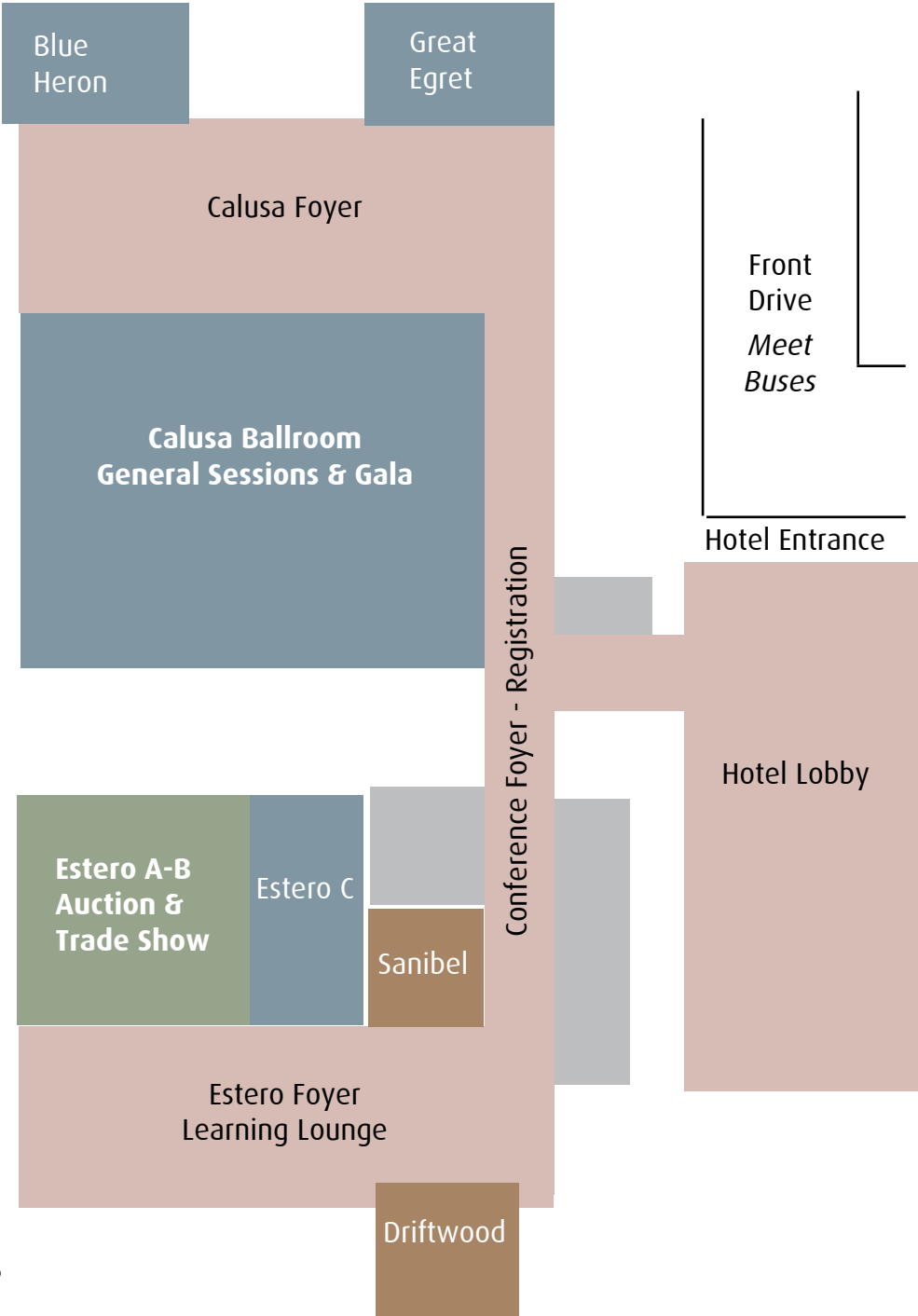


MEETING MAP



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.

Download the
FSAE23 App
for Full Session
Descriptions

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

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

Social

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.

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, FSAE, CAE, CPF

Download the
FSAE23 App
for Full Session
Descriptions



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*

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*

Social

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



**HYATT
REGENCY**
COCONUT POINT
RESORT & SPA

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