

State Leaders Retreat | July 14 - 15, 2025 | Lenexa, KS

MONDAY, JULY 14	SESSION
7:30 am - 8:30 am	Breakfast at the Hotel (included)
8:30 am - 9:30 am	Welcome and Introductions <i>Dr. Kelly Coash-Johnson, Executive Director</i>
9:00 am - 10:00 am	Engagement Amplified: Unlocking the Full Potential of Member Benefits <i>Morgan Schultz, Director of Membership & Engagement</i>
10:00 am - 10:15 am	Networking Break
10:15 am - 11:00 am	Future Forward: Navigating 2025's Game Changing Trends <i>Sandy Wachter, CMP, Associate Executive Director, Partnerships & Events</i>
11:00 am - 12:00 pm	The Planners Playbook: Mastering Hotel Contracts and Food & Beverage <i>Sandy Wachter, CMP, Associate Executive Director, Partnerships & Events</i>
12:00 pm - 1:00 pm	Networking Lunch at the Hotel (Included)
1:00 pm - 1:45 pm	Podcasts 101 <i>Karin Neckelmann, Marketing Coordinator</i>
1:45 pm - 2:45 pm	Virtual Events & Webinars: The How & Why of Engaging Online Experiences <i>Sandy Wachter, CMP, Associate Executive Director, Partnerships & Events</i>
2:45 pm - 3:00 pm	Networking Break
3:00 pm - 4:00 pm	Mentoring in Action: Strategies for Association Success (Panel) <i>Dr. Kelly Coash-Johnson, Executive Director</i>
4:30 pm	Networking Reception
6:00 pm	Dinner - <i>Sponsored by PowerSchool</i>
TUESDAY, JULY 15	SESSION
7:30 am - 8:30 am	Breakfast at the Hotel (included)
8:30 am - 9:30 am	Strategic vs. Reactive Leadership: Guiding Your Board with Clarity and Purpose <i>Dr. Kelly Coash-Johnson, Executive Director</i>
9:00 am - 10:15 am	State Affiliate Update <i>Dr. Kelly Coash-Johnson, Executive Director</i>
10:15 am - 10:30 am	Networking Break
10:30 am - 11:30 am	Strategic Plans - Blueprint for the Future <i>Dr. Kelly Coash-Johnson, Executive Director</i>

SpringHill Suites Kansas City Lenexa/City Center

17190 West 87th Street
 Lenexa, Kansas 66219
 Phone: (913) 225-9955
 Cost: \$134 + taxes per night

[Book Your Room!](#)

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Session Descriptions

Engagement Amplified: Unlocking the Full Potential of Member Benefits

Presenter: Morgan Schultz, Director of Membership & Engagement

Ready to take your member engagement to the next level? In this session, you'll discover powerful, easy-to-implement strategies to supercharge your membership experience, even with limited staff and resources. From personalized benefits to creating a thriving community, you'll walk away with practical tools to drive deeper connections, boost retention, and make your members feel truly valued.

Future Forward: Navigating 2025's Game Changing Trends

Presenter: Sandy Wachter, CMP, Associate Executive Director, Partnerships & Events

Explore the future of meetings and events with a look at the most impactful trends on the horizon. From cutting-edge technology to shifting venue strategies and attendee engagement, this session explores what's next. Walk away with practical strategies to future-proof your events and stay ahead in a rapidly shifting industry.

The Planners Playbook: Mastering Hotel Contracts and Food & Beverage

Presenter: Sandy Wachter, CMP, Associate Executive Director, Partnerships & Events

Master the art of hotel contracting and F&B planning with practical tips that empower you to negotiate smarter and spend wiser. This session dives into key clauses, negotiation tactics and cost-saving tips that can make or break your bottom line. Learn how to avoid common pitfalls and elevate your planning game.

Podcasts 101

Presenter: Karin Neckelmann, Marketing Coordinator

Podcasting is one of the fastest-growing ways to share content and connect with your audience. In this beginner-friendly session, you'll learn how to plan, produce and publish your first podcast with confidence. Learn the basics of equipment and best practices—everything you need to get started with podcasts.

Virtual Events & Webinars: The How & Why of Engaging Online Experiences

Presenter: Sandy Wachter, CMP, Associate Executive Director, Partnerships & Events

Delivering value through a screen can be challenging—but also incredibly powerful. Join us to explore the “how” and “why” behind successful virtual events. Learn how to create online experiences that connect, inspire and drive results.

Mentoring in Action: Strategies for Association Success

Presenter: Dr. Kelly Coash-Johnson, Executive Director

Mentoring is a powerful tool for building leadership and strengthening associations and the profession. In this engaging panel, association leaders will share how they launched successful mentoring programs in their states, including key strategies, lessons learned and practical do's and don'ts. Walk away with actionable ideas to start or enhance your own mentoring efforts.

Strategic vs. Reactive Leadership: Guiding Your Board with Clarity and Purpose

Presenter: Dr. Kelly Coash-Johnson, Executive Director

Association leaders often face pressure from boards eager to react to every emerging issue. This session will help you shift your board from reactive responses to strategic, mission-focused leadership. We will explore how to foster clarity, prioritize long-term goals, and guide your board with purpose—even amid constant change.

State Affiliate Update

Presenter: Dr. Kelly Coash-Johnson, Executive Director

Join us for a brief update from AASPA highlighting key initiatives, upcoming opportunities, and resources available to support your state association. This session will strengthen the connection between national and state efforts and provide time for questions and feedback.

Strategic Plans - Blueprint for the Future

Presenter: Dr. Kelly Coash-Johnson, Executive Director

Effective strategic planning is essential for associations seeking long-term sustainability and member impact. This session will explore key frameworks, tools, and timelines to develop and execute a strategic plan aligned with your mission and goals. Participants will learn how to engage stakeholders, measure progress, and adapt to changing environments.