


FSAE 2023 ANNUAL CONFERENCE

Welcome!



**ROOTED IN
DISCOVERY**

July 12-14

HYATT REGENCY COCONUT POINT

FSAE23 SPONSORS

Registration costs would be three times as expensive without the help of our generous sponsors. **Please support our sponsors!**

Thank You!

PLATINUM SPONSORS



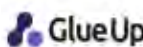
GOLD SPONSORS



SILVER SPONSOR



BRONZE SPONSORS



SPONSORS



as of May 31, 2023

Welcome to Conference!



ROOTED IN DISCOVERY

July 12-14

HYATT REGENCY COCONUT POINT

All info is as-of June 9

Please check the Conference App
in case things change

FSAE23 Sponsors.....	2
Conference Committee	3
Board of Directors.....	5
Meeting Map	6
Schedule at a Glance.....	7
First-Timer Tips	8
Wifi and Meeting App	9
Auction & Big Tickets.....	10
Mini Trade Show	12
Plan Your Day - Wednesday	15
VIP Host Sponsors	18
Thursday.....	19
Friday	25

CONFERENCE COMMITTEE

A special thank you to all of the Annual Conference Committee members for their enthusiastic involvement and dedication in ensuring the success of FSAE! Each of these committee members chaired individual committees that collectively made Annual Conference happen!

Thank You!

CONFERENCE CO-CHAIRS: Stephanie Thomas, CAE, CMP and Michelle Waddell

EDUCATION COMMITTEE Chair: Veronica Catoe

MARKETING COMMITTEE Chair: Maunda Land, MBA, CAE, CMP

SPONSORSHIP SUB-COMMITTEE Chair: Elizabeth Pardillo, CMP

VIP CONNECTION RECEPTION Chair: Kristin Marshall, CMP

FOUNDATION AUCTION COMMITTEE Chair: Kathy Masterson

AT-LARGE MEMBERS Tara Liaschenko, CMM; Erin Lester, CMP;
and Nancy Simonson

Onsite Guide Sponsored & Printed by





Rediscover. Refreshed. Renewed.

At Hyatt Regency Coconut Point Resort and Spa, your attendees will make the most of their time away- we've designed a place that promotes inspiration and cultivates everlasting memorable experiences. Here you'll find over 82,500 sq ft of unique meeting space, a private island beach, multiple restaurants and bars, a championship Golf Course, an award winning Spa, countless amenities and 462 **newly renovated** and tropically inspired guestrooms/suites.

We look forward to welcoming you to our tropical oasis!

CoconutPoint.Regency.Hyatt.com | 239 444 1234 | 5001 Coconut Rd, Bonita Springs FL 34134



2022-23 BOARD OF DIRECTORS



Michele White, CAE
Chair



Keyna Cory
Chair-Elect



J. Nealy Wheat, CAE,
SPHR
Treasurer



Larry Darnell, MBA,
CAE
Secretary



Gail Siminovsky,
CAE
Immediate Past
Chair



Heather Armstrong,
MBA, CMP
Director At Large



Erin Ballas
Director At Large



Adrienne Bryant,
CAE
Director At Large



Jason Carroll, CMP
Associate Director
At Large



Joe Grimes, CAE
Director At Large



Brandon Hall, CMP
Associate Director
At Large



Jennifer Milam
Director At Large



Amanda Motes
Director At Large



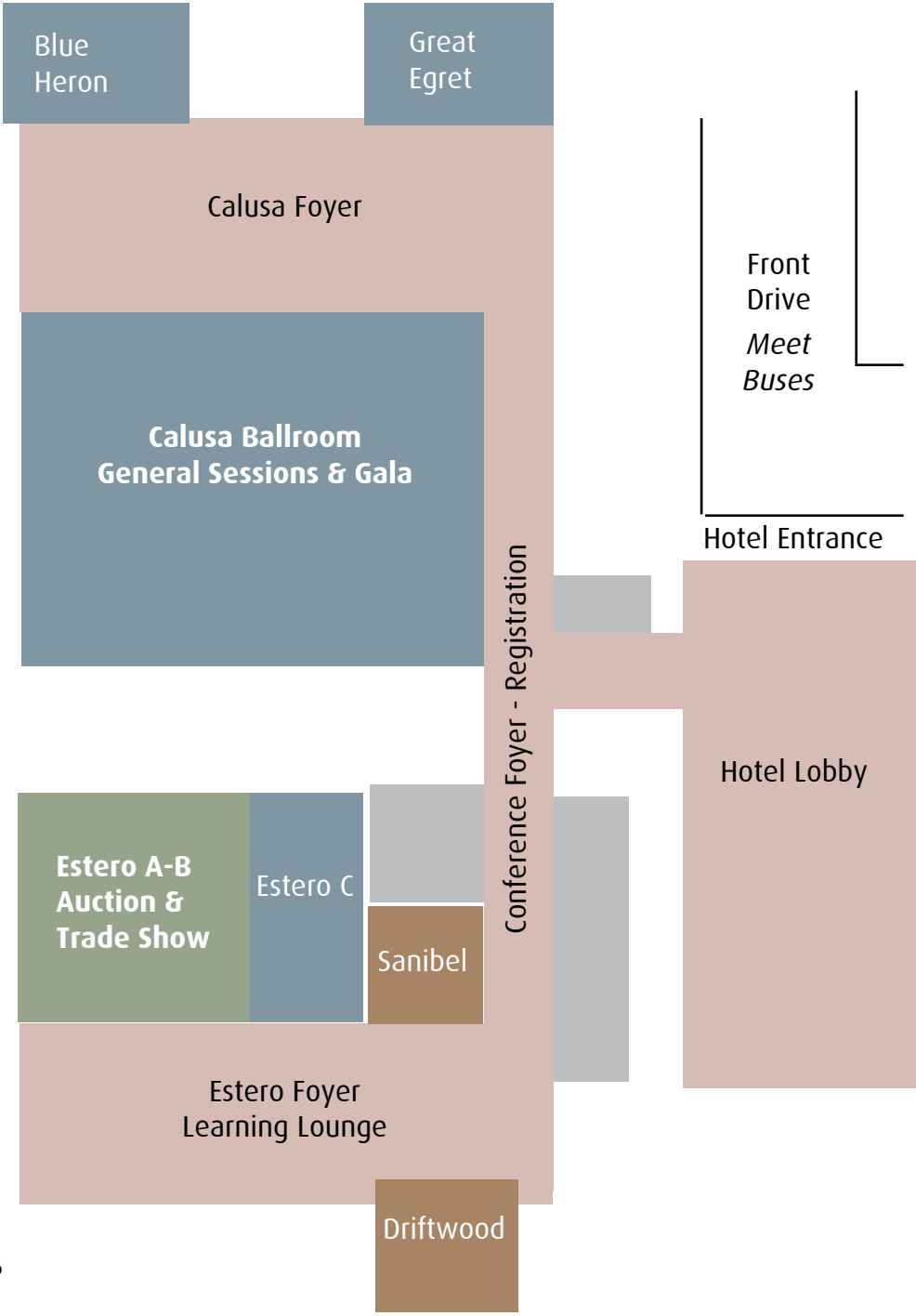
Crissy Tallman,
CMP, CAE
Director At Large



Frank Rudd, CAE,
CMP
Ex-Officio

*Thank
You!*

MEETING MAP



PROGRAM AT A GLANCE

TUESDAY, JULY 11

12:00 PM – 3:00 PM	FSAE/Foundation Board Meetings
12:00 PM – 3:00 PM	Auction Drop Off/Trade Show Move-in
3:00 PM – 5:00 PM	Registration Open
5:30 PM	Hilton Leadership Reception - <i>An Invitation Only Event</i>

WEDNESDAY, JULY 12

9:00 AM – 4:00 PM	Registration Open
9:00 AM – 4:00 PM	Auction Open / Drop-off and Trade Show Move-in (9-12)
9:30 AM – 11:30 AM	Executive Welcome Coffee Break
10:00 AM – 12:00 PM	Roundtables: CEO, Leadership & Meeting Planner
12:00 PM	First-Timer Meet Up
12:00 PM – 4:00 PM	Learning Lounge - Open Daily
12:00 PM – 2:00 PM	Lunch on Your Own
1:30 PM – 2:00 PM	Refreshment Break
2:00 PM – 4:00 PM	Opening Keynote Session
5:30 PM – 7:00 PM	Executive VIP Reception
7:00 PM – 10:00 PM	Welcome Reception

THURSDAY, JULY 13

7:30 AM – 4:30 PM	Registration Open
8:00 AM – 3:30 PM	Auction & Trade Show Open
8:00 AM – 9:00 AM	Leadership Breakfast
9:00 AM – 10:00 AM	Breakout Sessions
10:00 AM – 10:45 AM	Networking Break in Trade Show & Auction Room
10:45 AM – 11:45 AM	Breakout Sessions
12:00 PM – 1:30 PM	General Session Keynote Luncheon
1:45 PM – 2:45 PM	Breakout Sessions
2:45 PM – 3:30 PM	Networking Break & Trade Show - Auction Closes at 3:30
3:45 PM – 4:45 PM	Breakout Sessions
5:00 PM – 6:00 PM	Beer Tasting Session 1
6:00 PM – 7:00 PM	Beer Tasting Session 2
7:00 PM – 10:00 PM	Conference Gala Reception & Dinner

FRIDAY, JULY 14

8:00 AM – 1:00 PM	Baggage Storage Station Open
8:30 AM – 10:15 AM	Closing Keynote & Awards Brunch
10:30 AM – 1:00 PM	Auction Pick Up & Exhibitor Move Out
10:30 AM – 11:30 AM	Breakout Sessions
11:45 AM – 12:45 PM	Breakout Sessions
12:45 PM – 1:30 PM	Executive Grab & Go Lunch
12:45 PM	Adjourn

FIRST-TIMER TIPS

Welcome!

- **Attend the First-Timer Meet Up** on Wednesday at Noon in the Estro Foyer. This is a great place to meet other attendees and includes a quick networking activity. **Bring Your Business Cards!**
- **Attendee Badges** - We make it easy to spot our Association Executives and Associate Suppliers by badge color. Execs are in Lime Green and Associates in Navy Blue. **Be sure to wear your name badge to all functions!**
- **Who Can Attend What?** We have a few functions that are limited to Association Executives, but most things are open to everyone. Events that are **Executives-Only** are all clearly labeled.
-  **New This Year: Beer Tasting!** Taste local beers from around Florida during these two 1-hour sessions on Thursday before the Gala. These are limited to 50 people per session and **pre-registration is required**. Check with Registration to get a spot and give your money to the Foundation for your pre-Gala refreshments. **Pick up your Beer Tasting bracelets at Registration for entry!**



CONFERENCE WIFI

Network: Hyatt_Meeting
Password: **HiddenGem**
(H and G are uppercase)

THE WESTIN
CAPE CORAL
RESORT
AT MARINA VILLAGE

GET THE APP!

1. Search for “EventMobi” in your app store.

NOTE: The conference app will be inside of the EventMobi app.

If you prefer not to download the app, **access the info online by visiting eventmobi.com/fsae23 on any device.**

2. Event Code: fsae23 - In the EventMobi app, use this event code to find the FSAE Conference to login

3. Login with your email address used to register for the conference and create your own password. If you have used EventMobi before, you’ll need to enter your previous password. Click “Forgot Password” to reset if needed.

Once logged in you can:

- View & post in the Conference Activity Feed
- View full program details and create a personal schedule
- Add a profile picture and bio
- Favorite Sponsors and Exhibitors you want to meet
- Take notes on Sessions, Sponsors or Exhibitors
- Message other attendees

If you have any questions or need to change the email associated with your profile, please visit the Help Desk near Registration or contact our Mobile App Support anytime at jeannie@thelinkevents.com!





AUCTION ESTERO A-B



AUCTION

AUCTION SPONSOR *EXPO AUCTIONS*

The FSAE Foundation Auction is loaded with great items and services! Visit the Auction and bid on dream vacations, hotel stays, jewelry, home goods and more that you just can't live without.

FEATURING ONLINE BIDDING!

Browse items online or in-person at Annual Conference, but **all bidding will be done directly from your mobile device**. Note that all items close on Thursday at 3:30 PM. Good luck! Pick up your items Friday by 1:00 PM.



Scan to view items
& Place Bids!

AUCTION HOURS

TUESDAY, JULY 11
12:00 - 3:00 PM
Drop-off

WEDNESDAY, JULY 12
9:00 AM - 4:00 PM
Auction Open

THURSDAY, JULY 13
8:00 AM - 3:30 PM

Auction Open - **BIDS CLOSE 3:30 PM**

FRIDAY, JULY 14
10:30 AM - 1:00 PM
Pick Up Winnings!
PICK UP FRIDAY ONLY

BIG TICKETS: \$25 each or Buy 4 get 1 FREE

- Benchmark Pyramid Hospitality Hotels & Resorts in Florida: 2-Night Stays at 6 Hotels & Resorts
- Marriott International Hotels & Resorts of FL: 2 Night Stays at 13 FL Marriott Hotels & Resorts
- OPAL Collection Properties: 2-Night Stays at 5 OPAL properties
- 6-8 Night Royal Caribbean Cruise for Two

WINE & LIQUOR TOSS

SPONSORED BY XSITE and TENEQ HOSPITALITY GROUP

Toss a ring and win a bottle of wine or liquor to take home with you! Come play - and even if you don't win you'll receive a special gift from XSITE. Join in the fun!

Thank you to all members who donated wine & liquor!

50/50 DRAWING

Support the FSAE Foundation and enter your name to win half the cash donated in the 50/50 drawing! Tickets are just \$5 each and the drawing will be held at the Closing Brunch on Friday. **Must be present to win.** See an Auction Volunteer to participate.

Please support our donors when you need services they provide. Our auctions and fundraising efforts would not be successful without their support and generosity.

BIG TICKETS

The Auction has once-in-a-lifetime packages for the BIG Ticket drawings. The odds to win one of these packages are amazing! Your name is entered into the drawing for every ticket purchased. The drawing will be held during Friday's Closing Keynote Brunch and you don't have to be present to win.

Buy your tickets at the Auction Registration Desk or website - or from an Auction Volunteer before 3:30 PM Thursday to be entered.

\$25/ticket or Buy 4, Get 1 FREE! Good luck!

NEW! STAYS AT 6 BENCHMARK PYRAMID HOSPITALITY HOTELS & RESORTS IN FLORIDA

2 Night Stays at these 6 Hotels & Resorts:

The Shores Resort and Spa in Daytona Beach Shores, Hawks Cay Resort in Duck Key, Cardozo Hotel in Miami Beach, Bellwether Beach Resort in St. Pete Beach, The Beachcomber in St. Pete Beach, and Costa d'Este Beach Resort and Spa in Vero Beach.



2-NIGHT STAYS AT 13 MARRIOTT PROPERTIES

2 Night Stays at EACH of these 13 Marriott Hotels & Resorts of FL:

Fort Lauderdale Marriott Harbor Beach Resort & Spa, Gaylord Palms, Marriott Village Orlando, JW Marriott Bonnet Creek, JW Marriott Tampa Water Street, Luminary Hotel, Fort Myers, JW Marriott Marco Island Beach Resort, Marriott Sanibel Harbour Resort & Spa, Orlando Marriott World Center, Renaissance Orlando at SeaWorld, Sawgrass Marriott Golf Resort & Spa, Westin Sarasota, Westin Cape Coral Resort at Marina Village.



OPAL COLLECTION PROPERTIES

2 Night Stays at these 5 OPAL Collection Properties

Opal Grand Oceanfront Resort & Spa in Delray Beach; Hutchinson Shores Resort & Spa in Jensen Beach; Opal Sands Resort and Spa in Clearwater Beach; Reefhouse Resort & Marina in Key Largo; and Zota Beach Resort in Longboat Key - includes breakfast for two each day!



6-8 NIGHT PLATINUM ROYAL CARIBBEAN CRUISE FOR TWO

6-8 Night Royal Caribbean Cruise for two in a Balcony Oceanview Stateroom inclusive of taxes/fees and gratuities. Sail on a Royal Caribbean Cruise to one of these incredible cruise destinations - Caribbean, Bermuda, Canada, Alaska, or Europe! This is the trip of a lifetime!



MINI TRADE SHOW ESTERO A-B

Wednesday 9:00 AM - Thursday 3:30 PM

FSAE23’s mini-trade show is in the Auction room and opens Wednesday at 9:00 AM and closes at 3:30 PM on Thursday. Look for exhibitors during the scheduled breaks and learn more about them in the conference app.

Visit at least 20 exhibitors to receive 20 Wine Toss Rings + a chance to win a prize!

Stop by the Auction Desk to learn more

THANK YOU EXHIBITORS:

- CE21 8
- Chazin & Company 18
- City of New Smyrna Beach 12
- Disney Meetings & Events 22
- Glue Up 4
- GrowthZone AMS 11
- HighRoad Solutions 24
- IntelliData, LLC. 23
- ktcreative, LLC 13
- Line1 Communications - TextBox 7
- Novi AMS 6
- Ocala/Marion County VCB 19
- Personify 15
- PropFuel 21
- Saddlebrook Resort 10
- The Diplomat Beach Resort 3
- The Florida Hotel & Conference Center 17
- The Riverside Hotel Las Olas 2
- Visit Central Florida 14
- Visit Gainesville, Alachua County 1
- Visit Lauderdale 5
- Visit Orlando 16
- Visit Panama City Beach 9
- YourMembership 20

Follow Up

AUCTION/EXHIBITOR MAP

ESTERO A-B

Exhibitor	Auction Items
-----------	---------------

Estero Foyer
Auction Entrance





ILLUMINATE YOUR NEXT GATHERING

Located in the bustling River District of Downtown Fort Myers, FL.
Featuring a 243-room Autograph Collection hotel and the
adjacent Caloosa Sound Convention Center.

Inspired spaces including a 30,000 square foot column-free ballroom.
Luminaries, innovators and merrymakers welcome!

LUMINARY
HOTEL & CO.

SALES@LUMINARYHOTEL.COM | 239.314.3729 | LUMINARYHOTEL.COM



WEDNESDAY, JULY 12

Plan your Day

9:30



Executive Welcome Coffee Break

10:00

Roundtable I'm Attending:

11:00

12:00

Lunch on
Your Own

Learning Lounge Open

First-Timer Meet Up

1:00

Refreshment Break



2:00

**Opening Session - Service is a Superpower:
Creating WOW Member Experiences**

3:00

4:00

Meet Buses!

5:00

Executive VIP Reception

6:00

7:00

Meet Buses!

WELCOME RECEPTION

8:00

9:00

All invited!

10:00

Thank You Sponsors!

LUMINARY
HOTEL & CO.



FULL PROGRAM

TUESDAY, JULY 11

12:00 PM - 3:00 PM – FSAE & FOUNDATION BOARD MEETING SANIBEL A-B

Sponsored by *Visit Lauderdale*



3:00 PM – 5:00 PM - REGISTRATION OPEN - CONFERENCE FOYER

5:30 PM - 7:30 PM - LEADERSHIP RECEPTION - Sponsored by Hilton

Social

Who Invitation Only: FSAE Board Members, registered Association Execs & guests

What Dress is Resort Casual or *don your favorite beach party attire.*

Where Onsite in **ESTERO C**



WEDNESDAY, JULY 12

9:30 AM - 11:30 AM EXECUTIVE WELCOME COFFEE BREAK - CALUSA FOYER

Sponsored by *GlueUp* and *HighRoad Solutions*

10:00 AM - 12:00 PM ROUNDTABLE DISCUSSIONS & DEEP DIVES

CEO Roundtable - Facilitated by Russ Webb - ESTERO C

Sponsored by *Naylor Association Solutions*

Open to Association CEOs, Executive Directors, and CSEs only.

Leadership Roundtable - Facilitated by Ricki Braswell, CAE

BLUE HERON - Sponsored by *Visit Gainesville*

Open to all Association Executives.

Meeting Planner Roundtable - Facilitated by Lynn Mortilla-

Rocap - GREAT EGRET Sponsored by *Experience Kissimmee*

Open to Meeting Planners and Executives Only.

12:00 PM - 4:00 PM LEARNING LOUNGE OPEN - ESTERO FOYER

Sponsored by *St. Augustine, Ponte Vedra & The Beaches VCB* - **Open Daily**



12:00 PM - FIRST-TIMER MEET UP - ESTERO FOYER - LEARNING LOUNGE

BRING YOUR BUSINESS CARDS!

12:00 PM – 2:00 PM - LUNCH ON YOUR OWN



1:30 PM - 2:00 PM REFRESHMENT BREAK - CALUSA FOYER

Sponsored by *Sheraton Sand Key Resort*

WEDNESDAY CONTINUED



2:00 PM – 4:00 PM OPENING KEYNOTE SESSION - CALUSA BALLROOM SERVICE IS A SUPERPOWER: CREATING WOW MEMBER EXPERIENCES

Louie Gravance

Keynote Sponsored by *The Palm Beaches*

4:00 - 5:00 PM POP-UP STORE & COMMUNITY PROJECT



CALUSA FOYER FSAE23 is supporting the Fort Myers **Clinic for the Rehabilitation of Wildlife**, a teaching hospital and visitor education center that cares for 6,000+ sick, injured and orphaned wildlife in the local area each year. Contribute through purchases at the afternoon pop-up store, or donate online. Learn more at fsae.org/community-project.

5:30 PM – 7:00 PM EXECUTIVE VIP RECEPTION

Social

Who All Association Executives & their registered guests + VIP Host Sponsors

What An **upscale progressive reception** with themed hors d'oeuvres, libations and illuminating networking as you explore unique Luminary spaces before walking next door for the Welcome Reception.

Where **LUMINARY HOTEL & CO** - Meet the buses on the Hyatt's Front Drive. **Buses begin loading at 4:30** with a beverage treat from Fort Myers!

7:00 PM – 10:00 PM WELCOME RECEPTION

Social

Sponsored by *Luminary Hotel & Co., Autograph Collection*

Who All Attendees invited!

What Become a **Luminary** yourself as you glow your evening away in the vibrant River District of Downtown Fort Myers! Shine bright and test your skills with indoor glow lawn games. Enjoy sips and samplings from Caloosa Sound Convention Center, hosted by Luminary Hotel & Co.

Where **CALOOSA SOUND CONVENTION CENTER** - Meet the buses on the Hyatt's Front Drive. **Buses begin loading at 6:15** with a beverage treat from Fort Myers. Return trips begin at 8:00 PM. *If you're attending the VIP Reception, the Welcome Reception is right next door.*

YEP MEET UP: Look for the YEP Meet-Up at the Giant Jenga game to challenge your YEP peers to a friendly competition!

LUMINARY
HOTEL & CO.

EXECUTIVE VIP RECEPTION

WEDNESDAY, JULY 12 - 5:30 - 7:00 PM

LUMINARY HOTEL & CO

Exclusively for Association Executives & Associate Hosts

The FSAE Executive VIP Reception is your ultimate opportunity for exclusive networking after a full day of education. **All association executive attendees and their registered guest/spouse** are invited to attend this upscale reception serving hors d'oeuvres, libations and illuminating networking.

Meet the buses on the Hyatt's Front Drive. **Buses begin loading at 4:30 with a beverage treat from Fort Myers - Islands, Beaches & Neighborhoods!**

THANK YOU VIP HOSTS:

As of June 8

American Audio Visual, Inc.

Ameris Bank

Audio Visual Connection

Caribe Royale Orlando

Change by Design

Connect

Crowne Plaza Ft. Myers Gulf Coast

Disney Meetings and Events

Gilbert Exposition Management Services

Guy Harvey Resort St. Augustine Beach

Hard Rock Hotel Daytona Beach

HighRoad Solutions

Hilton Daytona Beach Resort

Hilton Miami Downtown

Hilton Ocala

Hilton Sandestin Beach Golf Resort & Spa

Holiday Inn Orlando International Airport

Hotel Alba Tampa

Hyatt Regency Coconut Point

Hyatt Regency Orlando

Hyatt Regency Sarasota

IMS Business

Innovative Publishing

Line1 Communications, Inc - TextBox

Luminary Hotel & Co., Autograph Collection

Naples Marco Island Everglades CVB

Ocean Center Daytona Beach

Omni Fort Lauderdale

Personify

Punta Gorda / Englewood Beach VCB

Rosen Hotels & Resorts

RP Funding Center

Sandestin Golf and Beach Resort

Sanibel Harbour Marriott Resort & Spa

ServisFirst Bank

Sunseeker Resorts

The Breakers Palm Beach

The Diplomat Beach Resort

The Shores Resort & Spa

The Westin Cape Coral Resort at Marina Village

Thomas Howell Ferguson P.A.

USF Health CAMLS - Center for Advanced Medical Learning and Simulation (CAMLS)

Visit Panama City Beach

Visit Tallahassee

Visit Tampa Bay

Vivid Bridge Studios

Wyndham Orlando Resort International Drive

Yacht StarShip

Thank You Thursday Sponsors!

Breakfast



General Session



Breakouts



Beer Tasting



ST. PETERSBURG CLEARWATER



Brain Break!

Find FSAE Values within the letters:
can be diagonal

Excellence

Growth

Success

Innovation

Networking

Professional

I	T	Z	O	S	F	F	E	E	H	V	I	U	L	E
G	R	C	R	X	H	J	B	I	N	Y	N	E	J	E
R	K	J	Z	C	A	D	A	R	L	D	N	W	R	D
O	L	J	N	E	Q	M	A	L	G	Z	O	G	V	T
W	K	K	Q	K	U	Q	C	O	N	Q	V	A	B	E
T	D	A	I	Y	F	S	Z	K	I	P	A	Z	D	C
H	G	F	Z	L	K	E	S	Q	K	D	T	E	Y	N
O	Z	R	K	H	R	U	L	Q	R	R	I	U	L	E
M	G	P	I	F	C	K	H	H	O	K	O	C	C	L
O	H	K	H	C	Y	I	P	U	W	D	N	E	E	L
T	G	D	E	U	M	Q	N	Q	T	L	M	E	R	E
P	N	S	T	U	X	O	L	H	E	N	H	Z	E	C
U	S	S	U	R	O	C	O	X	N	A	D	V	M	X
W	H	T	S	B	Z	Y	A	O	O	J	G	X	D	E
L	A	N	O	I	S	S	E	F	O	R	P	S	L	Q

📍 Sandpearl Resort



📍 Opal Sands Resort



Infinite reasons to Meet By The Shore.

OPAL
COLLECTION

OPALCOLLECTION.COM | 855-314-2829

FLORIDA

Delray Sands Resort - Highland Beach

Edgewater Beach Hotel - Naples

Hutchinson Shores Resort & Spa - Hutchinson Island

Jupiter Beach Resort & Spa - Jupiter

Lido Beach Resort - Sarasota

Opal Grand Oceanfront Resort & Spa - Delray Beach

Opal Key Resort & Marina - Key West

Opal Sands Resort - Clearwater Beach

Reefhouse Resort & Marina - Key Largo

Sandpearl Resort - Clearwater Beach

Sunset Key Cottages - Key West

The Resort at Longboat Key Club - Longboat Key

Zota Beach Resort - Longboat Key

📍 Lido Beach Resort



📍 Opal Grand Oceanfront Resort & Spa



📍 Reefhouse Resort & Marina



THURSDAY, JULY 13

Plan your Day

8:00

Leadership Breakfast

All invited!

Learning Lounge Open

9:00

Breakout I'm Attending:

10:00



Networking Break, Auction & Trade Show

11:00

Breakout I'm Attending:

12:00

**General Session & Organizational Awards
Unlocking the Power of People**

1:00

2:00

Breakout I'm Attending:

3:00



Break & Trade Show / Auction Bids Close 3:30

4:00

Breakout I'm Attending:

5:00



Beer Tasting Session

6:00

Beer Tasting Session



7:00

8:00

FSAE23 GALA

9:00

All invited!

10:00



**HYATT
REGENCY®**

COCONUT POINT
RESORT & SPA

MEET VIBRANTLY



 **TAMPA BAY**
FLORIDA

*Tampa Bay is where dynamic meetings
come together nearly effortlessly.*

TAMPAMEETINGS.COM

Guess Who

Match our 2022-23 Board Members to their First Concert!

Board Members listed page 5

- | | |
|--------------------------------------|------------------------|
| All 4-One _____ | Led Zeppelin _____ |
| Electric Light Orchestra (ELO) _____ | Def Leppard _____ |
| Stryper _____ | Melissa Ethridge _____ |
| Blood, Sweat & Tears _____ | John P. Kee _____ |
| John Mayer _____ | Alabama _____ |
| Akon and Gavin DeGraw _____ | Incubus _____ |
| New Kids on the Block _____ | Garth Brooks _____ |



THURSDAY, JULY 13

8:00 AM - 9:00 AM LEADERSHIP BREAKFAST - CALUSA BALLROOM

ALL INVITED - Breakfast Sponsored by *OPAL Collection Hotels & Resorts*
Breakfast Beverages Sponsored by *Daytona Beach CVB and Ocean Center*

9:00 AM - 10:00 AM BREAKOUTS

Develop a Marketing Strategy in 1 Hour - BLUE HERON

Abi Bayer, CAE and Charla Lucas

Contracting a Win-Win - GREAT EGRET

Amanda Motes

Forecast Fluency: Learning How to Look Ahead - ESTERO C

Lowell Aplebaum, FASAE, CAE, CPF



10:00 - 10:45 AM - NETWORKING COFFEE BREAK AND TRADE SHOW

ESTERO A-B - Sponsored by *Visit St. Pete/Clearwater*

10:45 AM - 11:45 AM BREAKOUTS

Keeping Your Head Above Water: Meeting Planners & Suppliers Panel Discussion

Presented by the Associate Advisory Committee - **ESTERO C**

Facilitated by Jason Carroll, CMP; Panelists: Tamekia Bennett, Shelly Joines, CMP; and Stephanie Thomas, CAE, CMP; Steve Crist, Brandon Hall, CMP and Kathy Masterson

Strengthening the Association Board and Staff Relationship: A Win-Win for Sustainability - GREAT EGRET

Wendy Scott, CAE

Activate Your DEI Strategy for Non-Dues Revenue Success - BLUE HERON

Teri Carden & Lori Zoss Kraska, MBA, CFRE

12:00 PM - 1:30 PM GENERAL SESSION & ORG AWARDS



UNLOCKING THE POWER OF PEOPLE

CALUSA BALLROOM

Arel Moodie

Luncheon Sponsored by *Visit Tampa Bay*

Keynote Sponsored by *Visit Orlando*

Download the
FSAE23 App
for Full Session
Descriptions

THURSDAY CONTINUED

1:45 PM - 2:45 PM BREAKOUTS

An Innovative Communication Process that Drives Change, Attracts Members and Shifts Culture - BLUE HERON

Chuck Roberts

The Changing Landscape for Meetings and Events - GREAT EGRET

Todd Goldman

Leading Yourself- Overcoming When You're Overwhelmed - ESTERO C

Ken Hartley



2:45 PM - 3:30 PM - NETWORKING COFFEE BREAK AND TRADE SHOW

ESTERO A-B - Sponsored by Visit Jacksonville - All Bidding Closes at 3:30 PM

3:45 PM - 4:45 PM BREAKOUTS

Create Awesome Value for Your Members: Innovation Lessons from Shark Tank!

Wendy Scott, CAE - **ESTERO C**

Navigating DEI in the Current Climate - Panel Discussion- GREAT EGRET

Facilitator: Jeff Nall, *Escambia-Santa Rosa Bar Assn*

Panelists: Willa Fuller, BSN, RN, *FL Nurses Association*; Meriel Martinez, *Nonprofit Leadership Center* and Attorney Linda Bond Edwards, *Rumberger, Kirk & Caldwell*

Do the UnThinkable: Delegate - BLUE HERON

Tara Liaschenko, CMM



5:00 PM - 6:00 PM - FOUNDATION BEER POUR & TASTING - SESSION I

DRIFTWOOD - Sponsored by Visit St.Pete/Clearwater - Registration Required



6:00 PM - 7:00 PM - FOUNDATION BEER POUR & TASTING - SESSION II

DRIFTWOOD - Sponsored by Concord Hospitality - Registration Required

7:00 PM – 10:00 PM CONFERENCE GALA & DINNER

Sponsored by *Hyatt Regency Coconut Point*

Who

All Attendees invited!

What

Discover the musical roots of your FSAE23 peers and relive your first concert! Get a backstage pass to the musicians' green rooms and sample their "must-have" foods and drinks! Wear your first concert t-shirt (or one like it) or come dressed as a rock star!

Where

HYATT CALUSA BALLROOM

Social

FRIDAY, JULY 14

Plan your Day

8:00  **Baggage Station Open**

9:00 **Closing Keynote & Awards Brunch**
How to Be More Interesting than a Cell Phone

10:00 **Auction Pick Up**

11:00 *Breakout I'm Attending:*

12:00 *Breakout I'm Attending:*

1:00  **Executive Grab & Go Lunch**

Thank You Sponsors!

Brunch



Breakouts



Specialties



Join us
at Friday's
closing brunch
July 14, 2023
8:30 a.m.



See you next year in Kissimmee, FL! FSAE Annual Conference on July 17-19, 2024

Omni Orlando Resort at ChampionsGate in Kissimmee, Florida is a Four Diamond Resort surrounded by 36 holes of championship golf and so much more.

Coming soon: New Guest Rooms | Golf Entertainment Venue | Celebration Pavilion

Explore more: omnihotels.com/hotels/orlando-championsgate

Friday Brain Break!

Find what makes FSAE Annual Conference special within these letters:

can be diagonal

Education

Peers

Networking

Fun

Sponsors

Auction

N	J	S	V	Q	T	Q	H	P	A
T	E	T	P	E	Z	G	O	Z	U
P	F	T	H	O	R	Z	D	B	C
I	A	O	W	C	N	C	J	E	T
P	A	A	J	O	U	S	Q	L	I
E	K	K	B	F	R	G	O	M	O
E	S	B	B	F	E	K	D	R	N
R	L	N	C	P	U	E	I	V	S
S	I	B	Q	O	Q	N	X	N	P
E	D	U	C	A	T	I	O	N	G

FRIDAY, JULY 14



8:00 AM - 1:00 PM - BAGGAGE STORAGE STATION OPEN - **DRIFTWOOD**

Sponsored by *Sandestin Golf & Beach Resort*

8:30 AM - 10:30 AM CLOSING KEYNOTE & AWARDS BRUNCH



HOW TO BE MORE INTERESTING THAN A CELL PHONE® - **CALUSA BALLROOM**

Deedre Daniel

Brunch Sponsored by *Experience Kissimmee and Omni Resort ChampionsGate*

Keynote Sponsored by *Naples, Everglades & Marco Island*

10:30 AM - 11:30 AM BREAKOUTS

Cybersecurity for Associations/Business - **BLUE HERON**

John Iannarelli (FBI Ret.)

Where is the Value? Creating Win-Win Value for Your Organization and Members

Dr. Michael Tatonetti, CAE, CPP - **GREAT EGRET**

Hands-On CPR & Emergency Training (2-Hour Session) - **ESTERO C**

"Friends & Family" Training Presented by Lee County Emergency Medical Services

Limited to 30 Attendees - Sign up at Registration to participate for no extra fee

11:45 AM - 12:45 PM BREAKOUTS

How to Leverage Social Media to Increase Member Engagement - **GREAT EGRET**

Kassie Meiler

The Worst Presentation Ever - **BLUE HERON**

Mike Pennington, CAE

Hands-On CPR & Emergency Training Continued (2-Hour Session) - **ESTERO C**

"Friends & Family" Training Presented by Lee County Emergency Medical Services

Limited to 30 Attendees - Sign up at Registration to participate for no extra fee



12:45 PM - 1:30 PM EXECUTIVE GRAB & GO LUNCH AVAILABLE - **ESTERO FOYER**

Sponsored by *Disney Meetings & Events*

See You Next Year!

July 17-19, 2024 | Omni Orlando Resort at ChampionsGate

SO MUCH MORE THAN PRINTING!



INTEGRATED DIGITAL MARKETING
LARGE FORMAT PRINTING
MAIL TRACKING
DISPLAY SIGNAGE
YARD SIGNAGE
FULFILLMENT
ECOMMERCE
FINISHING
BANNERS
BINDING
MAILING

Rapid Press is North Florida's leader in high-quality commercial printing and marketing materials.

Scan for our website ->



rapid
press

850-893-7346
rapidpress.com