

ne/sae

2011 ANNUAL MEETING

Newport, Rhode Island

JUNE 9-10,
2011

Hyatt Regency
Hotel & Spa
Newport, RI



PRELIMINARY SCHEDULE OF EVENTS

THURSDAY, JUNE 9, 2011

10:00 AM – 12:00 PM

Board of Directors Meeting

12:30 PM – 5:00 PM

Registration

1:00 PM – 3:00 PM

OPENING GENERAL SESSION

Implementing ASAE's 7 Measures of Success in Your Association

Presented by: Michelle Mason, CAE, Managing Director, American Society for Quality

3:15 PM – 4:45 PM

"Be Your Own Hollywood"

Cultivating Your Inner Rock Star!

Presented by: Gail Alofsin, President of Authentic Measurable Performance

5:00 PM – 6:00 PM

Exhibitor Setup

6:30 PM – 9:00 PM

Welcome Clambake

FREE for Association Professionals.

Sponsored by:



FRIDAY, JUNE 10, 2011

6:30 AM – 7:30 AM

Exhibitor Setup

7:30 AM – 11:30 AM

Registration

7:30 AM – 8:30 AM

Leadership Breakfast with Exhibitors

(Election of Officers from 8:10 AM – 8:30 AM)

8:45 AM – 10:00 AM

KEYNOTE ADDRESS

Want More Members,
Give 'em More ROI

Presented by: Ed Rigsbee, CSP, President, Rigsbee Enterprises, Inc.

10:00 AM – 11:15 AM

Exhibits / Break (bingo)

11:15 AM – 12:30 PM

CONCURRENT BREAKOUT SESSIONS

- Best Practices in Membership
Presented by: Ed Rigsbee, CSP, President, Rigsbee Enterprises, Inc.
- Advanced Communication Skills
Presented by: Tom Kennedy, CMC, The Kennedy Group
- Treasure Hunting: Smart strategies for selling sponsorships
Presented by: Scott Oser, Scott Oser Associates

12:30 PM – 1:45 PM

Lunch, Awards & Auction

2:00 PM – 3:15 PM

CONCURRENT BREAKOUT SESSIONS

- Tips for Engaging and Managing Volunteers
Presented by: Brenda Barbour, Associate Vice President, Volunteer Development, National Multiple Sclerosis Society, Greater New England Chapter
Dorrey Powers, Director of Continuing Education, Massachusetts Dental Society
Additional panelists to be announced
- Hotel Contract Negotiating: What Are Today's Rules?
Presented by: Donna Wikstrand CMP, Vice President, Conference Hotels Unlimited
Shelley E. Griffin, CMM, President, Griffin Conference Group
Perry Kessler, Area Sales Leader, Marriott International

3:15 PM – 3:30 PM

Afternoon Break

3:30 PM – 4:30 PM

Closing Session – Unmeetings
Presented by: Donna French Dunn, CAE, Executive Director and CEO, Association of YMCA Professionals

SESSIONS

IMPLEMENTING ASAE'S 7 MEASURES OF SUCCESS IN YOUR ASSOCIATION

This session will provide a look at ASAE's historic study on the characteristics that great associations show in common and distinct from good associations. The 7 Measures of Success study was based on 15 years of original, objective research that provides empirical data and seven success factors common among visionary nonprofits. Michelle Mason, CAE, managing director at the American Society for Quality and former ASAE staffer that worked on the 7 Measures research, will share the methodology and results from the study. Next you will learn how you can get your volunteer leaders buy in of the 7 Measures. You will hear examples of associations that have utilized the 7 Measures of Success concepts to identify areas of improvement, opportunity and steps they have taken to address those opportunities. Finally, you will learn how to gather, analyze and begin your journey toward becoming a remarkable association and what's next.

"BE YOUR OWN HOLLYWOOD" CULTIVATING YOUR INNER ROCK STAR!

You are your company! Your reputation is invaluable and often reaches people before you do! Why not impact the internal and external stages on which you perform, with dignity, grace and passion? Set your compass on success with an action plan focused on developing your inner Rock Star. It's "back to basics" with best practices in communication, time management, and leadership, bringing the best possible you, to "your world", each and every day!

WANT MORE MEMBERS, GIVE 'EM MORE ROI

Ed Rigsbee will shatter your paradigms. No longer is an annual meeting and twelve monthly magazines enough for today's members. Ed will tell you they want a significant return on their

investment. Attend his session for ideas on how to transform membership abandonment, desertion, and forsaking into “members as evangelist recruiters.” He’ll show you that you can do it by delivering real and honest membership ROI. Engagement matters – learn how to turn your organization into valuable communities of reciprocity, delivering the compelling value that today’s leaders demand.

As an association executive, you must see your organization through the eyes of a non-member and understand why they have not joined? You also must be able to tell your members and prospective members what their yearly ROI from membership is in real dollars? Attend the keynote by Ed Rigsbee, Chief Member Evangelist, and better lead your organization to develop ROI strategies, build and implement your next grass roots member recruitment and retention campaign.

RIGSBEE’S PROPRIETARY MEMBER VALUE PROCESS; YOU CAN DO IT TOO

For every trade association or professional society, determining the yearly sustainable real-dollar ROI that members receive from their membership investment is crucial for survival and the first step for any successful member recruitment or member retention campaign. In this session by Ed Rigsbee, he will teach you how to do it yourself – how to actually determine your organization’s ROI.

How much is your association membership really worth? You are being asked, “What’s the ROI (return on investment) of your association membership?” You know that the networking and education opportunities have been invaluable to you, but you are now being asked to put a dollar value on what you get. Following his session, you will walk away with the tools necessary to determine the yearly sustainable dollar value of your association membership.

If your organization is honestly interested in determining the yearly sustainable real-dollar value of membership and the actual member ROI number, you will crawl a mile over broken glass, on your bare knees, to attend Ed’s session.

ADVANCED COMMUNICATION SKILLS

Effective communicating skills are critical to achieve success in the workplace, internally and externally. This session will help you to develop the skills you need to be effective while communicating with your members, your board, or the media. All business gurus call communications skills a, if not the, key to success. This session is a skill building “how to” for presentation, public speaking and media/video skills.

TREASURE HUNTING: SMART STRATEGIES FOR SELLING SPONSORSHIPS

In this interactive session association executives will receive an overview of the current sales climate, learn what sponsors, advertisers and partners are looking for, and hear how to can set up and implement a sponsorship program to get as much treasure in their own pockets as possible. This session is appropriate for associations of all sizes and will include case studies as well as tips to take back to the office and use immediately.

TIPS FOR ENGAGING AND MANAGING VOLUNTEERS

Associations depend upon members and volunteers to provide leadership within their organizational structures as well as to assist with events and programs. This interactive panel discussion will explore strategies for engaging and managing those valuable members and volunteers. Our panelists will provide examples of successful techniques they use to recruit, orient, support, and recognize their volunteers. You will learn how the Massachusetts Dental Society engages member dental professionals to help run their annual Yankee Dental Congress. Also, you will hear from the local chapter of the National MS Society on how their volunteers contribute time, knowledge, skills and leadership to help fight multiple sclerosis. Additional panelists were still being confirmed at press time.

HOTEL CONTRACT NEGOTIATING: WHAT ARE TODAY’S RULES?

During the economic downturn of the past two years hotels made a number of concessions to fill their rooms. Sleeping room rates were lower than they had been in decades and some hotels even eliminated attrition clauses. However that situation is rapidly changing. What are the rules now? Our panel of expert will discuss the current state of the industry and share strategies on the best ways to negotiate in this new environment. Bring your questions to this interactive session.

CLOSING SESSIONS: UNMEETING

Have you ever wished you could just sit down and talk shop with other association execs? You’re certain that other associations have the same challenges and issues that you have with yours, if only you could find those folks to talk to. Or maybe you have a great success and you’d love to share it, but you don’t know where. Here’s your opportunity.

This un-meeting session provides a great opportunity to share your association management questions, brilliancies, and challenges with your professional colleagues. It’s your opportunity to build your professional network while engaging in conversation that’s important to you. The best learning comes from your peers. Connection is a cornerstone of belonging to an association. Think about a conference where you learned as much from your peers during the coffee break as you learned from the presentation.

The un-meeting session will utilize a structured process that allows all participants to raise their key issues. The entire session will be focused on great learning and sharing on topics important to you. This will be a true learning experiences for all participants.

While you’re engaging in great conversation you’ll experience a process you can use to conduct an un-meeting for your organization. Donna has launched peer learning with great success in her chapters. Come and learn from your colleagues while you learn a new technique to introduce to your organization.

SPEAKERS



MICHELLE MASON, CAE

Managing Director, American Society for Quality

Michelle Mason's special areas of emphasis are membership and community value including new community models, business development, partnerships and innovation and advocacy and social responsibility. Michelle came to ASQ from ASAE, The Center for Association Leadership, where she served as VP of Strategic and Future Focused Research.



GAIL ALOFSIN

President of Authentic Measurable Performance

Gail Alofsin is a professional speaker, university professor and sales and marketing consultant. Alofsin is a graduate of Tufts University. Additionally, she has a certificate in Leadership from Bryant University and a Certificate in Tourism from the Huntington Institute. She has been an adjunct professor at the University of Rhode Island since 1999, teaching Journalism, Public Relations and Communications.



ED RIGSBEE, CSP

President, Rigsbee Enterprises, Inc.

Ed Rigsbee is a nationally recognized expert on strategic alliance development, implementation, and ROI; with a marketing sub-specialty.

Ed brings extensive sales, marketing and strategic management expertise to the platform along with his current research work. He shares his real-world experiences; from retail and sales management positions, his work in the hospitality industry, his work in distribution and as owner of a manufacturer representative firm. His presentations, based on the idea of a mutually beneficial partnering philosophy have evolved through his years of research and teaching management, marketing, and selling skills.



TOM KENNEDY, CMC

The Kennedy Group

Tom Kennedy is an Associated Press award-winning broadcaster. He has over 20 years of on-air media experience in major markets across the U.S. and over 15 years' strategic communications consulting experience with CEOs and senior executives.



SCOTT OSER

Scott Oser Associates

Scott has over 14 years of marketing and sales experience in the association and publishing industries. Oser worked for market leaders like National Geographic Society, AARP and Science. He is highly skilled in creating effective membership, marketing and sales programs with the ability to align resources and operations to consistently achieve and exceed goals.



BRENDA BARBOUR

Associate Vice President, Volunteer Development, National Multiple Sclerosis Society, Greater New England Chapter

Brenda is responsible for recruitment, retention, and recognition of Chapter volunteers. In 2010 Brenda and her staff of one filled over 5,100 volunteer positions for the Chapter. Before joining the Greater New England Chapter, Brenda was a Regional Director for the American Heart Association, Massachusetts.



DONNA WIKSTRAND, CMP

Vice President, Conference Hotels Unlimited

Donna Wickstrand's firm specializes in site sourcing and contract negotiations for off-site client meetings. She has over 30 years of experience in the meetings industry.



SHELLEY E. GRIFFIN, CMM

President, Griffin Conference Group

Shelley Griffin brings over 20 years of meeting planning experience. Griffin Conference Group is a full service meeting planning company.



PERRY KESSLER

Area Sales Leader, Marriott International

Perry Kessler is a 23 year meetings industry veteran. Presently, he is the Area Sales Leader for Marriott International's Southern New England sales force.



DONNA FRENCH DUNN, CAE

Executive Director and CEO, Association of YMCA Professionals

Donna Dunn brings more than 20 years of experience as an association professional to AYP. She has worked for individual membership and trade associations.



2011 ANNUAL MEETING REGISTRATION
JUNE 9, 2011 - JUNE 10, 2011

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

I would like to donate the following auction item (optional): _____

Early Registration Fee: \$150 Members; \$225 Non-members

- Check here if you are attending the Thursday, June 9th clam bake sponsored by the Hyatt Newport (*FREE for association executives and meeting planners, \$41 for suppliers*).

After May 26, 2011, add \$25

Checks payable to New England Society of Association Executives and mailed w/registration form to:
NE/SAE, 6 Boston Road, Suite 201, Chelmsford, MA 01824
or pay by credit card and fax to: **978-250-1117**

MasterCard, Visa or American Express

Card #: _____ Exp. Date: _____

Signature: _____

Sorry, no refunds after May 26, 2011.

- Check here if you have a disability and may require accommodations to fully participate.
- Check here if you do not want your information included in the attendee list distributed at the meeting.

Dietary Restrictions: _____

NE/SAE's Annual Meeting offers 8.25 CAE Professional Development hours.

Thank You for Registering!

HOTEL INFORMATION

HYATT REGENCY HOTEL & SPA
1 GOAT ISLAND
NEWPORT, RI 02840

Our Rhode Island hotel offers the perfect home base from which to explore historic downtown Newport. And getting there is easy! We offer a complimentary seasonal all-electric water shuttle, Plug-N-Play, and a year-round shuttle van service.

Take in some of Newport's famed activities, including sailing aboard an America's Cup winning yacht or classic schooner. Enjoy vineyard tours, the Cliff Walk, area beaches, and quaint shops. Year-round favorites such as the International Tennis Hall of Fame & Museum, and the Gilded Age Newport Mansion tours, will complete your getaway to the Hyatt Regency Newport, and our beautiful "City by the Sea."

To make your hotel reservations at our very low group rate of **\$139** a night single/double, please call **1-888-421-1442** by May 16th and say you are with the New England Society of Association Executives.

FOR DIRECTIONS VISIT

www.newport.hyatt.com/hyatt/hotels/services/maps/index.jsp



CALL
1-888-421-1442
for more information
or to book a room



Attending/following our Annual Meeting? Please use following hashtag #NESAEAnnual