

Set sail for Somerset!



Kentucky Society of Association Executives

2019

ANNUAL CONVENTION

The Center for Rural Development

Somerset, KY

June 17-19, 2019



Schedule-at-a-Glance

Monday, June 17

6:00–7:30pm Opening Reception

Tuesday, June 18

6:00 – 6:45am Sunrise Yoga*

8:00–9:00am Registration & Continental Breakfast

9:00am–12:00 **CEO Roundtable: How CEOs Can Ensure Sustainable Membership for Their Association** *Mark Levin, CAE, CSP*

9:00–10:15am **General Session: Playing by the Rules**
Brian Simmons, SHRM-SCP, CTA

10:15–10:30am Break

10:30am–12:00 **General Session: A Mouse and a Coffee House: The Importance of Event and Experience Marketing** *Sarah Smith & Farrah Dobbs, Center for Rural Development*

12:00–1:15pm Networking Lunch

1:15–2:45pm **Managing the Membership Experience**
Mark Levin, CAE

2:45–3:00pm Break

3:00–4:30pm **Cybersecurity Awareness For Proactive Association Leaders**
Craig Willard, SimplifIT

5:30–7:00pm Dinner @ The Harbour Restaurant, Lee's Ford Marina *transportation provided*

7:00–10:30pm Teambuilding: "Cruising for Murder"
Murder Mystery Party on Lake Cumberland

Wednesday, June 19

6:00–6:45am Sunrise Yoga*

8:00–9:00am Registration & Continental Breakfast

9:00–10:15am **Panel Discussion-Venue Contract Negotiation**
featuring: Betty Whittaker (KMHI); Amy Preher (KJA); Mary Jo Haviland (Marriott International) & Michele Bowling (French Lick Resort)

10:15–10:30am Break

10:30am–12:00 **Become the Leader Your Company Deserves** *Rick Coplin*

12:00–2:00pm Awards Luncheon

***Separate registration fee**

Meeting Details

Registration Fees (through May 31)

Bring your team!

1st Person from company/organization \$249

2nd Person from company/organization \$229

3rd or more Person from company/organization \$209

Meeting registration fee includes Monday Welcome Reception, all presentations, breakfast & lunch on Tuesday and Wednesday, as well as the Wednesday evening Murder Mystery Party on Lake Cumberland.

>> Register ONLINE at KSAE.com! <<

Hotel Information: Courtyard Somerset

Executive member rate: \$99.00/night

Supplier member rate: \$124.00/night

Make your reservation online at ksae.com.

Room block expires May 31, 2019!

Silent Auction & Basket Competition

Be sure to participate in the **Basket Competition** Silent Auction. We are challenging **every KSAE Member** (association executives **and** associate/supplier/facility) to create a silent auction donation. *A special prize will be awarded to the best/most creative donation as judged by a panel of experts.* Be creative! Reach out beyond KSAE members for donations! **You do not need to attend to donate a basket.**

Set Sail for Somerset

The Center for Rural Development and the town of Somerset are pulling out all the stops for this exciting year's KSAE Convention! Not only do we have top-notch presenters sharing their expertise with you, the Convention takes place at the incredible Center for Rural Development and its adjoining new hotel, the Courtyard Marriott Somerset. In addition to being a meeting and concert venue, The Center has a full marketing department with a superior video creation studio, which you will get to visit during the Convention.



KSAE is a CAE Approved Provider

This program meets the qualifications for fulfilling the professional development requirements to earn or maintain the Certified Association Executive credential. Every program that we offer which qualifies for CAE credit will clearly identify the number of CAE credits granted for full participation, and we will maintain records of your participation in accordance with CAE policies. For more information about the CAE credential or Approved Provider program, please visit www.whatiscae.org.

As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for **9 credits** toward your CAE application or renewal professional development requirements. *

Monday

6:00-7:30pm

Welcome Party
Sponsored by



Tuesday

6:00-6:45am

Sunrise Yoga

Start your day with an outdoor yoga beginners class led by the Yoga & Wellness Center.

8:00-9:00am Registration & Continental Breakfast

9:00am-12:00pm **CEO Roundtable: How CEOs Can Ensure Sustainable Membership for Their Association** *Mark Levin, CAE, CSP*

Every association wants to be on an upward trend in membership growth, but too often this is accomplished by readjusting membership efforts each year. We take advantage of good (or bad) economies, we jump on the legislative "issue of the moment" to recruit new members, or we use incentives and resource-consuming membership "drives" to keep our numbers up. The key to sustained membership growth is your association taking control of the **membership experience**. In this CEO-only session, Mark will lead the group in a discussion of how each organization can customize and manage the membership experience for its members. The session will start with a discussion of the concepts and ideas in his book, "Managing the Membership Experience," followed by a free-wheeling discussion of membership success in today's marketplace. *Purchase Mark's book at a discounted rate when you register! For CEOs only.*



For over 30 years **Mark Levin, CAE, CSP**, has been helping organizations throughout the world grow and prosper. Mark's years of experience in not-for-profit organizations include staff positions as a membership director, local chapter director, and chief staff officer of three organizations. In addition, he's an active volunteer in several local, state, national, and international societies. Mark served for over 20 years on

the faculty of the Institutes for Organization Management, a continuing education program sponsored by the US Chamber of Commerce. Tens of thousands of volunteer and staff leaders have attended his programs worldwide, and can attest to his ability to present his topics in a unique, humorous, and interactive style.

9:00am-10:15am **General Session: Playing By The Rules**
Brian Simmons, SHRM-SCP, CTA

The modern workplace is a microcosm of the greater society in which we live. Logically, the type of conduct and behaviors that we see and experience in the world around us are reflected and made manifest daily within employees and work teams. Just as life has its own boundaries that must be respected and adhered to in order to be successful, companies too, must establish and enforce certain boundaries in order to operate efficiently and in compliance with recognized laws, policies and standards. Often times, human resources professionals and business owners are called upon when organizations need to create, implement and enforce boundaries within the workplace. In this Edutainment session, participants will take an in depth look at common boundaries within various organizations and gain insight on ways to manage employee conduct and behaviors that could be considered... "out of bounds."

Brian Simmons, SHRM-SCP, is the Founder, President and CEO of four businesses focused on human behaviors in workplace environments and business relationships. Mr. Simmons provides business education services primarily related to reinventing workplace environments and processes while reeducating members of the modern day workforce. Additionally, Brian creates, designs and facilitates customized workplace development courses and keynote workshops in subject matter expert areas which include: leadership and supervisory behaviors, workplace behavior management, workplace violence awareness and prevention, emerging workplace technologies, strategic change management strategies, employment law application and exceptional business relationship skills and civility. Brian also provides professional narration, voice over and acting services for several workplace instructional videos, audio books and e-learning modules.



10:30am-12:00pm **General Session: A Mouse and a Coffee House: The Importance of Event and Experience Marketing**
Farrah Dobbs & Sarah Smith

The value of the relationships between tourism, convention centers, and economic development can often be overlooked. This session explores how to promote sustainability and lasting mutually beneficial relationships. We will look at successful models and explore innovative event and experience marketing strategies. *A tour of The Center's facilities and marketing department is included!*

As The Center's Sales and Events Manager, **Farrah Dobbs** is involved in each event, in all respects, from start to finish. Farrah has experience in the tourism industry, as Executive Director of Burnside/Lake Cumberland Tourism, and as a Certified Kentucky Tourism Professional. She is also a Certified Events Planner, which helps aid in her organizational skills, hospitality, and an eye for detail. She would love the opportunity to help plan and implement your next meeting.



As The Center's Marketing Coordinator, **Sarah Smith** is involved in the marketing, communications, and public relations. She has strengths in a variety of arenas that will ensure the success of any project. Sarah has excellent graphic design skills, a knack for producing stand out print collateral and is an experienced photographer, writer, and editor.

12:00pm-1:15 Networking Lunch

>> Register ONLINE at KSAE.com! <<



1:15-2:45pm Managing the Membership Experience
Mark Levin, CAE

In this general session, Mark Levin, CAE, CSP, will share the key points from his newest book, "Managing the Membership Experience." He'll tell attendees how to anticipate what members want, and how to put an engagement plan together to exceed member expectations. Topics will include doing the "right" research; creating an effective value message; using Membership Mapping™ guide members to the best return on their dues investment; and using effective private sector techniques to engage members and build member loyalty.

3:00-4:30pm Cybersecurity Awareness For Proactive Association Leaders
Craig Willard

It seems we read headlines about a new data breach daily. Sadly, our society is becoming numb to the news. As an association leader, however, you can take action to protect your organization, your members and yourself. It's imperative that you understand the cybersecurity landscape. We are highly focused on partnering with association leaders to enhance cyber-awareness in 2019.

In this special training, you'll learn about the cyber threats that associations face every day. This is not just a talk - you will be armed with tools and knowledge to manage cybersecurity concerns.



Craig Willard is a founding member of SimplifIT and brings over 15 years of Healthcare Information Technology experience with 7+ years of senior level leadership experience in a Fortune 100 company. He received a bachelor of arts in organizational management, a master's in business administrator and is currently completing a doctorate in industrial and organizational psychology. He is considered an expert in IT leadership and management

nationally recognized as leading one of the best hospital IT departments in the country. He brings extensive experience in HIPAA, project management, life cycle and help desk management.

5:30-7:00pm Dinner @ The Harbor Restaurant

Hop on a trolley and cruise to the Harbor Restaurant at Lee's Ford Marina. We'll have dinner overlooking the Marina before heading out on Lake Cumberland to solve a murder mystery.



7:00-10:30pm Cruising for Murder on Lake Cumberland

All aboard a houseboat for a rousing adventure filled with peculiar passengers and conspiring crewmembers! Check your baggage and set sail for a sinuous night of secrets, scandals and seafaring scoundrels. *You will receive character assignments and costume suggestions prior to the Convention!*



Wednesday

6:00-6:45am Sunrise Yoga

Start your day with an outdoor yoga beginners class led by the Yoga & Wellness Center.

8:00-9:00am Registration & Continental Breakfast

9:00-10:15am Panel Discussion: Venue Contract Negotiations

*Featuring Betty Whittaker (KMHI);
Amy Preher (KJA);
Mary Jo Haviland (Marriott International)
Michele Bowling (French Lick Resort)*

The relationship between planners and properties is similar to learning the waltz. Planners want the best deal, the best location, and the best experience for their attendees. Properties, meanwhile, want to maximize total booking value, cut down on concessions, and turn clients into repeat business.

So how can both parties get what they want through the process of the event proposal and finalizing the hotel or venue contract? It all starts with better collaboration, a better understanding each other's position, and alignment on the next logical step.

10:30am-12:00pm Become the CEO Your Company Deserves *Rick Coplin*

Learn to become a better leader! Rick will outline how to change your mindset and ability to lead rather than "do." He will share actionable transformation strategies and the seven essential priorities of a CEO.

Rick Coplin advises executives and their leadership teams in growing companies, particularly Founders as they mature into to CEO roles. He also leads curated Masterminds for Founders seeking to lead effectively and scale their companies. Through his work, Rick helps owners be the leader their company, team, and family deserve.



Besides being a seasoned entrepreneur, he invested eight years as VP of Community Partner Ventures with Rev1 Ventures, mentoring entrepreneurs, connecting them with essential resources, helping them to raise funds to fuel growth, and helping them to grow into the CEO role.

He is also experienced in large corporate environments, having directed technology programs in a major financial institution and consulted with companies throughout the United States in the areas of technology, finance, marketing, and operations.

Rick is a native Kentuckian (Lexington) and a Denison University graduate. He is happily married to his college sweetheart, and the father of three great kids. He enjoys his kids' sports, skiing, grilled steaks, bluegrass music & playing upright bass.

12:00-2:00pm Awards Luncheon & Silent Auction Winners Announced

KSAE Annual Convention

June 17-19, 2019

Courtyard Marriott Somerset Somerset, KY

>> Register ONLINE at [KSAE.com](http://ksae.com)! <<

Reserve your rooms at the Courtyard
Marriott Somerset online at [KSAE.com](http://ksae.com).

Executive Members: \$99/nt,
Supplier/Associate Members: \$124/nt
(plus taxes/fees)

PLEASE PRINT

Organization _____

Address _____

City _____

State _____ Zip _____ Phone _____

First - time
attendee?

ATTENDEE NAMES

☐ Full Name _____ Email _____

☐ Full Name _____ Email _____

☐ Full Name _____ Email _____

Name as it should appear on your meeting name badge.	Meeting Registration Fee	Yoga Tues & Wed AM	Mark Levin Book "Managing the Member Experience"	Late Fee after May 31	SUBTOTALS
	\$249	\$15	\$30	\$50	
	\$229	\$15	\$30	\$50	
	\$209	\$15	\$30	\$50	

Function Attendance *Please put an X ONLY in the events each person plans to attend.*

Attendee Name	Mon PM Reception	Tues AM CEO Roundtable	Tues Networking Luncheon	Tues PM Dinner @ The Harbor	Tues PM Murder Mystery Cruise on Lake Cumberland	Wed Awards Luncheon

_____ Check Enclosed *Made Payable to KY Society of Association Executives

_____ Charge my VISA MC AMEX DISC

TOTAL DUE: \$_____

Name on Card _____

Billing Address for Card _____
Street Address City State Zip

Card Number _____ Expiration _____ Sec. Code _____

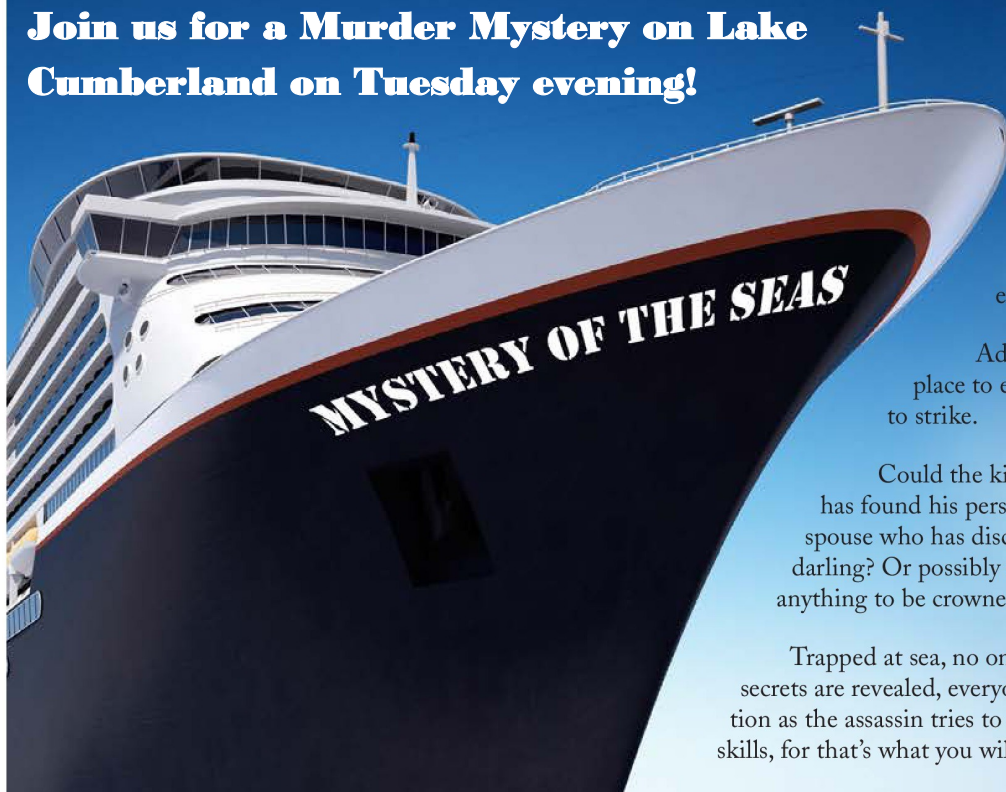
Mail this form with payment to: Kentucky Society of Association Executives * 5932 Timber Ridge Dr, Ste 101 *
Prospect, KY 40059 or register online at www.ksae.com * Questions? 502-223-5322 or angela@ksae.com

Kentucky Society of Association Executives
5932 Timber Ridge Dr, Suite 101
Prospect, KY 40059

**2019
KSAE
Convention
Registration
Information
Enclosed**

CRUISING FOR MURDER

**Join us for a Murder Mystery on Lake
Cumberland on Tuesday evening!**



After a luxurious week at sea, all those onboard the Mystery of the Seas are ready for a night of romance and intrigue at the Captain's Cocktail Reception—an extravagant affair to top all others.

Adrift on the ocean, there is no better place to escape your troubles...or for a murderer to strike.

Could the killer be the commanding captain who has found his personal life out of control? A seething spouse who has discovered the dastardly deception of their darling? Or possibly a conniving contestant who will do anything to be crowned ambassadress by the cruise line?

Trapped at sea, no one is safe and everyone is a suspect. As secrets are revealed, everyone's innocence will come into question as the assassin tries to appear angelic. Sharpen your sleuthing skills, for that's what you will have to rely on to call out the killer!