6:00 p.m.

Sunday, 8/19: 7:00 a.m. – 6:00 p.m.

Monday, 8/20: 7:00 a.m. – 4:30 p.m.

Tuesday, 8/21: 7:00 a.m. – 12:00 p.m.

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* Team coaching sessions have limited availability and a different pricing structure than individual coaching sessions. Visit our staff outside of room 470A for details.

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PREPARE IN ADVANCE

In addition to wrapping things up at the office, Cano Quiara looks through all the educational programming prior to the meeting and highlights the sessions she's most interested in.

Thomas Coté, CAE, VP of association management and strategic development for Capitol Hill Management Services, does the same while looking for sessions that will stretch him professionally.

"I don't get an opportunity for some of this education at any other venue or any other conference, so I try to go out of my comfort zone to find out about the innovative things that other people are doing—and consider what I can bring back to my association," he says.

Mapping the distance between sessions, meetups, and parties is also a crucial part of the planning process, Coté says. Not only could the sessions be at opposite ends of McCormick Place, the parties and meetups could be at opposite ends of the country's third-largest city.

American Midwifery Certification Board CEO Carrie Bright, CAE, who has been attending the Annual Meeting for 15-plus years, has the unique challenge of coordinating her time with a group of close-knit colleagues.

"There's a group of us that have all been going to the meeting every year, and so we coordinate," she says. Doing so helps them identify times when they can hang out and catch up.

MAKE SPACE FOR SPONTANEITY

The importance of planning can't be overstated, but these ASAE attendees also leave room for unplanned sessions and impromptu conversations.

"Whether it's looking for a new job or looking for a mentor or for a certain connection to build a coalition, those scheduled meetups are great, but the organic ones are almost better in some ways," Coté says. "They're spur-of-the-moment and they're probably more candid, and you're probably more yourself in those situations, so you should allow for both."

Cano Quiara agrees that it's a balance. "You have to let things happen organically," she says, adding that she strives to be open to those new opportunities even as she tries to stick to her commitments and goals.

After years of attending the conference, Bright has adopted a strategy of regrouping after each day. "Based on what I got on that day, I'll go back and look at the sessions for the next day" and then revise session choices based on new information, she says.

No matter how much attendees prepare for the meeting, sleep is something that's likely to be in short supply. As a tried-and-true introvert, Cano Quiara says scheduling in a quiet 30 minutes—or even a nap—is important to maintaining her focus.

That's not the case for Coté. "If I'm being honest, I sleep when I get home," he says. "But the truth is, try to get as much sleep as your body needs so you can function properly at the conference ... and, of course, there's always the caffeine."

NAVIGATING #ASAE18 AS A YOUNG PROFESSIONAL

A massive expo hall, thousands of attendees, an unfamiliar city—it can all be a little overwhelming for young professionals trying to make their way in the association world.

That's why ASAE's Young Professionals Committee (YPC) has organized a series of get-togethers and networking opportunities during this year's Annual Meeting. The idea is to help young professionals partner up, navigate the conference, and make connections that will pay dividends in the years to come.

There are a handful of networking events today, including an informal YPC Meetup at the Hyatt Regency McCormick Place's Arc Bar. From 6:30 to 8 p.m., current and former YPC members, as well as friends of the committee, will be on hand for drinks and conversation.

YPC is also hosting four NextGen Talks today and tomorrow. These are micro-

networking events that allow up to 10 young association professionals to join an association exec for breakfast, lunch, or a short networking opportunity. NextGen

Talks are great opportunities for young professionals to network with their peers as well as leaders in the association industry.

Although all of these talks were filled as of press time, don't worry, there's another way to connect with other young professionals: YPC members will be hanging out in The Hive (Level 3, Central Concourse) at 5 p.m. Monday. Stop by to get to know other YPs and first-time attendees.

For more details, young professionals can follow the #ASAEYP and #ASAE18 hashtags on Twitter. YPC also manages a Twitter handle of its own, @ASAEYP, which attendees can follow to stay up to date.



STOP BY THE GLOBAL SOLUTIONS LOUNGE

Visitors to the Global Solutions Lounge (Room W474b) will find comfortable chairs and couches for casual conversations, high-top tables with charging stations for catching up on email, and facilitated discussions and presentations on some of the hottest topics facing associations in the global market.

And while ASAE is encouraging impromptu conversations, planned meetings, and quiet relaxation in the Global Solutions Lounge, it's also hosting a handful of informal events.

For instance, the lounge will play host to two Global Good Morning! events, each sponsored by global partners

Dubai Association Centre and Korea Tourism Organization. The theme of Sunday morning's breakfast event, taking place at 7:15 a.m., is networking with the ASAE International Section Council (ISC) and meeting attendees from around the world, including delegations from Holland, Mexico, and Australia. Then, on Tuesday at 7:30 a.m., the sponsors will offer their ideas and insights on how your association can successfully expand globally.

The lounge will also play host to three Coffee and Tea Breaks. Today at 3:30 p.m., the Dubai Association Centre will offer "A Taste of Dubai"—serving up snacks and Arabic coffee. The

ISC will facilitate a discussion at 3:30 p.m. Monday on the next hot topic in global association management. During Tuesday's break at 10:30 a.m., the ISC will lead a discussion on how changing political environments are affecting associations.

If you're hungry for more global topics, be sure to check out the meeting's Global Operations Career and Knowledge Pathway, which includes eight sessions on topics like international advocacy and GDPR compliance.

The Global Solutions Lounge is open from 7 a.m. to 5 p.m. Sunday; 7:30 a.m. to 5 p.m. Monday; and 8 a.m. to 3 p.m. Tuesday.

GO TIME

ATTENDEES GET READY FOR THREE DAYS OF LEARNING AND NETWORKING



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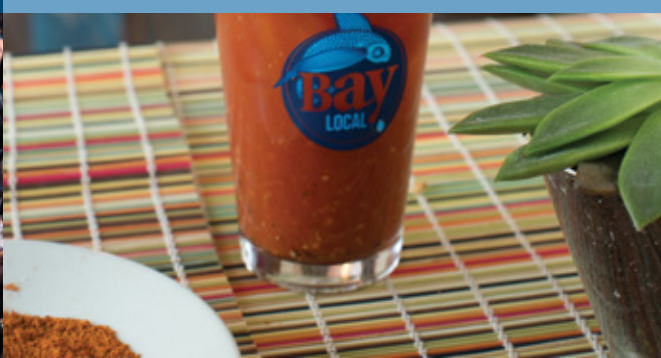
M E E T

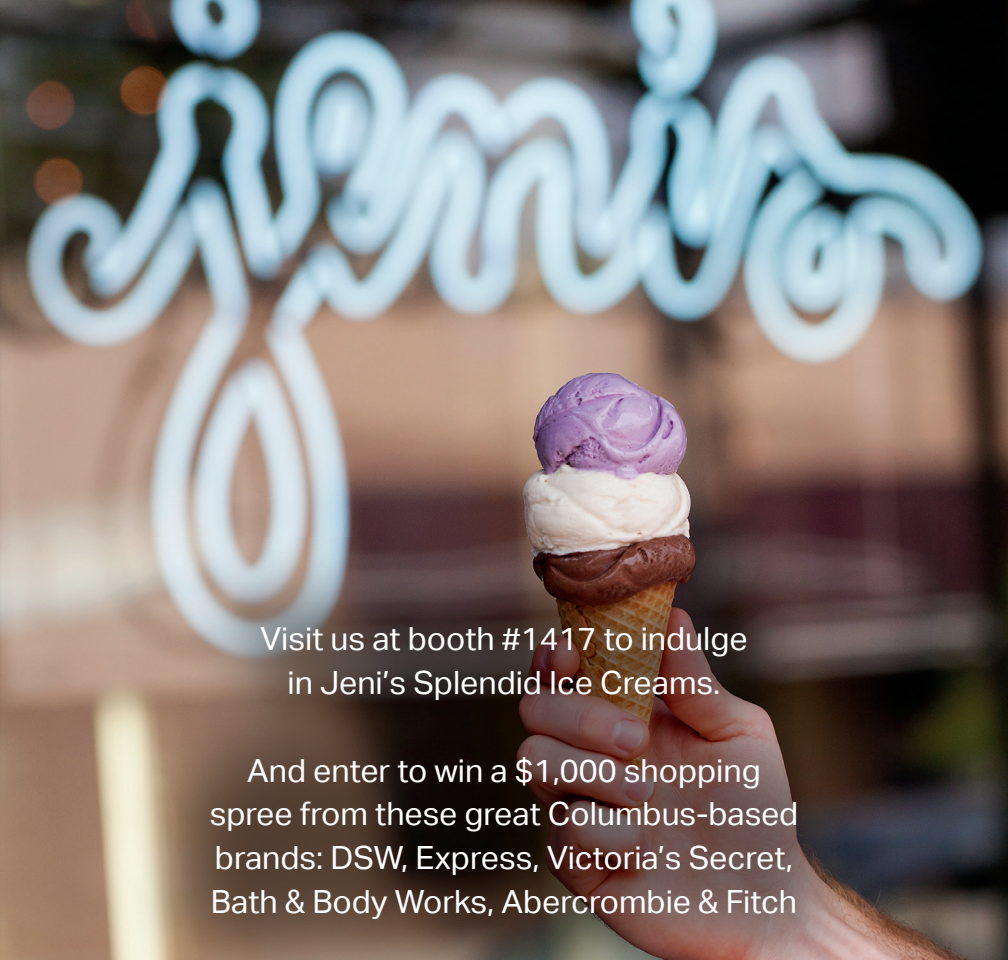


E A T



R E T R E A T





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Bath & Body Works, Abercrombie & Fitch