



# ANNUAL MEETING & EXHIBITION 2019 AGENDA



## Tuesday, December 10

6:30 p.m. – 8:00 p.m.	CEO Discussions Dinner – Speaker: Dean West, FASAE	Gordon Ramsey Steak at Harrah's
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## Wednesday, December 11

9:30 a.m. – 10:00 a.m.	First Time Attendee Welcome Reception	Big Cypress Studio B
10:00 a.m.	Exhibit Hall Opens	Seminole Ballroom
10:30 a.m. – 10:45 a.m.	Welcome	Seminole Ballroom
10:45 a.m. – 12:00 p.m.	Opening Keynote: "The Evolving Association Business Model" Speaker: Dean West, FASAE	Seminole Ballroom
12:00 p.m. – 12:30 p.m.	MASAE Business Meeting & Presentation of Awards	Seminole Ballroom
12:30 p.m. – 1:15 p.m.	Lunch & Exhibits	Seminole Ballroom
1:30 p.m. – 2:30 p.m.	Breakout Session One	
	<b>EXECUTIVE:</b> "Getting to Association 4.0: Moving from Strategic Planning to Integrated Strategy" – Speakers: Sherry Budziak, Kevin Ordonez	Big Cypress Studio B
	<b>ASSOCIATION 101:</b> "Surviving your AMS Migration" – Speaker: Kim Russell	Immokalee Studio A
	<b>MEETINGS AND EVENTS:</b> "Cutting Edge Legal Issues for Meetings & Events" Speaker: Joshua Grimes, Esq.	Immokalee Studio B
2:45 p.m. – 3:45 p.m.	Breakout Session Two	
	<b>EXECUTIVE:</b> "Explicit Content [Strategy] Warning" – Speaker: Dean West	Big Cypress Studio B
	<b>ASSOCIATION 101:</b> "5 Fixes to Boost Online Member Engagement in 2020" Speaker: John Hooley	Immokalee Studio A
	<b>MEETINGS AND EVENTS:</b> "Negotiating Beyond the Typical Venue Contract" Panel: Heather Seasholtz, CMP, Joshua L. Grimes, Esq., Jackie Kavcak, Robert Smith	Immokalee Studio B
4:00 p.m. – 5:00 p.m.	Speed Networking Reception with Exhibitors	Seminole Ballroom



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Mid-Atlantic Society of Association Executives  
**MASAE**

5:00 p.m. – 6:00 p.m.	Free Time	
6:00 p.m. – 8:00 p.m.	MASAE Annual Reception	Hard Rock Café Backstage
<b>Thursday, December 12</b>		
8:00 a.m. – 9:00 a.m.	Breakfast & Exhibits	Seminole Ballroom
9:00 a.m. – 10:15 a.m.	Opening Keynote: “Strategic Integration” – Speaker: Gabriel Eckert	Seminole Ballroom
10:15 a.m. – 11:00 a.m.	Break with Exhibitors	Seminole Ballroom
11:00 a.m. – 12:00 p.m.	Breakout Session Three	
	<b>EXECUTIVE:</b> “Are You Ready for Strategic Planning?” Speakers: Karen Silberman, CAE and Ray Tuck	Big Cypress Studio B
	<b>ASSOCIATION 101:</b> “5 Steps to Creating a Data Analytics Program” Speakers: Heidi Weber, MBA, CAE and Katherine Matthews, CAE	Immokalee Studio A
	<b>MEETINGS AND EVENTS:</b> “The Marriage of Meetings and Membership” Speakers: Nicole Ratner, CAE, CMP, and Dan Ratner	Immokalee Studio B
12:00 p.m. – 1:00 p.m.	Lunch, Exhibits and Door Prize Giveaway	Seminole Ballroom
1:15 p.m. – 2:15 p.m.	Breakout Session Four	
	<b>EXECUTIVE:</b> “Gamification: The Future of Member Engagement” Speaker: Willis Turner, CEO	Big Cypress Studio B
	<b>ASSOCIATION 101:</b> “Association Research Reveals the Stickiest New Member Engagement Programs” – Speaker: Amanda Kaiser	Immokalee Studio A
	<b>MEETINGS AND EVENTS:</b> “Meeting Refresh: 3 Areas to Focus on First” Speakers: Sabina Gargiulo, Beth Mauro, and Brooke Passy, CMP	Immokalee Studio B
2:15 p.m. – 3:15 p.m.	Closing Keynote: “YESCALATE: Get to Yes Faster using the Brain’s Own Shortcuts” – Speaker: Dean Minuto	Seminole Ballroom
3:15 p.m. – 3:30 p.m.	Closing Remarks	Seminole Ballroom