

a window into the world of creativity

The  March 13-15, 2011
great **ideas**
CONFERENCE

An Innovative Learning Experience

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The Center for Association Leadership
www.asaecenter.org/GreatIdeas

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The
great!ideas
CONFERENCE
An Innovative Learning Experience

March 13-15, 2011

Let nature's creativity be a window into your own.

Join us amid nature's artistry to explore how you can develop your own creativity, further your inspirations, acquire your great ideas, and succeed in your innovations. Embark on an experience unlike any other and experiment with new types of learning formats and approaches.

So what makes this Great Ideas Conference unique?

- **Two powerful general sessions featuring Matthew May**, author, *In Pursuit of Elegance*, and **Kevin Carroll**, author, *Rules of the Red Rubber Ball*.
- **Deep Dive** sessions: Take the time—3 hours—to explore topics including innovation, digital publishing, fresh tradeshow models, and new, sustainable membership models.
- The **Focus is on You**: Try some sessions that give you a little reflective “me time”: sunrise photography, disrupt your life to create a better one, improve your memory, and more!
- **Are you ready to Ignite?** At these sessions, speakers have only 5 minutes and 20 slides to present on a single topic to prove their point.
- **Cookin' Up Leadership**: This wildly interactive experiential learning session involves everything from glue to pipe cleaners to that guy across the table.
- **Next Generation Learning**: Experience original education formats including live-streaming and hands-on activities, and see how to innovate the learning process at your organization.
- **Business Model Innovation**: Help build capacity for strategic thinking and leadership at this sleeves-up 1/2 day intensive workshop.

Dress down. We're outlawing ties, and even power pumps are suspect. Despite the concierge-level service of our host hotel, the five-star Broadmoor, this conference will be more casual than most. You'll be learning on the stunning summit of a mountain—who can think of suits in that setting?

Don't miss the 2011 Great Ideas Conference—Register TODAY!

www.asaecenter.org/GreatIdeas

Schedule at-a-Glance

Saturday, March 12	
8:30 a.m. – 5:30 p.m.	Hotel Operations (separate fee applies)
4:00 – 7:00 p.m.	Registration & Bookstore
Sunday, March 13	
7:00 a.m. – 6:00 p.m.	Registration & Bookstore
8:00 a.m. – 12:00 p.m.	Councils/Committees Meet (by invitation)
8:30 a.m. – 12:30 p.m.	Hotel Operations (separate fee applies)
1:00 – 2:15 p.m.	Opening General Session
2:45 – 4:00 p.m.	Idea Labs
2:45 – 5:45 p.m.	Deep Dive: Innovation Lab: Real-Time. Hands-On.
4:30 – 5:45 p.m.	Idea Labs
6:30 – 8:00 p.m.	Evening Reception (Brought to you by The Broadmoor)
Monday, March 14	
6:00 – 8:15 a.m.	The Focus Is on You: A Sunrise Photo Opportunity
7:00 a.m. – 5:00 p.m.	Registration & Bookstore
7:30 – 9:00 a.m.	Networking Continental Breakfast
9:00 – 10:15 a.m.	Idea Labs
9:00 a.m. – 12:00 p.m.	Cookin' Up Leadership
9:00 a.m. – 12:00 p.m.	Deep Dive: Associations at the Crossroads: Exploring New Revenue, Membership, and Business Models for an Uncertain Future
10:45 a.m. – 12:00 p.m.	Idea Labs
12:00 – 1:30 p.m.	Lunch
1:30 – 2:45 p.m.	Idea Labs
1:30 – 4:30 p.m.	Deep Dive: Digital Publishing
1:30 – 5:30 p.m.	Business Model Innovation: An Intensive Workshop for Association Leaders
3:15 – 4:30 p.m.	Idea Labs
Tuesday, March 15	
7:00 a.m. – 2:00 p.m.	Registration & Bookstore
7:30 – 8:30 a.m.	Networking Continental Breakfast
8:30 – 9:30 a.m.	General Session
10:00 – 11:15 a.m.	Idea Labs
10:00 a.m. – 1:00 p.m.	Deep Dive: The Time for Tradeshow Innovation is NOW
11:45 a.m. – 1:00 p.m.	Idea Labs
1:00 – 2:00 p.m.	Lunch
1:30 – 4:30 p.m.	EDU Tours (separate fee applies)
1:30 – 4:30 p.m.	The Broadmoor—Behind the Scenes Customer Service Program

This Conference Is Paper-Lite

ASAE is trying to reduce the amount of paper used at our conferences and symposia. This is an effort to be responsible toward our environment. Electronic program materials will replace paper and will be accessible online before, during, and after the program on the Great Ideas Conference website: www.asaecenter.org/GreatIdeas.

Missed some sessions? Get your Content on the Run for Free!

All Great Ideas Conference attendees will receive one complimentary day of recorded sessions online! You may select the day of your choice OR receive ALL THREE days of the recorded educational sessions at a special price of only \$125 for online access.

Content includes the audio synchronized to the PowerPoint of each presentation (as released for inclusion).

Join us Sunday, March 13, from 6:30 – 8:00 p.m. for the evening reception hosted by The Broadmoor.



PRE-CONFERENCE PROGRAM

Saturday, March 12 • 8:30 a.m. - 5:30 p.m. &

Sunday, March 13 • 8:30 a.m. - 12:30 p.m.

Hotel Operations Program

Separate registration and fee required:

Members: \$395;

Nonmembers: \$495*

**Includes a one-year ASAE membership*

Attendance at just the Hotel Operations program is available (but we hope you stay on for Great Ideas!). Space is limited; so reserve your spot today.

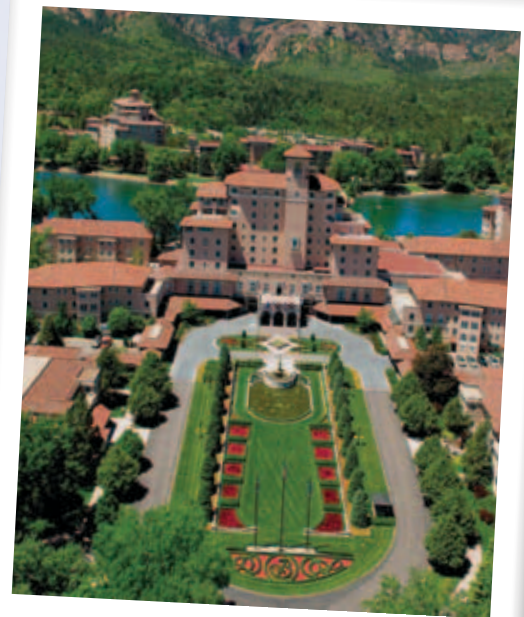
Get a behind-the-scenes look and learn from the industry experts at The Broadmoor. Gain knowledge of the industry as you are guided through useful information concerning room block management, contract development and negotiations, banquet services, and much more. Take advantage of this intensive two-day program prior to Great Ideas and obtain essential tools that will place you well above the competition.

Walk away with knowledge on:

- Reservation processes;
- Model contracts, attrition and cancellation clauses;
- Union rules, security, housekeeping, and audio-visual;
- RFPs to determine how hotels evaluate future business; and
- Creative solutions to potential event challenges.

You can earn up to 12 CAE hours attending this program.

Participation is open to meeting and association professionals only.



great idea!



inspiration



creativity

OPENING GENERAL SESSION

Sunday, March 13 • 1:00 – 2:15 p.m.

Designing Elegant Solutions

For nearly a decade, Matthew May has been on a quest to track down a special and specific breed of ideas: elegant solutions. But what are elegant solutions, why do they matter, and how do you create them? This is the deceptively simple question driving Matt's never-ending search for ideas—and the methods used to design them. This quest for ideas that are simultaneously profoundly simple and surprisingly powerful, that can achieve the maximum effect through minimum means, and that ultimately transform the world for the better is the focus of this keynote. Matt will share his perspective on why what isn't there can often trump what is, and why less is often best. Through entertaining stories from all over the world, and examples drawn from many areas of human endeavor, Matt will deliver practical strategies in the form of ten key lessons for designing innovative, elegant solutions with irresistible draw and real staying power.

Matthew E. May is the author of *The Shibumi Strategy: A Powerful Way to Create Meaningful Change* (2010), *In Pursuit of Elegance: Why the Best Ideas Have Something Missing* (2009), and *The Elegant Solution: Toyota's Formula for Mastering Innovation* (Free Press, 2006).

Matthew is brought to you by the BrightSight Group.



Matthew May

DEEP DIVE

Sunday, March 13 • 2:45 – 5:45 p.m.

Innovation Lab: Real-Time. Hands-On.

Immerse yourself in innovation and learn how to apply proven practices to actual association challenges. In this interactive session, work in small groups to test different innovation approaches and what each require for successful implementation. Practice leveraging your own style and strengths while collaborating with others to produce fresh insights and new thinking. Learn about some of the core principles and fundamental concepts of innovation, understand how to put them into action, and explore how to transfer this learning into your own organization. Bring your challenges and opportunities and come prepared to explore them with colleagues, including ASAE innovation task force members. Walk away with insights, perspectives, and tools that you can begin applying immediately.

Content Leaders TBD

IDEA LABS

2:45 – 4:00 p.m.

12 Social Media Productivity Boosting Tips to Crush Your To-Do List

With everyone doing the social media thing, you now need to be better, faster, and more effective than the rest. Attend this session and hear a dozen tips that will help you fly through your social media to-do list. Learn intermediate to advanced tricks of the trade from a practicing association professional who uses technology to free up time for creating content instead of managing it. See a live demo of these tips to understand how to put them to use.

Ben Martin, CAE, VP, marketing & communications, Virginia Association of Realtors

Idea Labs • 2:45 – 4:00 p.m. continued

How to Become a Global Association

Focus on the governance, legal, and operational issues that the Drug Information Association has addressed in developing into a multinational association with foreign offices and global educational programs. Each country presents unique legal and practical issues; these will be discussed to provide you with a range of options for expanding your association internationally.

Jeff Glassie, Esq., partner, Pillsbury Winthrop Shaw Pittman LLP

Paul Pomerantz, CAE, worldwide executive director, Drug Information Association

Ignite #1

This format of “learning” has been spreading across the country and even the world. Encapsulated in the Ignite motto “enlighten us, but make it quick,” each talk is exactly five minutes long. Ignite presenters share their personal and professional passions, using 20 slides that auto-advance every 15 seconds. Attend these sessions and learn what it takes to run an Ignite event for your own association; make an emotional connection with peers who are speaking; and hear about a wildly diverse number of topics.

Hosted and organized by Rhea Blanken, Results Technology and Ann Oliveri, Marketing Coach and Brand Strategist

Next Generation Learning—Social Learning: How Social Media Is Changing Collaboration, Problem Solving, and Learning

Facebook, LinkedIn, Twitter, YouTube, blogs—what do these tools have to do with your organization’s capacity to learn and innovate? A lot! Hear how to adopt a participatory culture that fosters flexibility, real-time learning, and content distribution with minimal restrictions or costs. Walk away with three ways to use social learning in your education programming.

Jane Bozarth (via Skype), author, *Social Media for Trainers*, *eLearning Solutions on a Shoestring*, *Better Than Bullet Points: Creating Engaging E-Learning With PowerPoint*

Jeff Cobb, managing director, Tagoras

Strategy With a Sharp Focus

The majority of information regarding strategic planning is intended for profit-driven companies, but can also be effectively used by nonprofit organizations. Understand the value of a strategy management system (SMS) and how it can be implemented in organizations of differing sizes and resources. Learn how you can apply the concepts of framing and scoping to articulate initiatives that will achieve the desired strategic objectives. Discover how the volunteer/committee structure of the SMS can help ensure success. This session is based on a recent article from *Associations Now*.

Kara Clark, executive director, American Society for Healthcare Risk Management

Gregory Heidrich, executive director, Society of Actuaries

Margaret Ann Jordan, CAE, managing director, Strategy and Technology, Society of Actuaries

The Gen-X Executive Director: Does the Sandwich Generation Lead Sandwich-Style?

Have you ever toyed with the idea of becoming a CEO, but wondered if you have what it takes? Listen as one association manager who took the leap describes some of the challenges, opportunities, and differences between the senior staff and executive director roles. Learn how your leadership style changes with such a move, how your interactions with staff and volunteers become different, and how the work itself moves to another level.

Sean Walters, CAE, executive director/CEO, Investment Management Consultants Association

The Focus Is on You: Speak Like a Pro! Using the Energy of Eloquence to Share Your Expertise

The ability to communicate with both professionalism and passion is a requirement for today’s leader. In this energetic session, learn the tips and techniques you need to become a more dynamic and effective presenter. Learn how to craft dynamic openings, engaging stories, interactive activities, and action-oriented closings to help share your passion and expertise with any audience. If you are not a professional speaker but would like to present as if you are, then this session is for you!

Gary Rifkin, chief energizer, Gary Rifkin Presents

Get instant highlights and stay up-to-date
by following twitter.com/GreatIdeasConf and using hashtag #Ideas11.

The Good, the Bad, and the Ugly of Facilitating Social Media Policy

Learn what made one organization realize the time had finally come to develop an all-encompassing social media policy, how they navigated the potholes along the way, and why they enlisted outside help. You'll walk away with a deeper understanding of the trials and tribulations, lessons learned, and an outline of facilitated process, and why it is worth the pain to develop a social media policy.

Lindy Dreyer, chief social media marketer, SocialFish, LLC

Elena Gerstmann, PhD, CAE, staff director, corporate strategy & communications, and

Randi Sumner, CAE, Strategy & Committee Operations, IEEE

The Truth About Boards

This session will look at the role staff plays in perpetuating board dysfunction. Explore specific types of "bad" board behavior and how best to confront, manage, and change it so it doesn't happen any more. Join us for small group discussions of case scenarios and specific tools and skills that can be applied back in the board room.

Jamie Notter, VP, organizational effectiveness, Management Solutions Plus Inc.

Turn Member Benefits Into Revenue Generators

How can you use member benefits to maximize revenue and collect it sooner? Two organizations will share their experiences on how they created special incentives and initiatives to benefit the members as well as profit the organization. These member perks help increase volunteer involvement, better create partnerships with international groups to increase attendance, and help incentivize members to stay in the room block at meetings.

Paula Kara, CMP, senior director, meeting services, Society for Neuroscience

Julie Noto, VP, client services, Convention Management Resources

Germaine Schaefer, director, convention operations, American Diabetes Association

IDEA LABS

4:30 – 5:45 p.m.

A Sociological Approach to Designing Learning Programs

There's more happening at your face-to-face meetings than you might think! Designing effective in-person programs requires more than picking the right destination or selecting the right room set—it involves understanding the culture of the organization, norms, social structures, and power dynamics. Explore the sociological concepts that impact meetings, discuss how they are woven into our social interactions, and learn to use these concepts to help you design better learning programs.

Everett T. Shupe II, MBA, CAE, CMP, learning events manager, Goodwill Industries International

Creating Member Value by Expanding Market Opportunities

Historically, associations have been the most effective forums for companies within an industry to come together to address issues affecting their future, but few actually use their collective power to broaden markets for their members. Discover how marketing techniques and implementing a targeted off-budget growth plan can significantly increase the value of associations to the industries they serve.

Richard Doyle, CAE, SVP, k-global

Tom Dobbins, CAE, chief staff executive, American Composites Manufacturers Association

Lindsey Paulsen, managing supervisor, k-global

Embracing the Unofficial Leaders in Your Membership

Associations have traditionally trained, recognized, and rewarded volunteers in the form of official leadership roles such as chairing a committee or high-profile ad hoc roles in publishing, presenting, or standards review. New collaborative tools and social media have created a distributed leadership and a demand for new ways to drive content and engagement. Get ready for a roll-up-your-sleeves discussion on how to embrace this new "unofficial" leadership and how to merge traditional roles with these new models. Work through questions, share stories, and hear from associations that have already begun the exploration.

Peggy Hoffman, CAE, president, and

Peter Houstle, CEO, Mariner Management & Marketing, AMC

How Collaborative Technologies Are Changing Association Business Culture

The value of collaboration is changing current business culture and will influence how we work in both our physical and interpersonal environments. Hear how new collaborative technologies and business models are moving through the profession and how they affect you. Participate in interactive exercises designed to expose basic principles of collaboration and consider how new behaviors, technologies, and social media may support stronger outcomes in your own organization.

Markku Allison, AIA, resource architect, The American Institute of Architects

Maddie Grant, CAE, chief social media strategist, SocialFish, LLC

How to Say Anything to Board Members and Volunteers: Creating Powerful Volunteer Relationships

How do you respond to a committee member who thinks he's a board member? What do you do when your new chairman is making decisions that will cost her later? Who besides association executives gets a new boss every year, and has to manage volunteers rarely seen as well as board members with different interpretations of your role? Learn to communicate effectively so you set expectations for a successful partnership.

Shari Harley, principal, The Harley Group International

Ignite #2

This format of "learning" has been spreading across the country and even the world. Encapsulated in the Ignite motto "enlighten us, but make it quick," each talk is exactly five minutes long. Ignite presenters share their personal and professional passions, using 20 slides that auto-advance every 15 seconds. Attend these sessions and learn what it takes to run an Ignite event for your own association; make an emotional connection with peers who are speaking; and learn about a wildly diverse number of topics.

Hosted and organized by Rhea Blanken, Results Technology and Ann Oliveri, Marketing Coach and Brand Strategist

Leadership Success: Learn to Be "People Smart"

Research shows direct links between a leader's emotional intelligence (EQ) and a company's profitability, employee performance, and recruitment and retention

effectiveness. The best news is that EQ can be learned and is demonstrated when your membership, staff, and board feel appreciated and respected. The format is interactive and fun, and complimented by a resource handout.

Dean Savoca, performance consultant, SynergyLife Performance Improvement

Next Generation Learning: Modernizing Your Association Education—The Impact of Today's Participatory Culture

Talking heads, passive listeners, audience engagement, active participation, or something in between? What's the best way to provide education at conferences and events? Discuss new research on adult learning from MIT, Duke, and the University of California, and its impact on your education programming. Discover how participatory culture is invading the traditional education model and what you can do to create engaging education sessions for your organization meetings.

Jeff Hurt, director, education & engagement, Velvet Chainsaw Consulting

Search Engine Optimization—The Secret Ingredient

As the internet becomes an increasingly important part of every association's business strategy, ensuring that your internet presence is available and easily located by members and prospects is essential to your association's success. Discover some of the basic principles and best practices of successful search engine optimization, the effective use of web analytics, and the successes and failures of optimized content creation.

Tobin Conley, MA, MLS, senior consultant, Technology Management, DelCor Technology Solutions

Thad Lurie, MS Ed., VP, information technology, American Health Lawyers Association

Daniel Scheeler, director, website architecture, National Quality Forum

The Focus Is on You: Transform Your Dreams to Goals to Reality

Do you believe that you are falling short of the goals you know you are capable of achieving? Most people live and die with their hopes and dreams buried within them. Living in congruence could be the missing ingredient to achieving all that you desire. Through a mini self-assessment, you will learn how to emulate the four traits of highly successful people. Hear how to overcome the ten barriers to success so you can torpedo your productivity, drive, and personal life satisfaction.

Robert Arzt, CLU, ChFC, LLIF, founder and president, PolarisOne

EARLY RISER SESSION

6:00 – 8:15 a.m.

The Focus Is on You: A Sunrise Photo Opportunity

The Broadmoor, nestled in the Colorado mountains, provides an ideal setting to renew yourself by exploring the beauty of a sunrise and your perspective on “focusing.” Venture out with an award-winning professional photographer to learn how to take a great sunrise photo. Explore what makes for great composition—in a photograph and in life, and go home with an artistic memento expressing your Great Ideas experience. Bring your camera and tripod and learn how to create an exceptional photo. The program will begin one hour before sunrise and end one hour after.

Robert N. Blanken, CPP, Cr. Professional Photographer, faculty member, Washington Photo Safari and the Panasonic Digital Photography Academy



innovation

HALF-DAY WORKSHOP

9:00 a.m. – 12:00 p.m.

Cookin’ Up Leadership—A New Creative & Artistic Approach to Learning

This is a customized opportunity to engage in playful thinking activities. CUL is a creative and artistic approach to learning. It is designed to focus your self-awareness on the leadership, communication, and management habits you employ. By using ordinary art materials to replicate actual 5-star recipes, participants experience their impact on the productivity and success of others, similar to what happens in professional and personal situations. A playful time for all!

Created and facilitated by Rhea Blanken, Results Technology



creativity



inspiration



artistry

DEEP DIVE

9:00 a.m. – 12:00 p.m.

Associations at the Crossroads—Exploring New Revenue, Membership, and Business Models for an Uncertain Future

What does the future hold for associations? While a compelling conversation starter, our tendency to seek one “answer” to this question can distract association leaders from the business of creating a sustainable future for their own organizations. As our members face new challenges and opportunities, association leaders must consider a range of scenarios that will influence their business models and lines of revenue. Join us as we examine these scenarios and discuss how they may impact membership, advertising, sponsorships, expositions and meetings, and explore new approaches and emerging revenue streams. This highly-interactive discussion will be focused on generating new ideas and directions for your association and our industry.

Susan Robertson, CAE, EVP, ASAE, president, ASAE Foundation
Scott Steen, CAE, executive director, American Ceramic Society
Jay Younger, managing partner & chief consultant, McKinley Marketing Inc.

IDEA LABS

9:00 – 10:15 a.m.

Converting Website Visitors to Members—Faster, Cheaper!

Thousands of people visit your association’s website every month. How do you capture their contact information, keep them engaged, and ultimately convince them to join? Find out how one association makes the most of its website traffic. Hear strategies and tactics to get website visitors to opt-in their email addresses; accelerate engagement among visitors with a drip campaign incorporating an online trial membership, podcasts, e-newsletters, social media, and video; and convert more website visitors to members at a higher rate, in a shorter amount of time, and at a significantly lower expense.

Deborah White, MBA, senior manager, acquisitions marketing and market development, Medical Group Management Association

Great Ideas at Work

Participate in a dialogue about how great ideas of the western intellectual tradition relate to specific leadership challenges. This will not be a scholarly rendering of ideas, but instead will use great ideas from philosophy, sociology, and physics to illustrate how such thoughts enrich organizational leadership.

Pat Nichols, president, Transition Leadership International, LLC

Innovative Idea Experiment Based on the 2010 Great Ideas Conference

Learn how one association implemented Dan Pink’s 90-10 innovation idea based on Google’s 80-20 philosophy. This session highlights the strategies, methods, and processes used to create the 10% innovation space as well as successes and failures encountered. This is an ongoing experiment, so data and results will be very current. Reflect on the barriers to innovation in your own association, brainstorm ways to overcome those barriers, and walk away with at least one small innovation experiment you can implement in your organization.

Mark Anderson, CAE, EVP & CEO, American Society for Surgery of the Hand, senior consultant, Tecker & Associates

Jessica Donnelly, meetings & foundation coordinator, American Society for Surgery of the Hand

Manage Resistance to Change

Learning to anticipate and counter change resistance is now a basic skill set for association professionals who want to achieve their goals. Learn the three ways people react to and resist change, evaluate a plan for resistance to change, and discover five association change skills.

Chris Clarke-Epstein, CSP, CCO (Chief Change Officer), Change 101



**Next Generation Learning: The Sweet Spot—
Topic: Associations Using Innovative Learning
& A Behind the Scenes Look at How to
Livestream**

The Sweet Spot, a weekly thirty-minute webcast for association professionals, will air live from Great Ideas 2011 with a focus on innovative association education and learning programs. Hear how to livestream content from your association headquarters, conferences, or events for the best informal learning possible.

Jeff Hurt, director, education & engagement, Velvet Chainsaw Consulting
KiKi L'Italien, senior consultant, technology management, DelCor Technology Solutions

Open Door Partnership to Drive Content

The International City/County Management Association (ICMA) and the Alliance for Innovation collaboratively developed and launched the Local Government Knowledge Network in late May 2010. The vision of the Knowledge Network was to create a focal point of thought, resources, expertise, and interaction related to all local government topics. The Network allows members of ICMA and the Alliance to interact with each other and nonmember participants. Learn how to structure and form partnerships with other interested organizations, as well as marketing and content strategies to create the premier resource in your association's community.

Tracy Miller, Florida regional director/technology director
Toni Shope, CAE, East regional director, Alliance for Innovation
Thomas Stefaniak, CAE, knowledge network director, International City/County Management Association
Karen Thoreson, president, Alliance for Innovation

The Focus Is on You: MemoryPower for Executives: Tools That Drive Membership and Member Satisfaction

Names & faces, member preferences or key facts, presentations or industry knowledge—it's all a memory test. And oftentimes when memory fails, credibility and confidence suffer, trust weakens, membership is jeopardized, and results are compromised. In this highly-informative session, you'll learn how to control those situations that demand flawless recall and impact personal and professional performance. Implement a 6-Step Work-Up as an executive management tool for sharpening the association's brand, message, and competitive advantages, and walk away with powerful new talents that generate hard business results.

Scott Bornstein, president, MemoryPower for Sales, Performance & Profits

The New Reality: Merging a Nonprofit with a For-Profit Partner

As the result of the financial meltdown of 2008, the traditional route of finding a related nonprofit organization to merge with to continue the mission of the association was not available. This session will provide a case study of finding and evolving a strategy with a for-profit entity that retained the nonprofit status of the society, the integrity of the board of directors, and allowed the society to expand its reach on a global basis. Learn the legal and practical realities that you must consider, as well as both the opportunities and pitfalls that exist for this new partnership avenue.

Ken Garrison, MBA, CAE, CEO, Strategic and Competitive Intelligence Professionals



IDEA LABS

10:45 a.m. – 12:00 p.m.

Avoiding Death by Meeting

Do your meetings drag on forever with little or nothing accomplished? Dampen creativity and increase apathy? Examine specific strategies to overcome these challenges. Learn ways to involve more members in the running of the meeting, reduce staff workload, and conduct meetings that stimulate participation and leave participants thinking, “wow! that was a great meeting.” This session will be conducted like a meeting so that participants will be able to experience, firsthand, how an effective meeting can be run.

Sheila Birnbach, MBA, LCSW, president, Birnbach Success Solutions, Inc.

Facilitate Continuous Improvement on Your Board

Learn from the Association of American Medical Colleges’ journey of transitioning from a 30-person governance body to a 17-person skills-based, high-functioning board. Focus on two key elements—the critical stewardship of a newly formed board, and the value of continuous board assessment including the design, discipline, and ongoing review of the assessment process. Come prepared with your board successes and challenges to share in this highly participatory session.

Jessica Geiben Lynn, M.A.L.D., senior manager, CFAR - Center For Applied Research

Jennifer M. Schlener, chief of staff, Association of American Medical Colleges



Get on Board: Young Professionals on Boards of Associations and Nonprofits

Learn how you can get on a board of a nonprofit or association. Discover NEW survey data from young professionals on boards of nonprofits and associations. Watch video blogs with firsthand experience from the speakers. Get a FREE toolkit and resources for how you and your association can get more generational diversity on your board.

Shana L. Campbell, MBA, education programs manager, National Quality Forum

Rebecca J. Swain-Eng, MS, manager, quality measurement and implementation, American Academy of Neurology

Jennifer Teters, assistant director of federal affairs, American Association of Physician Assistants

Next Generation Learning: Creating Brain Friendly Learning—Deconstructing John Medina’s Brain Rules

What goes on inside your head? And why does it matter? Learn what brain scientists have uncovered about how the brain learns, focusing on John Medina’s Brain Rules. Discover which of Medina’s 12 principles can have the greatest impact on effective learning, and explore strategies for using them to transform your association’s learning opportunities.

Kathleen M. Edwards, CAE, the Learning Evangelist, CompassPoints

One Is Better Than Three!

What do you do when your meeting is competing against others in the same market space? Learn how three separate organizations in the same industry merged their conventions into a single, successful joint conference that added a record-breaking international component this past year. Find out tips, techniques, and secrets to successful partnering, lessons learned, and join in discussions with other meetings professionals to see where similar opportunities might be awaiting your organization.

Steve Drake, MA, president, Drake & Company

Den Gardner, executive director, American Agricultural Editors Association

Diane Johnson, executive director, Livestock Publications Council



We support your continued education by bringing you sessions like Matthew May's Designing Elegant Solutions where you will learn how to achieve maximum effect through minimum means.



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www.asaecenter.org/sponsorships



Idea Labs • 10:45 a.m. – 12:00 p.m. continued

Pair Emerging Technologies With Established Resources for Effective Marketing and Member Engagement

In this interactive session, learn how newer technologies and established delivery methods can be strategically paired to promote and market association products and services, improve member engagement, and even boost revenues. Explore methods for getting buy-in from member leaders, discuss implementation strategies, and learn about tools to aid in delivery, such as Twitter clients, liveblogging services, and video and audio hosting.

David Free, MA, MLS, editor-in-chief, College & Research Libraries News/Marketing and Communication, and

Stephanie Kuenn, MS, Communications Specialist, American Library Association/Young Adult Library Services Association

Secrets Every New CEO Should Know

Every CEO has stories to share about lessons learned through trial and error. Discuss proven ways of developing and maintaining successful working relationships with your board of directors, staff, members, and past leaders. This session will offer a range of options on how to conduct an effective organizational assessment early in your tenure. Leave with practical ideas you can immediately implement.

Marcia Ferranto, president & CEO, Women's Transportation Seminar

David Kushner, CMP, CAE, president, The Kushner Companies, LLC

Eileen Morgan Johnson, Esq., counsel, Whiteford Taylor and Preston LLP



The Art and Science of Idea Management

Learn an exciting process for idea generation and selection that you can use in your association immediately. This method will help you get your staff engaged, select the best ideas, prioritize them for implementation, and generate the most ROI. An idea contest will be held in this session, and all attendees will receive a list of the outcomes after the meeting.

John Parke, CMP, president and CEO, Leadership Synergies, LLC

The Focus Is on You: Which Came First—Stress at Work or Stress at Home?

Become a more effective leader in the office by focusing on your happiness at home. As association professionals, we all strive for work-life balance but may fall short in some areas. Through the use of an assessment tool, learn the key aspects of your work and professional life and map the potential stressors that can impact your ability to be an effective leader in the office and a good spouse, friend, and/or parent at home. Gain a more thorough view of the different aspects of your life and how those individual aspects must be in balance if you are to achieve your life goals.

Bobbi Phillips, chief thinker, Think Big Thoughts Consulting

DEEP DIVE

1:30 – 4:30 p.m.

Digital Publishing

In the ever-evolving world of digital publishing, there are lots of challenges and unknowns. Engage with your colleagues and address the pressing digital issues facing associations in today's publishing environment. Come ready to roll up your sleeves and participate in facilitated dialogue to examine what's working and what isn't, how to find the right balance of print vs. digital, how to generate digital revenues, and what trends to watch for. Brainstorm with your peers to create a fresh mindset for developing a new publishing model in the digital age at your own association.

Debra J. Stratton, president, Stratton Publishing & Marketing Inc./Stratton Research

HALF DAY WORKSHOP



inspiration

1:30 – 5:30 p.m.

Business Model Innovation: An Intensive Workshop for Association Leaders

In the wake of severe economic decline, and with a still-fragile recovery creating enormous uncertainty, now is the time for associations to pursue the critical work of business model innovation. It has never been more important for association leaders to build a shared understanding of current business models, and an expansive view of how those business models must change going forward.

This intensive, half-day workshop will introduce you to a visual approach for understanding and developing business models. You also will learn about alternative business model concepts for associations, and will have the opportunity to collaborate with peers to imagine and design business model experiments you can bring back to your association. This workshop is a rare, high-impact practice opportunity for board members, CEOs, and senior executives seeking to build capacity as 21st century association leaders, and committed to creating a thriving future for their organizations.

IMPORTANT NOTE: If you're planning to attend this workshop, please e-mail Jeff De Cagna at jeffpi1@gmail.com so you can be put on the list to receive important advance preparation materials. By sending this e-mail, we guarantee that you will not receive any unsolicited marketing information.

Jeff De Cagna, FRSA, chief strategist and founder, Principled Innovation LLC

Welcome to Colorado Springs

This is a once in a lifetime opportunity to escape to the five-star, award winning Broadmoor. The Broadmoor is the longest-running consecutive winner of both the AAA Five-Diamond and the Mobil Travel Guide Five-Star awards. Located on 3,000 lush acres under the shadow of Cheyenne Mountain, take advantage of The Broadmoor's:

- 54 holes of championship golf
- 7 Plexi-Cushion tennis courts with two covered courts in winter
- 3 swimming pools: one year-round and two seasonal
- 18 restaurants and lounges • Fitness center • Beauty salon
- Full-service spa • Business centers
- 24-hour room service • 25 specialty boutique and retail shops on site, and a
- First-run movie theater

Colorado Springs offers moderate temperatures, an average of 300 days of sunshine per year, breathtaking scenery, and pleasant year-round weather. Come a day or two early and enjoy special rates exclusively for Great Ideas attendees. Call 866-634-7711 to make arrangements.



creativity

IDEA LABS

1:30 – 2:45 p.m.

9 Simple Changes That Turned an Association “Right Side Up” in One Year

After a significant drop in membership over an 18-month period, one organization began a true association paradigm shift and instituted nine fundamental changes—including changes to the organizational philosophy, programs, and three very unconventional membership campaigns. Join us for an educational case study, including specific, data-driven results, as well as an engaging discussion about enacting a paradigm shift within your own organization. If your association has been struggling with membership, or you simply want to move your association to the next level, this session is for you!

Shaine Anderson, CAE, VP of membership & services, and Sabeena Hickman, CAE, CMP, CEO, Professional Landcare Network

Are All Members Created Equal?

What should an organization do to ensure it keeps its most profitable or valuable members? Learn ways to identify, track, and engage high value members, create new levels of acknowledgement and recognition based on contributions, and monetize your organization’s volunteers.

Sheri Jacobs, CAE, president and chief strategist, Avenue M Group LLC

Get Your Members Personally Engaged

Some associations thrive on member involvement, while others have a hard time getting members to do anything except to let someone else do it. This interactive session will help participants conceptualize ways to get members’ attention, enlist their involvement, give them something meaningful to accomplish, satisfy their need for recognition, and keep them coming back for more.

Carolyn Fazio, ECAM, senior strategist/CEO, Fazio International Ltd.

Inferior Services for a Tough Economy and Other Lessons From Economists

Economists tell us crazy things, including that offering “inferior” services in a tough economy is a good strategy. Amazingly enough, these ideas work and are directly applicable to association membership and pricing strategies. In this interactive session, we will examine how

you can grow your membership, increase attendance at meetings, reduce financial risk, and better leverage partnerships by changing your pricing models. The session will explore pricing techniques including bundling, social media best practices, and supply chain management.

Mariela McIlwraith, CMP, CMM, MBA, president, Meeting Change

Innovation Doesn’t Have to Start at the Top: Leveraging the Power of Peer-to-Peer

Looking to innovate, but unsure of how to start? Want to help your colleagues be more innovative but don’t want to come off as a know-it-all? Have a specific innovation challenge where you need fresh thinking? If you answered yes to any of these questions, this hands-on innovation “study hall” is for you. You’ll have the chance to try a variety of formats to (1) get ideas for your own innovation challenges, and (2) offer feedback to others needing new insights. Experiment with and experience different feedback, input, and coaching formats, and learn how to use peer-to-peer interactions to drive everyday innovation.

Teresa Evans-Hunter, CAE, executive director, National Association of Academic Advisors for Athletics

Lisa Junker, CAE, editor-in-chief, *Associations Now*, ASAE

Next Door to the Corner Office: The Role of the COO

The role of the COO is often one that keeps the day-to-day operations of your association intact. Listen as two experienced COOs discuss the need for a second in command, the role within the organization, and how to develop an effective CEO-COO relationship.

Ron Skinner, CAE, assistant executive director, Association of School Business Officials International

Terry Nawrot, COO, Informz

Next Generation Learning: Micro-Credentialing—Are You Ready For It?

While the need for formal degrees and certification programs isn’t going away, there are also many forces that are driving working adults towards micro-credentials—credentials granted after attainment of a focused skillset. Just in time is the name of the game here. Your members need those specific skillsets now, not in two or four years. So, are you prepared to offer them?

Mickie Rops, CAE, president and principal consultant, Mickie Rops Consulting Inc.

The Focus Is on You: Career & Leadership Transformations for Post-Recession Success

Who have you been? Who are you now? Where are you going? And what do you need to do differently to succeed in the post-recession 21st century? Explore these four major themes in a session that is designed to be a unique experience that carefully blends expert and peer insight on issues related to career and leadership transformation. Gain practical insights from those who have successfully navigated transformational journeys, and tips that you can apply in your own transformation.

Marshall Brown, president, Marshall Brown & Associates

Gabriel Eckert, CAE, executive director, Building Owners and Managers of Atlanta

Jean Frankel, president, Ideas for Action LLC

Vinay Kumar, president & founder, Vinay Kumar Associates

Use Social Media and Crowdsourcing to Build Brand Awareness

Using a case study of the Asphalt Institute's website FavoriteRoad.com, discover what crowdsourcing is and how you can build brand awareness using social media. This session will also feature a facilitated discussion where you and fellow attendees will talk about how you can use ideas from your favorite websites in your own association. Walk away with lessons learned in marketing strategy, challenges, metrics, and ways to save money.

Brian Clark, director of marketing and membership, and

Pete Grass, PE, CAE, president, Asphalt Institute

IDEA LABS

3:15 – 4:30 p.m.

A Graphic Model for Strategic Planning

Strategic planning with volunteer leadership can often be a thorny process. Staff members struggle with how best to frame the discussion and volunteers struggle with staying out of the weeds of organizational programming. This session will introduce participants to an innovative process for strategic planning that introduces graphic representation of goals, strategies, and programs to illustrate intersections, synergies, and opportunities.

Markku Allison, AIA, resource architect, and

Suzanna Wight Kelley, AIA, LEED AP, managing director, organizational strategy & alliances, The American Institute of Architects

Design a New Membership Model

In light of changing attitudes about membership and the current economic climate, hear how to look at new business models designed to increase overall involvement, push the organization to the forefront of the philanthropic community, and strengthen the voice of fundraisers and the donors with whom they work. Explore the process that can be used to help double membership over the next five years, and leave with creative ideas to foster and continue innovative conversations of your own.

Kathy Compton, chief marketing officer, Association of Fundraising Professionals

Catherine Wemette, CAE, membership director, Licensing Executives Society (USA and Canada)

Managing Up—Giving Your Boss What They Need

What does your boss want? What do they need? How do you effectively discern the difference, so you can leverage your value? Come laugh, listen, and learn as Chris DeVany leads you through the key questions you need to be asking yourselves, your colleagues and, most especially, your boss, so you can both leverage your value and help your association improve performance. Leave with checklists, tools, and tips that you can put to work right away!

Chris DeVany, president and CEO, Pinnacle Performance Improvement Worldwide

Moving Great Ideas Through the Boardroom Using the ASAE Online 990 Database

One of the most popular trends in recent years has been the increased use of and reliance on dashboards. ASAE's customizable online 990 Database can be used to create dashboards that can be incorporated into board reports to influence and justify compensation, expenses, governance policies, etc. Learn how to benchmark your association against others with comparable size, revenue, and location to assess your financial health and improve metrics.

Nat Bartholomew, CPA, principal, LarsonAllen, LLP



inspiration

Idea Labs • 3:15 – 4:30 p.m. continued

Next Generation Learning: Peer2Peer Roundtable Ruminations

Come prepared to participate in this one-of-a-kind learning opportunity. Bring your thoughts, problems, forms, templates, notes—whether they represent a burning question you're unable to answer or a solution you've found that you want to share. Enter the room and find the topic of your choice. Each table will have a facilitator who will help guide the discussion.

Topics include: micro-credentialing, creating brain friendly education, eLearning, designing education programs that keep members, live-streaming, participatory culture & your education, social learning

Technology Booth Crawl—Use Social Technology to Check-Into Your Membership

Social technologies are changing the way we build relationships but it is up to you to create platforms for engagement that meet all of the needs of your overall membership. Discover how a group of industry partners self-organized and had the courage to use geo-location based technology to create tradeshow excitement and increase booth traffic.

Jim Kelly, CEO, Syscom Services

Lauren Wolfe, marketing & communications manager, Higher Logic

The Focus Is on You: Inbox Detox—12 Steps to Curing Your E-Mail E-ddiction

Are you guilty of obsessively checking your email? Do you get the shakes if you don't have internet access? Learn how to work smarter and stress-free with a proven 12-step approach that will help you break your bad habits and regain control of your life. Walk away able to reclaim at least one hour of productivity every day and empty your inbox for good!

Marsha Egan, CPCU, PCC, CEO, The Egan Group, Inc.

The Meeting of the Future

Peer-to-peer learning, content co-creation, social media, and hybrid meetings are among the many emerging trends having a profound and disruptive impact on our industry. The challenge is knowing how to design meetings using the best elements that are relevant to attendees. Join us in creating the blueprint for the meeting of the future using design principles that will enhance the attendee experience.

John Nawn, founder, The Perfect Meeting



inspiration

Knowledge Center

Get professional, customized research for free with your ASAE membership. Our professional librarians have access to multiple databases as well as an in-house library with nearly 3,000 books and subscriptions to almost 50 journals and magazines. We are committed to sharing our broad range of information about association management and answering any questions you may have.

With so many ways to reach us—
888-950-2723 or 202-326-9559 (in Washington, DC),
knowledgecenter@asaecenter.org, or
www.asaecenter.org/knowledgecenter—
you have virtually 24/7 access.

GENERAL SESSION

8:30 – 9:30 a.m.

Rediscovering Play: Bringing Fun and Passion to Your Work... and Life

Kevin Carroll uses his masterful storytelling skills to communicate his vast and varied experiences to entertain, enlighten, and challenge business leaders and worldwide audiences. Using lessons garnered from the spirit and dynamics of play, Carroll will show you how to enliven and enrich your work lives, enhance innovation, and improve team dynamics and interpersonal communication. Over the years as an athletic trainer, creative catalyst for business, and public speaker, Kevin has transformed his philosophy into seven simple rules that any successful leader will endorse. Hear how to apply these rules so you can begin incorporating play and passion into your work and life.

Kevin is the founder of Kevin Carroll Katalyst/LLC and the author of three highly successful books including *Rules of the Red Rubber Ball*, *What's Your Red Rubber Ball*, and *The Red Rubber Ball at Work*.



Kevin Carroll

DEEP DIVE

10:00 a.m. – 1:00 p.m.

The Time for Tradeshow Innovation Is NOW

The need for new tradeshow business models is here but what can your organization do to innovate your show? With technology swiftly changing the landscape and dramatically influencing how humans engage, interact, trade, and associate, the time is now to examine the traditional tradeshow. As the association industry continues to recover from recessionary economic pressures and a somewhat turbulent marketplace, associations must be nimble and provide greater value to their members. Financial constraints and general uncertainty have made it even more important for associations to step back and assess how they set priorities, manage work flow, and encourage creativity and innovation. Although economic conditions are cyclical, changes made today will undoubtedly carry forward. But what are the factors you should take into consideration before venturing down this road? Discuss lessons learned from failures and explore alternative approaches to tradeshow models—some may be just the prescription your organization needs, and some not. Join us for this interactive exploration to help your organization think through how to take your tradeshow into the future.

Amy Ledoux, CAE, CMP, SVP, meetings, expositions & special events, ASAE
John Parke, CMP, president and CEO, Leadership Synergies, LLP

IDEA LABS

10:00 – 11:15 a.m.

Create a Culture of Coaching

Would you like to foster an environment where leadership emerges from all levels? You can do so by training and encouraging your staff to coach each other. Learn about coaching from several perspectives: case studies, film clips, and a live impromptu coaching mini-session. This “train-the-trainer” workshop will take the mystery out of coaching and demonstrate how you can create a coaching culture throughout your organization.

Tom Pierce, MBA, president, Pierce Management Development

First Who, Then What: Creating a Culture of Innovation

The right people with the right mindset are a critical foundation for organizational innovation. So who are these people and what mindsets would be required? What common association mental models need to be challenged to realize the potential for innovation? How can the staff/people already in place be encouraged to let go of the normal constraints and begin to experiment and innovate? Through an open dialogue, you will “think out loud” while answering compelling questions to explore the human dynamic in creating a culture of innovation.

Mark Anderson, CAE, EVP & CEO, American Society for Surgery of the Hand, and Senior Consultant, Tecker & Associates

Arlene Pietranton, CAE, executive director, American Speech-Language-Hearing Association

Idea Labs • 10:00 – 11:15 a.m. continued

Go Mobile, Become Social, and Generate Engagement

Examine how to tie your social media strategy into your mobile strategy, while improving your association's transparency. Uncover mobile and social benchmarking data from several associations, cross referenced with their social strategies, to discover which associations are most effective. Learn how your association can become a mobile app vendor for your industry and generate mobile engagement.

Richard Blacklock, director, marketing, American Society of Cataract and Refractive Surgery

Andy Steggles, COO & social strategist, Higher Logic

Next Generation Learning: Building a Profitable eLearning Business Plan

Are your eLearning programs unique enough to generate revenue? Increasingly, associations are facing multiple competitive sources for their members' professional development efforts and dollars. More organizations are offering free online learning as a competitive advantage. This session will teach you how to develop a viable eLearning business plan at your association.

Jon Aleckson, founder and CEO, Web Courseworks, LTD

Jeff Cobb, managing director, Tagoras

Revitalize Your Annual Conference Educational Content

Is your annual conference content becoming repetitive and predictable—or even stale? Learn how one association uses surveys and focus groups to introduce changes that keep its conference current and relevant. Discover how this interdepartmental effort changed the call for papers process, resulting in a 37 percent increase in submissions over six years. Learn what new educational sessions and special features have been introduced to keep attendance strong despite the down economy.

Frank Gainer, MHS, OTR/L, FAOTA, director of conferences, and Maureen Freda Peterson, MS, OT/L, FAOTA, Chief Professional Affairs Officer, AOTA

Streamlining Governance in a Really Small Association

Great tradition and a strong mindset of “we’ve always done it this way” make it extremely difficult to make any changes to governance structure and process. Learn how one organization, with new leadership and more effective strategic planning, developed a process for creating a more nimble governing body and hear about the resulting benefits.

Stephen Ingram, CAE, association executive, Raybourn Group International Inc.

The Focus Is on You: Leading From the Edge of Your Seat—Make Smarter Decisions From Beyond Your Comfort Zone

Explore multiple decision-making dynamics and how to use each to its best effect. In particular, techniques for creating and using creative tension to deepen understanding and generate compelling options will be described, practiced, and discussed. Examples will be provided of decisions made using, and also neglecting, these techniques.

Tate Linden, president & chief creative, and

Dr. Florence Webb, Ph.D., consulting principal, Stokefire

The IT Factor

This session is focused on thinking, sharing, and recharging enthusiasm about what IT can do for your organization. This checklist-free session highlights the best of IT powered communications, the best of using data to make decisions, and what keeps most organizations from getting there.

David Coriale, MBA, president, DelCor

The Paradox of Free: Turning Free Online Resources Into Member Engagement

The challenge for associations in the 21st century knowledge economy is that the accessibility to resources on the internet can be considered as marginalizing the importance of the work of the traditional nonprofit. Learn how one association provided free resources to build a network of members and non-members interacting online at a rate of 50,000 people per year. Find out how they measured their online interactions and how those interactions positively affected the growth of membership, conference attendance, and publication sales.

Maira Fathy Baker, Associate Executive Director, COO/CFO, and Todd Wallace, CIO, National Science Teachers Association

IDEA LABS

11:45 a.m. – 1:00 p.m.

Do Something! Simple Steps for Institutionalizing Innovation in Your Organization

While you're thinking and talking about innovation, others are actually doing it. This fast-paced session introduces you to more than a dozen simple steps associations have successfully used to get moving on innovation. Learn how to try new things and see what works for your organization. Walk away with comprehensive, easy-to-adopt strategies to infuse innovation throughout the common practices your organization already engages in, including staff and volunteer recruitment, brainstorming sessions, strategic planning, and much more.

Jennifer Blenkle, VP, new product development and innovation, ASAE
Jeffrey Cufaude, president & CEO, Idea Architects

Diversity + Inclusion = Innovation

A decade into the 21st century, most organizations are saying the right kinds of things about diversity, inclusion, and innovation. Unfortunately for most organizations, it does not go much further than words. Diversity, inclusion, and innovation are all poorly understood, but they are becoming increasingly critical to the success and survival of organizations as diversity and inclusion (D&I) are the building blocks of innovation. This session will help you to reset the D&I conversation in your organization as well as provide some clarity on how to more effectively pursue innovation.

Joe Gerstandt, speaker, freedom fighter, Illuminating the Value of Difference

Eight Proven Ways to Get More Members to Read

When you communicate with your members, it is often from your point of view, not theirs, and thus is not as effective. Find new ways to get the attention of today's busy, distracted member. To succeed in this feat, you must look at your communications differently by changing your approach from simply "moving information" to actually showing your value to resonate more strongly with members. Walk away with new tools to improve your communication strategy—including how to use Google idea generator, what to glean from rating statistics of your homepage, and much more.

Melynn Sight, president, nSight Marketing, Inc.

Generating Game-Changing Ideas From Within

Many associations today are cutting expenses and fearful of taking risks. The National Association of REALTORS (NAR) felt it was time to invest aggressively in its 1.2 million members through the Game Changers Challenge. NAR's investment seeded new programs at the national, state, and local levels that will enhance members' business today and tomorrow. Many ideas had an immediate impact on NAR associations, resulting in new products, programs, processes, or services. The Challenge proved an excellent way to let members know the leaders of their organizations understand the pressure they're facing. This session is based on a recent article from Associations Now.

Steve Murray, president, Real Trends

Jonathan Salk, director, special projects, National Association of Realtors

Inspirational Leadership: Become the Leader Others Want to Follow

Inspirational leadership stems from three priorities: character, culture, and communication. Explore each of these aspects and learn how you can become an inspiring leader, how you can create a culture of empowerment and inspiration, and how to communicate in a way that encourages people to give their best effort.

Doug Stevenson, CEO/president, Story Theater International

Masters of Monitoring: Making Use of Social Media Information

Reputation is everything. If you aren't aware of what's being said about you, you're missing out on a great opportunity. Learn why you should use social media monitoring, how to monitor your brand online, and what to do with the data once you collect it.

Linda Chreno, IOM, CAE, director, marketing and communications, American College of Phlebology

Peter Hutchins, VP, knowledge initiatives, ASAE

KiKi L'Italien, senior consultant, technology management, DelCor Technology Solutions

Lynn Morton, social marketing manager, R2integrated

Idea Labs • 11:45 a.m. – 1:00 p.m. continued

Membership 2.0—Beyond Personalized Member Engagement

We always talk about better engaging members and new prospects, but actually doing it effectively can be nearly impossible by traditional means. Take an in-depth look at how one trade association and one professional society unleashed the power of their member diversity by connecting people with the benefits they were most interested in. Learn how these two associations broke through the barrier with both print and electronic communications. See how personal micro portal marketing was used to better respect member time constraints and immediately connect value, and compare campaign costs with traditional marketing to understand the financial implications of membership 2.0 engagement.

Eric Allen, EVP, Healthcare Convention & Exhibitors Association

Ashley Pruetz, CAE, M.Ed., manager of membership and customer service, American Society of Heating, Refrigerating and Air-Conditioning Engineers

Frank Skinner, MA, director of membership marketing and development, Kellen Company

Next Generation Learning: Putting it all Together

Want to capitalize on what you've learned during the Great Ideas Conference? Hoping to see how others might apply lessons learned? Using an innovative and interactive format, this session will help you put it all together and show then when you consider the future of adult learning, everyone can be a winner!

Tobin P. Conley, senior consultant, technology management, DelCor Technology Solutions

The Focus Is on You: You Have Your CAE. What's Next in Your Leadership Journey?

Passing the CAE exam was both one of the most challenging yet rewarding experiences of your association career. Now what? Join this candid conversation to discover how to take what you have learned and apply it to your everyday work. Examine the three stages of leadership growth and how they influence your sense of challenge and fulfillment. Identify whether you have what you need to transition to a new phase of leadership, and learn how to take advantage of available opportunities.

Joel Albizo, CAE, executive director, Council of Landscape Architectural Registration Boards

Marshall Brown, president, Marshall Brown & Associates

Shelley Sanner, CAE, managing consultant, McKinley Marketing, Inc.

The Leadership Academy for Young Association Professionals

is a multifaceted leadership experience that develops skills needed for our newest talent to lead organizations in a dynamic, competitive, and global business environment. It is part of an overall strategy by ASAE to proactively address 21st century workforce issues. The Leadership Academy is made possible in part through a grant from American Express, which is committed to providing current nonprofit leaders with practical opportunities to learn and build leadership skills.



For more information, visit
www.asaecenter.org/Academy.

BUT WAIT, THERE'S MORE!

1:30 - 4:30 p.m.

The Broadmoor: Behind the Scenes to Deliver Extraordinary Service

The Broadmoor Hotel has received 5-star and 5-diamond ratings since nearly the inception of those awards, the longest running in the country. These ratings imply the highest quality and highest reputation in our industry. Now is your opportunity to take a behind-the-scenes look at how The Broadmoor delivers such exceptional service year in and year out. Experience the standards that The Broadmoor's 1800 staff live by. Gain practical tools and relevant knowledge that will ensure a 5-star, 5-diamond level of service in your organization and leave energized about incorporating the art of hospitality into your own work!

Kate Manzanaras, assistant director of human resources, The Broadmoor



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www.asaecenter.org/sponsorships



and more... EDU TOURS*

1:30 - 4:30 p.m.

**All tours are \$35.*

EDU Training: Tour of the U.S. Olympic Training Center

In 1978 the U.S. Olympic Committee's (USOC) headquarters moved to Colorado Springs from New York and established the first Olympic Training Center (OTC) in the U.S. The Colorado Springs OTC is a 35 acre campus serving over 15,000 athletes a year. In 1995, the USOC officially opened its new \$23.8 million facilities—a state-of-the-art sports medicine, sport science, and athlete center, expanding their capacity to train elite athletes from across the country in a multitude of sports. Enjoy a VIP tour of the USOC facilities, interact with athletes, and participate in a discussion with their senior leadership team members regarding the various aspects of the Olympic Movement—including the details of preparing, planning, and participating in the Olympic and Paralympic Games.

EDU Leadership: Tour of the U.S. Air Force Academy

Tour the world-famous U.S. Air Force campus and learn about the Academy's Leadership Training program. This tour includes a mission briefing, insight into the leadership and ethics program, the Air Field, and a visit to the world famous cadet chapel with its seventeen spires. Spanning 18,500 spectacular acres nestled against the Rocky Mountains, the Academy draws hundreds of thousands of visitors from around the world each year.

EDU Mission: Tour of North American Aerospace Defense Command (NORAD)

Get a behind-the scenes look at NORAD HQ and USNORTHCOM at Peterson Air Force Base to receive an overview of the many critical missions. **Stay tuned to the website for more information.**

REGISTRATION

Online: www.asaecenter.org/GreatIdeas
 Phone: 888-950-ASAE (2723) or 202-371-0940 (in Washington, DC)

You can also get details regarding Circle Club, transportation, and more! If you require special accommodations to fully participate, please attach a written description of your needs.

Registration Fees	Through Feb. 11	Feb. 12 and Beyond
Association Executive		
Member	\$845	\$945
Nonmember*	\$1045	\$1145
Additional Registrant(s) from your organization (association executives only)		
Member	\$645	\$745
Nonmember*	\$845	\$945
Small-Staff Association Executive (association staff of five or less)		
Member	\$645	\$745
Nonmember*	\$845	\$945
Small-Staff Consultant (consultants with a staff size of two or less)		
Member	\$645	\$745
Nonmember*	\$945	\$1045
Consultant		
Member	\$845	\$945
Nonmember*	\$1145	\$1245
Industry Partners		
Member	\$845	\$945
Nonmember*	\$1145	\$1245
*Nonmember fee includes a one-year ASAE membership		

Additional Events for Purchase:

Guest Ticket: Sunday Reception Only \$60

Hotel Operations Program:

Members: \$395

Nonmembers: \$495 (includes a one-year ASAE membership)

EDU Tours: \$35 each

Also Available

Recorded Conference \$125
(online access)

Share a Room/Ride Program

Participate in the Share a Room Program to cut hotel costs by 50% or take advantage of the Share a Ride Program. Visit www.asaecenter.org/collaborate and search for "2011 Great Ideas Share a Room/Ride" group to find attendees willing to share their rooms or their ride and split the cost. You'll need to log into our website with your ASAE login and password. Once you are there, click "Join Us" to become part of the group. Then, you can click on the "Group Roster" tab to see who is attending, and click on the "Discussions" tab to respond to any posts or post one of your own.

HOTEL INFORMATION

The Broadmoor

1 Lake Avenue

Colorado Springs, CO 80906

General Information: 719-634-7711

Resort Reservations: 866-837-9520 (toll free)

Group rate: \$180 single/double plus applicable taxes

Rates quoted for dates prior to or after the official program dates are based on hotel availability.

Cutoff date for reservations at the group rate is February 24, 2011.

AIRPORT & GROUND TRANSPORTATION

Your destination airport is Colorado Springs, Colorado (COS) or fly into Denver, rent a car, and enjoy a scenic 90 minute drive.

Book your air and ground transport through **ASAE's official Travel Provider – ATC (Association Travel Concepts)**— and save 5% off applicable classes of service for tickets purchased more than 30 days prior to the conference. Restrictions apply and not all classes of service apply for the 5% discount (United Airlines). 5% off applicable classes of service for tickets purchased prior to the meeting (American Airlines).

Discounts valid for travel 3/10/11-3/18/11. Some restrictions may apply. Service fees apply to ticketed reservations.

For more information, visit:
www.atcmeetings.com/asae

You may also call your own agency or the vendors directly and refer to the following ID numbers:

United Airlines (510CK): 800-521-4041

American Airlines (7231BY):
800-433-1790

Hertz Rentals (CV#031C0016):
800-654-2240

Enterprise (32H7476): 800-593-0505

Delta Air Lines is pleased to offer discounted airfares to the Great Ideas Conference. To take advantage of the negotiated rates, call Delta Meeting Network reservations at 1-800-328-1111, Mon-Fri, 7:00 a.m.-7:00 p.m. CT. Refer to File Meeting Code **NY29E**.

Shuttle Service

Roundtrip and one-way shuttle service is available between the Colorado Springs Airport and The Broadmoor. **RESERVATIONS ARE REQUIRED FOR GUARANTEED SERVICE.** Upon arrival at the airport, please check in at The Broadmoor Welcome Desk conveniently located in baggage claim. If it is

unattended at the time, use the courtesy phone next to the desk.

Fares are \$35 per person roundtrip or \$23 per person one-way. (Children 15 and under ride free with a paying adult.) Fares can be charged to your room. Once your travel plans are finalized, please notify the Broadmoor's Transportation Department to make shuttle reservations by calling 888-577-5769 or go to www.broadmoortransportation.com

GENERAL INFORMATION

Nonmembers

ASAE memberships are individual. If you are not a member, please pay the nonmember rate and you will receive a one-year ASAE membership in addition to your conference registration. For information about becoming a member, please contact the Member Relations Team at mbrdev@asaecenter.org or call 202-626-2727.

Circle Club Members

Please contact your organization's Circle Club representative to register. Interested in Circle Club membership? Call the Circle Club Concierge at 202-326-9518 for more information.

Confirmation

You will receive an electronic confirmation of your registration from ASAE upon completion of your order, and an additional confirmation reminder within several days prior to the start of the program.

Cancellation Policy

If received by February 22, 2011, you will be refunded your registration fee after a \$75 administrative charge. Cancellations not received in writing by the date required will not be eligible for a refund. No-shows will not be refunded.

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Full conference attendees will be eligible to earn up to 15 Certified Association Executive hours for attending Sunday, March 13 – Tuesday, March 15, 2011.

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ASAE must receive your registration no later than one week before the conference to be listed in the official pre-registered roster that will be available online.

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By Matthew May

In this thought-provoking exploration of why certain events, products, and people capture our attention and imaginations, Matthew E. May examines the elusive element behind so many innovative breakthroughs in fields ranging from physics and marketing to design and popular culture.

Rules of the Red Rubber Ball

By Kevin Carroll

Drawing wisdom from the playgrounds of his youth, where he spent hour upon hour sharpening his body and his mind, Carroll shares with readers his Rules of the Red Rubber Ball—how to achieve maximum human potential through the power of passion and creativity.

199 Ideas: Membership Recruitment and Retention

By ASAE's Membership Section Council

Take your membership and retention efforts to new levels with this all new resource that provides tip after tip from seasoned membership executives.

Governing for Growth: Using 7 Measures of Success to Strengthen Board Dialogue and Decision Making

By Nancy R. Axelrod

Governing for Growth delivers a practical framework for ongoing performance improvement that focuses the board on strategic dialogue and decision making that achieves results.

Supporting the Decision to Join: What Association Boards Should Know and Do About Membership and Affiliation

By James Dalton

This brand new leader-friendly title provides the intelligence your board needs to drive member loyalty, and engage in strategic deliberation and intelligence-based decision making.

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