



KSAE Annual Conference
December 10-11, 2015
Prairie Band Casino & Resort, Mayetta, KS
Thursday, December 10, 2015

10-10:50am

How to Earn your CAE

Ashley Charest, Centric Management and Consulting

St. Lawrence Room

The Certified Association Executive certification identifies those who have the knowledge essential to serving as a successful association executive and is the association credential most highly regarded by your peers and boards alike. Learn how to prepare yourself to meet the eligibility requirements, and prepare to sit for the CAE exam.

Ashley Charest is a not-for-Profit Executive with over 15 years of experience working for volunteer-based associations to create an awareness of its causes, needs for educating its members, along with continuous membership recruitment and retention, which is vital to any not-for-profit organization.

How to Earn your CMP

Brad Plumb, Overland Park Convention and Visitors Bureau

Chicago Council Bluffs Room

For more than twenty years, Convention Industry Council (CIC) has defined new levels of professionalism through its Certified Meeting Professional (CMP) program. CIC certifies individuals through an internationally recognized certification program that evaluates the competency of meeting professionals. The CMP designation represents the standard of excellence in today's meetings, conventions and exhibitions industry. Learn how to prepare yourself to meet the eligibility requirements, and prepare to sit for the CMP exam.

11-11:50am

5 Dysfunctions of a Team

Kristin Scott, Scott HR, LLC

St. Lawrence Room

The famous book, 5 Dysfunctions of a Team by Patrick Lencioni has shared their insights and partnered with a leader in the assessment industry to create 5 Behaviors of a Cohesive Team. The behaviors build from the bottom up: Trust, Conflict, Commitment, Accountability and Results. Today's session will delve into Dysfunctional behaviors and Functional behaviors and share tips for launching healthy discussions to move forward.

Kristin Scott is a Human Resource Professional serving organizations for 18 years to address employee challenges, legal complexities, organizational performance and communications. Kristin earned a Masters in Management degree from Baker University, a Bachelor of Science degree in Business from Washburn University, is a certified Professional in Human Resources and has earned the Certified Employee Retention Professional certificate from the Retention Institute.

Thursday, December 10, 2015

12-1:00pm

Leadership Lessons from the Hospitality Industry

Susie Santo, Visit Wichita

Sturgeon Bay Room



Susie Santo, President & CEO of Visit Wichita, joined Visit Wichita in 2012 following a 20-year career at Universal Studios Hollywood. Her experiences, from a Fortune 500 company to a non-profit agency, have informed her understanding of how to lead a successful organization. Hear her perspective on what drives success and gain insight on how to make your own organization more effective.

Susie Santo joined the Visit Wichita team in the summer of 2012, as the President and CEO. She has quickly made an impact on the Wichita travel and tourism industry and the community. In 2014, she led the initiative to create the state's first Tourism Business Improvement District. The new funding source will be utilized to market Wichita at unprecedented levels. In addition, she led the research driven community wide process to help identify and communicate the Wichita brand.

Susie currently serves on many local, state and national boards including: The Wichita Chamber of Commerce, Wichita Downtown Development Corporation, Greater Wichita Area Sports Commission, Wichita Transit Advisory Board, Travel Industry Association of Kansas, the US Travel Destination Council and the Destination Marketing Association International Foundation Board. She previously served as the Board Chair of the California Travel Association.

1:10-2:00pm

The Power of Humility in the Age of the Selfie

David Carter, Farley Visiting Professor of Ethics and Leadership at Washburn University

St. Lawrence Room

In the age of Selfie, large egos, pride and a concern about who gets the credit stifles collaboration and effective leadership. In this discussion, Dr. Carter introduces a new concept into 21st century leadership titled The Lesser Seat, a critical analysis of how the best leaders throughout history were not only humble and unpretentious, but also collaborative—selfless instead of self-seeking. Dr. Carter explains the science behind why effective leadership requires both humility and collaboration, rare traits becoming all the more rare in businesses, boardrooms, and, to be sure, across college campuses.

Dr. David W. Carter is a historian, best-selling author and educator, specializing in military and social history. With well over a decade of leadership experience, he has served in the United States Air Force as a combat engineer, as a Kansas police officer, and in a variety of higher education institutions to include his current position at Washburn University as the Farley Visiting Professor of Ethics and Leadership. Having received numerous awards—the Iraq Campaign Medal, the Army Commendation Medal, the Real Men, Real Heroes Award, and the Bronze Wreath of Merit, among others—Dr. Carter's past work reveals planning, organizational, and negotiation strengths, but more importantly, the ability to lead and attain results. He holds a bachelor's degree in History from the University of Maryland, a master's degree in Military History from Norwich University—The Military College of Vermont, and a doctorate (summa cum laude) in Higher Education, Leadership and Organizational Development from Benedictine University, Chicago. His previous work has appeared on multiple news and media outlets and, most recently, C-SPAN's Book TV, which highlighted his 2013 bestseller, Mayday Over Wichita.

Thursday, December 10, 2015

1:10-2:00pm

Tourism Trends for Destination Marketers: Community Branding, Visitor Research and Tourism Funding

Susie Santo, Visit Wichita

Chicago Council Bluffs Room

What does it take to be a successful destination marketer? Learn from Susie Santo some of the efforts taking place in Wichita to grow the travel and tourism industry in the city. New efforts are focusing on making Wichita a preferred choice for leisure travel and convention business.

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2:10-3:00pm

Go Ahead...Make Your Case! How to Be More Influential, Persuasive & Convincing

Rich Drinon, Drinon & Associates

St. Lawrence Room

Persuasion is – arguably – the most important communication skill. Regardless of your station in life, it's essential that you know how to get others to follow your lead, respond to your request, get on board with an objective or do the right thing in any given situation. Many people bristle at the idea of using persuasion. But, persuasion is your natural state. When you were first born, most vulnerable and dependent on others, you knew how to “work people” to get your needs met. A certain cry or look or action can send an alarm, melt hearts or bring cheers! As humans mature they lose much of this natural persuasive ability. This program helps you regain your natural talent and takes you to a new level of being influential, persuasive and convincing.

Rich Drinon provides Leadership Communication Skills training for executive and management teams – with an emphasis on persuasion. He is a Journalism graduate of the University of New Mexico with a master's degree in Communication & Leadership Studies from Gonzaga University. Rich has worked in leadership, management, sales and marketing positions for local, statewide, national and international organizations. Over the past 28 years Rich has conducted thousands of programs for organizations throughout the U.S. and Canada, and individual coaching sessions with hundreds of leadership, management and sales professionals. In addition to owning several businesses, Rich has worked in leadership roles for the International Association for Jazz Education and Kansas Hospital Association.

Thursday, December 10, 2015

3:10-4:00pm **Design for Non-Designers**

Erin Fletcher, Centric Management and Consulting

St. Lawrence Room

Do you have an upcoming event you're promoting? Are you looking to create a unique brochure to convey membership benefits? Perhaps you're redesigning your business cards or even your website? Every communication piece that you create deserves thoughtful design consideration. You need to create quality design materials that are both attention-grabbing and functional, allowing the user to get the information they need clearly and quickly! This session will give you the basic design principles you need to create great communication tools efficiently and effectively.

Participants will walk away from this presentation understanding the four basic principles of design: Proximity, Alignment, Repetition, and Contrast. Participants will also be provided a brief overview of typography types and best practices for usage. It doesn't matter what design software you're using (Word, Publisher, Photoshop, InDesign, etc) or what project you're creating, these principles are universal!

Erin Fletcher is a marketing professional who is passionate about great design and great messaging. She has extensive experience in logo design, layout design, videography, web design, social media and e-mail marketing. Erin has over 10 years' experience helping a multitude of non-profits, trade associations and professional societies convey their missions and engage stakeholders across the country.

4:00-6:30pm **Expo and Reception**

Don't miss this opportunity to mingle with your association industry friends and find out about products and services.

6:30pm **Hospitality Suite Hosted by Centric Management and Consulting Room 3031**

Friday, December 11, 2015

9-10:00am **EXCHANGE Event**

Sponsored by Manhattan Convention & Visitors Bureau

Sturgeon Bay Room



This one-hour "speed dating" business event with efficient, effective one-on-one appointments is a not-to-be-missed opportunity. EXCHANGE allows association executives/meeting professionals and exhibitors to meet one-on-one in a highly productive environment.

Friday, December 11, 2015

10:10-11:40am

The Power of Influence

Jane Hermstedt, Pioneer Executive Coaching & Training

St. Lawrence Room

Explore polar explorer Ernest Shackleton's use of influential leadership during one of the greatest group survival stories ever recorded. In 1914, Shackleton led an expedition to Antarctica, intending to become the first to traverse the entire continent. But as his ship approached its landing point on the Antarctic coast, it became immobilized by heavy pack ice. Shackleton's objective quickly changed from exploration to survival, and 27 lives depended on the strength of his influential leadership skills. The case study concludes with participants evaluating the role that the five principles of influence played throughout Shackleton's story.

Jane Hermstedt has worked for fifteen years in leadership training, coaching and development roles both in the U.S. and internationally, and has traveled to more than seventy countries. She has taught South Indian computer engineers to communicate with American clients, trained Albanian teachers in modern instruction methods, led communications training for South Korean flight crews, developed leadership skills for fast-tracked Dubai managers, and virtual learning games for a Fortune 500 company. She finds leadership fascinating, and is driven to help people better understand themselves and how they interact with others. She has a B.A. in History from the University of Kansas, an M.A. in International Relations from The American University, and a Graduate Master's Certificate in Executive and Professional Coaching from the University of Texas. She is also a member of the American Society for Training and Development and the International Coach Federation.

11:50-1:00pm

Annual Meeting and Awards Lunch

Sturgeon Bay Room

1:10-2:00pm

Marketing Within Your Means: using digital to deploy \$5, \$500 and \$5000 campaigns

Blade Mages, 502 Media Group

St. Lawrence Room

In this interactive, hands on session, Blade Mages, Creative Director from 502 Media Group explains and demonstrates an array of digital marketing tools and strategies that any association can put into practice.

As a K-State student, Blade Mages started 502 Media Group which has grown from a freelancer's contract-work opportunity operating out of his basement apartment to a full-time staff of 11 and a handful of interns with clients across the US and other countries.

1:00-2:30pm

Bullseye! Aim for the most effective strategies to target your market segments.

Chicago Council Bluffs Room

Do you want to reach the meeting planner? Maybe the leisure traveler? How about motor coach groups? Knowing who you are targeting will allow you to create strategies to effectively hit your marketing bullseye. This session will give you practical tips for defining segments, an understanding of how to create your plan and divvy up your marketing dollars. This session is hosted by the Travel Industry Association of Kansas and requires a separate registration at <https://tiak.org/event/bullseye-marketing-strategies/>