

# 2023 KSAE Convention

## Meeting Details

### Registration Fees (through September 15)

Meeting registration fee includes Monday Opening

Reception, all presentations, Tuesday breakfast, lunch and dinner, and Wednesday breakfast. CEO/Executive Director registrations also include the Monday CEO Roundtable!

*Bring your team!*

#### MEMBER RATES

1 <sup>st</sup> Person from company/organization	\$295
2 <sup>nd</sup> Person from company/organization	\$275
3 <sup>rd</sup> or more Person from company/organization	\$255

#### NON-MEMBER RATES

1 <sup>st</sup> Person from company/organization	\$395
2 <sup>nd</sup> Person from company/organization	\$375
3 <sup>rd</sup> or more Person from company/organization	\$355

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

### Hotel Info

#### French Lick Springs Hotel

**Single/Double-** Rate: \$159 plus tax/night for King or Queen/Queen.

[Make your reservations online](#) or by calling 1-844-241-6361 and using the group code **1023KSA**. This area of the state is absolutely gorgeous in the Fall and people come from all over for leaf peeping. Be sure to make your reservations EARLY! ***You do NOT want to miss this!***

**Cut-off date: September 15**

### 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.***

### Consent to Use Photographic Images

Registration and attendance at, or participation in, KSAE meetings and other activities constitutes an agreement by the registrant to the use and distribution of the registrant or attendees' image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities by KSAE.

### Cancellation/Refund Policy

Cancellations and refund requests should be submitted in writing to [michelle@ksae.com](mailto:michelle@ksae.com) no later than October 2. KSAE regrets that refunds will not be given for no-shows. Substitutions within a given event are gladly accepted. A substitution is permitted no later than October 9 and must be submitted in writing to [michelle@ksae.com](mailto:michelle@ksae.com).

KSAE reserves the right to change speakers and/or cancel an event due to unforeseen circumstances without penalty. The total amount of any liability of KSAE will be limited to a refund of the attendee's registration fee.

## Monday

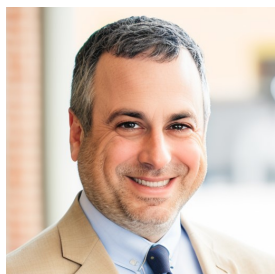
**9:00—12:00pm** CEO Roundtable: “Charting the Future: A CEO’s Guide to Navigating Opportunities and Challenges in Associations” \*\*

by Lowell Aplebaum, FASAE, CAE, CPF

**Must be the CEO or Executive Director of an Association to attend.** Be a part of this stimulating dialogue focused on the future-centric opportunities and challenges that professional associations face from a CEO’s standpoint. As the Nonprofit sector evolves quickly, we’ll delve into the emerging trends and their effects on strategic decision-making, innovation and leadership. Prior to our session, we will gather your priority questions to ensure our conversation addresses your specific needs and concerns. This interaction-driven learning session is designed to help association leaders anticipate change, propel growth and achieve mission-focused results amidst an ever-changing environment.

Learning Objectives:

- To comprehend and predict the future trends shaping the associations landscape, understanding their strategic implications for CEOs.
- To discuss and learn innovative strategies and best practices to capitalize on opportunities and tackle challenges, including digital transformation, shifting membership demographics and sustainability initiatives.
- To empower CEOs with necessary leadership insights and skills to guide their associations through changes, fostering an environment of adaptability and resilience.



With decades of experience in the education and association realm, **Lowell Aplebaum** founded Vista Cova with the goal of bringing dynamic tools and knowledge to associations across the globe. As a previous association executive, Lowell now has had the privilege of working closely with hundreds of organizations – guiding leaders, members and staff through

facilitation, keynoting and more.

Lowell is a committed believer in bringing authentic curiosity, experiential learning approaches and active listening to the table. He is an IAF Certified™ Professional Facilitator and currently studying to achieve his Doctorate of Education in Leadership. Lowell resides in Maryland where his 10-year-old twins and 12-year-old son keep the house full of surprises and laughter.

**1:00—5:00pm** Golf Outing at the Donald Ross Course \*

**5:00—6:00pm** Opening Reception

**\*Additional fee**

**\*\* Must be a CEO to attend.**

## Tuesday

**8:00—9:00am** Registration, Continental Breakfast & Silent Auction Opens

**9:00—10:30am** “Forecast Fluency: Learning How to Look Ahead” by Lowell Aplebaum, ASAE, CAE, CPF

The aftermath of a pandemic, societal disruption, economic threats...from one challenge to the next, our organizations and leadership have faced crisis after crisis.

The silver lining is that with each challenge comes an opportunity. The ability to forecast these challenges and opportunities is a priceless skill. Intuitive foresight is the key ability to track trends – past, present and future – and translate them into likely possibilities of tomorrow.

This session will step through a process of trend identification that can be used for any association or industry, helping volunteer leaders & staff alike to look up to the horizon and focus on what will most enable mission advancement.

Attendees will gain the ability to:

- Learn and practice a framework of past, present & future trend identification
- Discover what questions can connect trend fluency to better mission-focused decisions
- Bring back interactive facilitation methods to build a forecasting practice with your team

**10:30—10:45am** Break / Silent Auction

**10:45—12:15pm** “Legal Issues Facing Associations” by Richard A. Vance, JD

This session will cover anti-trust updates, how this policy is relevant to smaller associations, and possible unexpected scenarios. Rick will also discuss some remote work issues.

**Richard Vance** is a partner in the Louisville office of Stites & Harbison. He graduated from the University of Virginia and the University of Kentucky College of Law, where he was Order of the Coif and an articles editor of the *Kentucky Law Journal*. Rick spent three years at the Federal Trade Commission in Washington, DC where he was a staff investigator.



Rick has served as antitrust counsel to several national and statewide associations. He has addressed many antitrust issues facing trade associations, including industry surveys and information sharing, publication of product information, availability and pricing, membership policies and exclusion, trade show access policies, and product certification and standard setting programs.

**12:15—1:30pm** Lunch

**1:30—3:15pm “Our Industry in the Age of AI: Facts Fears, and the Future”**

*by Beth Z, Your Nerdy Best Friend*

Wondering how AI will impact your career? Want to know what tools are available and how to use them ethically? This is the session for you! As an association professional, staying ahead of the curve is critical to success. This unique discussion will provide you with the opportunity to ask questions, share your own insights and engage in informed conversations about the future of the field.

Meet Your New Nerdy Best Friend...

**Beth Ziesenis:**  
**Author. Speaker. Nerd.**



Since her first Motorola RAZR flip phone, Beth has made a verb out of the word “nerd.” She’s here to help you filter through thousands of apps, gadgets, widgets and doodads to find the perfect free and bargain technology tools for work and home. Although the only real trophy she ever won was for making perfect French fries at McDonald’s in high school, Beth Z has been featured on Best Speaker lists by several organizations that write best speaker lists. She has written a whole shelf of books on apps and has spoken to more than 100 thousand audience members just like you. And if you’re puzzling over why she goes by “Beth Z”... it’s because she only finds about three people a year who can pronounce her last name.

**3:15—3:45pm Break / Silent Auction**

**3:45—5:15pm “Powered Up Productivity”**

*by Dr. Stevie Dawn*

We live in a fast-paced ever-changing world. We are being asked to do more with less and in less time than ever before. It is a workplace imperative that we become efficient and effective in all our tasks. In this workshop, we will discuss the importance of focusing on the tasks that truly matter, the importance of delegation and how to prioritize our tasks. It is time we stop feeling overwhelmed and start feeling in control of our calendar.



**Dr. Stevie Dawn** serves as CEO of Stevie Dawn Inspires, a platform dedicated to helping people be productive at work and happy at home. Whether it is through corporate training programs or speaking at conferences, Stevie Dawn always delivers high-energy, impactful sessions. She has over 20 years of teaching and training experience in the corporate, non-profit and governmental sectors, her educational background includes a master’s degree in Sociology from Wichita State University and a doctorate in Leadership from Colorado State University.

**5:30—8:00pm Bowling Tournament & Pizza @ Pluto’s**

**Wednesday**

**8:00—8:30am Registration & final bids for Silent Auction**

**8:30—10:30am Breakfast Presentation and Awards  
“The Art of Communication: Unlock Your Career & Leadership Potential”**

*by Debbie Peterson*

Unlock the power of effective communication for you and your team with this interactive and transformative program that takes your skills to the next level. From discovering the common obstacles to communication to learning the habits of the most successful communicators, this program is the key to building a strong and collaborative team in the modern workforce. Tap into the power of your career and leadership aspirations by delving into the secrets of clear communication. This is your chance to transform your communication skills and see the profound benefits in your leadership and life.

Career and leadership coach, author, and nationally-recognized speaker, **Debbie Peterson** is the president of Getting to Clarity, LLC, a speaking and consulting firm. Debbie provides a system for audiences to gain more focus and clarity on their next steps, next level and next chapter of career and leadership. Her engaging and down-to-earth speaking style on career and leadership advancement, mentoring, and communication has made her a favorite with her clients.



Debbie has 25+ years of corporate experience, including administration, project management, and investor relations. She is a professional member of the National Speakers Association and a certified trainer of Neurolinguistic Programming. In addition, she authored the book *Clarity: How Smart Professionals Create Career Success on Their Terms* and hosts the “Getting to Clarity” podcast.

**11:00—12:00pm AMS Master Class by David Carnes & Davendra Raghubir of AMO**

This session will help you make an informed decision when considering a new AMS partner. David & Davendra will also demo their management software- Association Management Online (AMO). If you are an AMO user, this is the perfect time to learn about recently released features!

**David Carnes** founded ArcStone Technologies with an entrepreneurial spirit and a desire to provide technological solutions to small businesses in his local community. He captains both ArcStone and AMO, an association management software that he created. Both of which provide online solutions to hundreds of nonprofit organizations and associations throughout the nation. When not at his desk, David can be found riffing some sweet tunes on his guitar or walking his dog, Ziggy, around the lake with his wife and co-founder, Lisa.

With a strong passion for learning **Davendra Raghubir** joined ArcStone in 2018 as an AMO Junior Support Engineer. He now oversees the AMO software development team and facilitates all sales and training. Davendra is ArcStone’s resident support expert, personally walking potential customers through detailed product demonstrations and supplying ongoing support to current clients. Davendra recently moved from the Minneapolis area to New Orleans where he lives with his partner Marly.

# KSAE Annual Convention

## October 16-18, 2023

French Lick Springs Hotel \* French Lick, IN

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

Reserve your rooms at French Lick  
Springs Hotel at [KSAE.com](http://KSAE.com).

### 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.	Member Registration Fee	Non-Member Registration Fee	Monday Golf Outing	Late Fee after Sept 15	SUBTOTALS
	\$295	\$395	\$150	\$75	
	\$275	\$375	\$150	\$75	
	\$255	\$355	\$150	\$75	

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

Attendee Name	Mon AM CEO Roundtable	Mon PM Welcome Reception	Tues AM General Session	Tues Networking Luncheon	Tues PM Bowling & Pizza	Wed AM Breakfast Session

\_\_\_\_\_ Check Enclosed \*Made Payable to KY Society of Association Executives

\_\_\_\_\_ Charge my VISA MC AMEX DISC

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Prospect, KY 40059 or register online at [www.ksae.com](http://www.ksae.com) \* Questions? 502-223-5322 or [angela@ksae.com](mailto:angela@ksae.com)