

Mid-Atlantic Society of Association Executives

MASAE

Your local resource for education and networking.

2019 MID-YEAR MEETING

“Using Foresight to Implement Changes Today”

June 6, 2019

8:30 a.m. – 5:15 p.m.

The Study at University City
20 S. 33rd Street
Philadelphia, PA

★ **asae**®  **resightWORKS**



*As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for **6 credits** toward your CAE application or renewal professional development requirements.*

CONFERENCE SCHEDULE

8:00 – 8:30 a.m.

Registration, Breakfast & Get-to-Know Each Other Exercise

Join us for continental breakfast and a fun, competitive networking exercise to kick off the Mid-Year Meeting. Attendees will be asked to find three things you have in common with other attendees at your table, based on a pre-determined list of questions. The first table to identify the table's commonality will receive special recognition during the day.

8:30 – 9:00 a.m.

Exhibitor Preview

Attendees will have the opportunity to hear more about MASAE's exhibitors and sponsors and how they can help association and non-profit professionals.

9:00 – 10:00 a.m.

OPENING KEYNOTE:

“How to Think Like a Futurist in Your Association”

Presented by Suzanne Pine, CAE

Understanding what the future holds is a powerful way to reach the key insights that associations need to stay vibrant and growing -- especially when it's combined with creating an internal culture of foresight. Attendees will benefit from the most current ASAE ForesightWorks evidence-based research initiative and experience the tools available to association professionals and volunteer leaders. In this dynamic session, you'll engage with foresight discussions focused on relevant trends identified by a team of futurists and association volunteers. Topics like personalized artificial intelligence, reworking career pathways, and the aging world are just a few of the trends that attendees will engage in discussion. The opportunities and challenges afforded by the current trends will be unique to each association. The distinct perspectives shared in the discussion format help to establish leadership and vision for the future.

The session will also provide you with references and insight to share and train your Board of Directors and other association members. Thinking like a futurist involves recognizing the nature of change, looking for weak signals, spotting the unexpected, and establishing the “so what” implications. Today we see a lot of discussion, energy, and products promising to deliver insights. This session builds the capabilities and skills to leverage limited resources effectively.



Sue is currently the VP of Professional Development at AH, Senior Director of NAPO (National Association of Productivity and Organizing Professionals), and AMC National Accounts Rep for the PHL-CVB. She worked for over 35 years in the "association management" world. Sue has been with AH since 2012. Sue is an international speaker returning from Australia and New Zealand where

she shared the futures topic on frequent speaker at ASAE, AMC Institute, and a variety of ASAE State Society meetings.

As a Past Chair of the ASAE Research Committee (2008), Sue was actively involved in the “Designing Your Future” trends project. Since that time, Sue has been a huge fan of the ASAE Research Committee and also strong advocate for the need to incorporate trends-watching as a key skill required by both key leaders of association staff teams and volunteer leaders. Sue furthered her training by attending the University of Houston Certificate in Strategic Foresight program.

10:00 – 10:15 a.m.

Break with Exhibitors

10:15 – 11:15 a.m.

“Implementing a Culture of Foresight”

Presented by Jennifer Pastore, National Association of Productivity & Organizing

Knowing that foresight is important for your association is one thing, integrating foresight into an already overloaded list of association projects is another. Hear firsthand how one busy association executive effectively incorporated futures research and is building a culture of foresight within the association she leads.



Jenn is currently Executive Director of the National Association of Productivity & Organizing Professionals (NAPO), a long-time client partner of Association Headquarters. She is a frequent participant in the AH Foresight Think Tank discussions and has partnered with Sue Pine, FASAE, CAE in implementing a culture of foresight within NAPO. She is a life-long learner having

earned degrees in History, Spanish language and International Development. Currently, she is preparing to sit for the CAE exam in 2019 and looks forward to engaging in more futures discussions and research.

11:15 – 12:15 a.m.

“Intellectual Property Issues for Associations”

Presented by C. Michael Deese, Esq., Howe & Hutton, Ltd.

Association attorney Mike Deese will address copyright and trademark issues with which every association executive should be familiar. Assuring that your association owns the copyright to works published by the association is not as simple as one might expect and managing the use of your association’s marks is more important than you might think. Hear how you can fulfill your obligation, whether as an association employee or as a member of an AMC’s staff, to protect your association’s intellectual property rights.



C. Michael Deese, a partner in the Washington, D.C. office of Howe & Hutton, Ltd., graduated from Davidson College (A.B. in Political Science, 1973), the University of Pennsylvania Graduate School of Arts and Sciences (M.A. in International Relations, 1976) and the University of Pennsylvania Law School (J.D., 1976). He has practiced law in Washington for over 38 years, focusing primarily upon the representation of national and international nonprofit organizations. His work on behalf of trade associations, professional societies, charitable organizations and their related entities has included corporate matters, contract negotiation and drafting, litigation and general counseling regarding the antitrust, tax and other consequences of client actions and programs. Mike currently serves as outside general counsel to numerous national and international nonprofit organizations as well as several regional associations and to numerous automobile dealer advertising associations. Mike is a member of the Legal Section of the American Society of Association Executives, where he has served on the Editorial Advisory Committee for the Section's Association Law & Policy newsletter.

12:15 – 1:00 a.m.

Lunch with Exhibitors

1:00 – 2:00 p.m.

Evaluating Drivers of Change

*Foresight is a critical component of business leadership, but foresight practice can add value and strategic insight to all levels and functional areas of association management. Foresight is not the same as “trends.” Trends knowledge is helpful but can only tell you what people are doing now—not what you may need to know to prepare for the future. The ASAE ForesightWorks research takes a longer view, identifying **41** drivers of change that are or will be important to the future work of associations.*

MASAE understands that all professionals prefer different methods of learning. For this session, attendees will be able to choose HOW they want to learn more about the Drivers of Change – a focused discussion on a specific topic, or an open dialogue focused on the driver of choice for the group.

ATTENDEE CHOICE #1: Deep Dive Discussion: The Next Gen Professional
Facilitated by Kevin Robbins, CEO, Mid-Atlantic Employers' Association

Millennials are now the largest generational cohort in the workforce, and generation Z is right behind them. These next-gen professionals are the future of associations and, contrary to some conventional wisdom, they are willing to both join and stay with organizations that meet their career development needs. Organizations will need to

provide the kinds of training, mentoring, content, and other services that next-gen professionals value most, encouraging engagement that leads to loyalty.

ATTENDEE CHOICE #2: Un-Conference

Attendees will decide as a group which Driver(s) of Change they want to discuss. The discussion will be moderated by an MASE member to ensure that the group stays on task.

2:00 – 3:00 p.m.

Evaluating Drivers of Change (Continued)

MASAE understands that all professionals prefer different methods of learning. For this session, attendees will be able to choose HOW they want to learn more about the Drivers of Change – a focused discussion on a specific topic, or an open dialogue focused on the driver of choice for the group.

ATTENDEE CHOICE #1: Deep Dive Discussion: Higher Education Facilitated by Todd Von Deak, MBA, CAE, CEO, TVD Associates & Adjunct Faculty, Drexel University

Traditional educational models are under tremendous pressure as changes in work, technology, and student expectations demand both new curricula and new modes of instruction. Higher education is facing new threats of disintermediation by online education and alternative credentialing systems. While the knowledge economy places a premium on analysis and thinking, it is also creating new alternatives to the university that threaten to transform how students receive postsecondary instruction.

ATTENDEE CHOICE #2: Un-Conference

Attendees will decide as a group which Driver(s) of Change they want to discuss. The discussion will be moderated by an MASE member to ensure that the group stays on task.

3:00 – 3:15 p.m.

Break with Exhibitors

3:15 – 4:15 p.m.

When I Get Back to the Office...

Moderated by Suzanne Pine, CAE

Sue Pine will moderate a roundtable discussion for all attendees to share their insights, discuss the lessons they've learned and ways they can use Foresight to implement changes in their own associations.

4:15 – 5:15 p.m.

Networking Cocktail Reception with Exhibitors

2019 MID-YEAR MEETING REGISTRATION FORM

Deadline for Registration is Monday, June 3, 2019

Contact Information:

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Special Dietary/Disability Needs: _____

Membership Status: MASAE Member Non-Member

Registration Fees:

- MASAE Member Early Bird (Register Before May 10, 2019) \$175.00
- MASAE Member Regular Rate (Register After May 10, 2019) \$225.00
- Non-Member Registration Fee (Conference Only) \$275.00
- Non-Member BUNDLED Registration Fee \$325.00

*Fee includes registration to MASAE's Mid-Year Conference
plus an individual membership in MASAE valid until December 31, 2019*

Payment Information:

- Check Payment (please make checks payable to MASAE)
- Credit Card Payment

Card Number: _____

Expiration Date: _____ CVV: _____

Name on Credit Card: _____

Card Billing Address: _____

Signature: _____

Please return the completed registration for with payment to:

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P.O. Box 518 Fax: 856-727-9504
Mount Laurel, NJ 08054 Phone: 267-597-3818