

2025 FOUNDATION



ANNUAL REPORT



FORWARD THINKING
FOR A BRIGHTER TOMORROW



FORWARD THINKING FOR A BRIGHTER TOMORROW

Mission: To support education, research, professional development, publications, and public relations efforts for the association management professional.

2024-25 BOARD OF TRUSTEES

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COMMITTEE CHAIRS

Auction Co-Chairs: Kathy Masterson and
Michelle Waddell
Grant Chair: Adrienne Bryant, CAE

The FSAE Foundation exists to support *you* and our fellow members.

Thanks to generous contributions from members like you, the Foundation is able to fund approximately 80% of the grants awarded to FSAE members each year. These grants help advance professional development, education, and leadership opportunities across our community.

Each year, the Foundation publishes this Annual Report outlining the impact of this generosity. For more than 40 years, the Foundation has awarded 448 grants totaling \$268,420, enabling members to attend educational conferences and earn their CAE and CMP designations. In addition, over \$412,700 has been used to underwrite speakers and education at the FSAE Annual Conference, and more than \$429,000 to support Foundation initiatives such as Think Tank, industry reports and surveys. These accomplishments are only possible because members choose to give back.

As Dr. Martin Luther King Jr. wisely reminded us, *"Life's most persistent and urgent question is, 'What are you doing for others?'"* Giving back to your profession helps ensure that association professionals continue to have access to the best education, research, and resources needed to excel in their careers and strengthen the industry as a whole.

Your donation is not only an investment in the strength of FSAE—it is also tax-deductible, making it a meaningful and practical way to give back.

If you or someone you know could benefit from Foundation support, Grant applications are currently open, with a deadline of February 28. We encourage all eligible to apply.

Most importantly, please know that no gift is too small. Every contribution, at any level, helps expand opportunities and ensures we can continue supporting our members when they need it most.

Thank you for being part of a community that believes in lifting one another up and I encourage you to take a minute and donate today: fsae.org/make-an-investment

Looking forward to seeing you at an FSAE event soon!

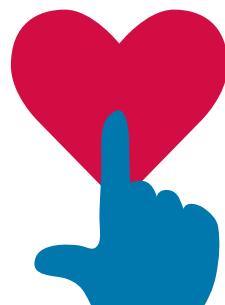
Have a happy and prosperous New Year!

Stephanie Thomas, CAE, CMP
2025-26 FSAE Foundation Chair



2025 BY THE NUMBERS

INVESTMENTS



\$11,877

Cash Contributions

Investors : 161

GRANTS



\$13,625

Funds Awarded

Grants: 25

EDUCATION



\$25,000

Program Funds



\$80,478

Total Proceeds

Auction Sponsor

EXPO AUCTIONS

VOLUNTEERS

39

2024-25 Committee
Members

22

2025-26 Committee
Members

36
2025 Auction
Volunteers Onsite

MATCHING



\$4,174

Total Raised
with Matched Funds

Hancock Whitney matched up to \$300 of funds collected at our Power Luncheons and Summits. Thank you!

2025 AUCTION

Online Auction: June 1 - 10 | Mobile Auction: July 1-10

PROCEEDS



On-Site Mobile Auction
\$38,410

Total Raised
\$80,478

BEER TASTING:



CVBs around Florida donated beer from local breweries for participants to sample with the instruction of The Beer Bros. *Beer Sponsors + Donors listed on page 12* Thank You All!

Participants
77

Total Raised
\$3,170



Destination Baskets
16

DONATIONS

Total Received
276

Association Baskets
15



Tickets Sold
761

\$15,000

BIG TICKETS

BIG TICKET WINNERS:

Teneo Package: Tina Hooks
Marriott Package: Jenn Norman
OPAL Collection: Patricia Conrade
Royal Caribbean Cruise: Jessica Dunlap

TOP SELLERS:

Kathy Masterson
Krystal Humphrey
Michelle Waddell
Carol Lanham
Christy Gandy

WINE & LIQUOR

TOSS



Rings Tossed:
2,824

Total Raised
\$1,700

Bottles Donated

BIG TICKET DONORS:



EDUCATION:

Executive Series Luncheon

September 2025

From the Press Gallery: Florida Governor's Office Updates & Race Outlook

Speakers: Dara Kam, News Service of Florida & Peter Schorsch, President of Extensive Enterprises Media

Sponsored by Experience Kissimee



The Foundation's Executive Series Luncheons are sponsored events exclusively for Association Executive Members. Luncheon speakers are selected for their insights on topical issues regarding Florida Associations such as government, legal, finance, regulatory, social reform, etc. All FSAE Executive members are invited to attend and the luncheons are free, thanks to our generous sponsors!

“

“Achieving the Certified Association Executive (CAE) certification has been a long standing professional goal, and this grant played a critical role in making it attainable. The CAE Grant enabled me to obtain essential study materials and supported the cost of the certification exam. I am grateful to FSAE for its continued investment in leadership development and professional excellence.”

Eileen Johnson
Florida Health
Care Association



2025 Think Tank The Human Side of Member Engagement: Stories, Strategies & Science

October 2025

Speaker: Amanda Lea Kaiser, MBA

Hosted and Sponsored by Embassy Suites by Hilton Lake Buena Vista South



Engaging New Members is the most common worry about membership; specifically, the large number who join but never use their benefits, according to 71% of the participants in the New Member Engagement Study. New members join with good intentions, but then nothing seems to happen. Silence. Emails go unread, no logins, and certainly no registrations or renewals.

During the 2025 FSAE Think Tank, participants shared their most pressing new member engagement challenges, and several clear patterns emerged.

Download the 2025 and all previous Think Tank white papers at www.fsaefoundation.org/think-tank.

Join us for the next Think Tank in 2027!



Think Tank is a bi-annual event hosted by the FSAE Foundation designed to contribute to the association management knowledge base. The meeting gathers a small group of association decision makers to contemplate an issue, topic or idea concerning the operation of associations and/or the association management profession.



GRANTS

Funding Professional Development

In 2025, the FSAE Foundation awarded 25 grants totaling \$13,625. These grants are possible because of our corporate partner donors, auction donors & patrons; and member donations to the FSAE Foundation. In 2025, MemberClicks by Personify, Naylor Association Solutions, Novi AMS, RBOA - Digitally Driven Marketing and FSAE Member Donations have supported members' professional development through their generous donations to the Foundation. Thank you to all contributors for your support!

MemberClicks by Personify Small Staff Grant

Assist association professionals through education at the FSAE Annual Conference. To qualify, you must be a full-time employee for an Association with fewer than 20 staff.



Nicole Smith, Communications Manager, ACSP



Personify®
MemberClicks

Naylor Association Solutions Communications Grant AND New Member Grant

Assist an FSAE Executive member who is currently in a communications, marketing or membership role through education at the FSAE Annual Conference. In addition, the New Member grant assists someone new to the association industry who is not currently a member of FSAE, attend the FSAE Annual Conference and covers membership dues for one year.



Christina Michael, CMP; Director of Education & Events,
Florida Hospice & Palliative Care Association

Ruth Saint Julien, Association Executive, AMC Source



NAYLOR
ASSOCIATION SOLUTIONS

Novi AMS Grant

Assist association professionals through education at the FSAE Annual Conference.



Jennifer Abdelnour, CAE; Executive Director, Florida Library Association

Tamekia Bennett, BS, QAS, AE-MBA; Executive Director of Operations, Florida Society of Health-System Pharmacists



RBOA - Digitally Driven Marketing Grant

Assist association professionals through education at the FSAE Annual Conference. To qualify, you must be actively planning or implementing digital marketing to promote your association.



Lexi Hutton, Membership and Events Coordinator, BOMA Orlando

Amanda Hammerli, CMP; Executive Director, Etherio

Annette Montanez, CMP, QAS; Sr. Projects & Events Coordinator, Shriners International

Gregory Williams, Membership & Engagement Manager, Association of Florida Colleges



FSAE Member-Funded Grants

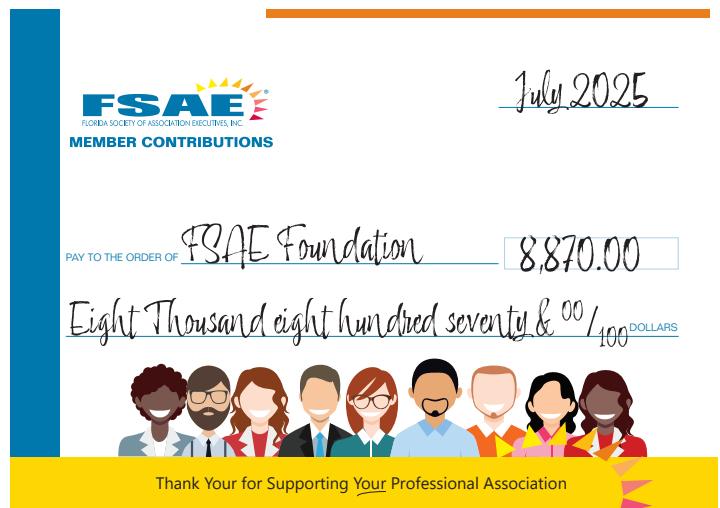
Member contributions to the Foundation fund 80% of the Grants we are able to provide members for professional development. This includes participating in the Auction, Beer Tasting, Power Luncheon matching donations, direct contributions and more. Thank You!

"A Year of FSAE"

Assist an FSAE Association Executive Member in gaining professional development throughout the year at all FSAE Educational Programs (except Annual Conference).



Brittyn Heisler, Executive Director, Women of Asphalt
Samantha Hobbs, Education Director, FL Surveying and Mapping Society



AE-MBA Grant

Assist FSAE Executive Members or Associate Members gain professional development through FSAE's new Association Executive Master Business Academy (AE-MBA) virtual program.



Kristyn McCauley, CAE, CMP; Director of Membership & Events, Florida Airports Council
Wendy Parker Barsell, APR, CEM; Executive Director, Florida Solar Energy Industries Association
Leigh Stehlik, Director of Events and Communications, Florida Psychiatric Society
Christina Welty, Account Executive, Partners in Association Management
Geoff Willoughby, Communications Manager, Florida Association of School Administrators

Associate Member Grant

Assist FSAE Associate Supplier Members in gaining professional development at the FSAE Annual Conference.



Jeremy Mercado, Account Executive, Audio Visual Connection



Elizabeth Pardillo, CMP; Global Meeting & Event Strategist, Maritz

“

“Receiving the FSAE Foundation Grant means more to me than just financial assistance; this grant is a vote of confidence and motivation to continue working towards my career development. It is a validation of my hard work and dedication to my academic professional pursuits and to the goal of FSAE as a volunteer.”

Gaby LaJeunesse
Florida's Sports Coast



CAE or CMP Grant

Assist in covering costs of the application fee, study class registration, and the standard study materials for the Certified Association Executive (CAE) or Certified Meeting Professional (CMP)



Krystal Humphrey, Deputy Executive Director, Bay Area Apartment Association



Eileen Johnson, Office Administrator, Florida Health Care Association

Bettie Swilley, Membership Coordinator, FL Dental Assn

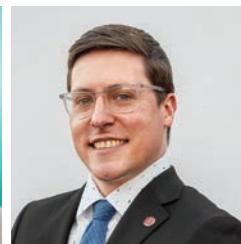
Belinda Webb-Yarosh, Accounting Manager, FL Health Care Assn

Young Professional Grant

Assist FSAE Executive and Associate Young Professional Members in gaining professional development at the FSAE Annual Conference or Education Expo. (Young Professionals are defined as FSAE members that are 35 years old and under or less than 3 years in the industry.)



Abigail Bayer, CAE; Chief Marketing Officer, Connected Consulting



Joshua Witt Braswell, Management Consultant, Witt's End Consulting LLC

2025 INVESTORS

Cash Contributions Received January 1 - December 31, 2025

Visionary: \$1,001 +

Hancock Whitney
Frank & Donna Ross

Benefactor: \$751 - \$1,000

Steward: \$501 - \$750
Toby Cummings, CAE
Richard Miseyko, CMP, CMM

Champion: \$251 - \$500

William Glenn East, CAE,
RCE
Kevin Mayeux, CAE
Crissy Tallman, CMP, CAE,
CEM

Altruist: \$101 - \$250

Erin Ballas, QAS, AE-MBA
Tamekia Bennett, QAS, AE-
MBA
Tom Block
Joshua Doyle, CAE
Carolyn Fazio
Joe Grimes, CAE
Shelly Joines, CMP
Amanda Motes
Elizabeth Pardillo, CMP
Julie Ryczak
Chip Tatum, CAE
Eleanor Warmack, CAE

Investor: up to \$100

Advanced Business Systems
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Bill Anderson, CAE
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Orlando
ASP Benefits LLC.
Assn of FL Colleges

Associated Builders and
Contractors Florida East
Coast Chapter
Associated Builders and

Contractors of Georgia, Inc.
Kristin Badeau

Brandi Barber
Bay Area Apartment Assn
Beachside Resort &
Residences

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BJA Solutions for Associations

Book Manufacturers Institute

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Adrienne Bryant, CAE
Brad Buchanan
Sherry Carpenter

Tony Carvajal, CAE

Delilah Celeschi
Center for Fine Arts Education

Central Florida Hotel &
Lodging Association

April Chiarello
Brittany Clifton

Keyna Cory

DECA Inc.
Brittany Delmonego

Rebecca DeLorenzo, CAE

Barbara Denmark, CAE

Joshua Desha

Drury Plaza Hotel Tallahassee
Jessica Dunlap

Lily Etemadi

Event Show Productions

Evermore Orlando Resort

Michele Feder, CAE

FL Assn of Insurance Agents

FL Bandmasters Assn

FL Bankers Assn

FL Board of Professional
Engineers

FL Council Against Sexual
Violence

FL Goodwill Assn

FL Head Start Assn

FL Home Builders Assn

FL Hospice & Palliative Care
Assn

FL Podiatric Medical Assn
FL Psychological Assn

FL Recycling Partnership
Foundation

FL RV Trade Assn

FL School Nutrition Assn

FL Sheriffs Assn

FL Society of Clinical
Oncology

FL Thoroughbred Breeders'
and Owners' Assn

Florida Apartment
Association

Gabrielle K. Gabrielli, CGMP

Christy Gandy

Frances Gilbert, CAE
Ricky Gould

Christie Grant

Stacy Hall

Hard Rock Hotel Daytona
Beach

Hardy Smith Consulting
LaWanda Harris

Brittyn Heisler

Jerry Higgins

David Higgins, CAE

Hilton North Orlando/
Altamonte Springs

Hilton West Palm Beach

Karen Hollern

Tina Hooks

Carly Hopkins

Matt Hudson

Krystal Humphrey

Intersocietal Accreditation
Commission

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Danielle Jessup, CMP

Eileen Johnson

JW Marriott Miami Turnberry
Resort & Spa

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King Risk Partners

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Paul Ledford, CAE

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Jeremy Mercado

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Mark Miller

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Marketing

Nicole Rechner

Reunion Resort & Golf Club

Sharon Rigsby, CAE

AUCTION DONORS

*The auction's success would not be possible without our generous donors and patrons who purchase the incredible items available. **Thank you.***

Investors Continued

Melissa Rudd
Nicole Smith
Ted Smith, CAE
Valerie Smith
South FL Hospital & Healthcare Assn
Southeast Tourism Society
Leigh Stehlík
Sunseeker Resorts
SunStream Hotels and Resorts
Sutton Trade Association Management LLC
Stefanie Svisco
Bettie Swilley
Tallahassee Board of REALTORS
The Breakers Palm Beach
The Solution
Stephanie Thomas, CAE, CMP
Karen Thurston-Chavez
Vetted Solutions
Visit Panama City Beach
Visit Tallahassee
W Fort Lauderdale
Jessica Walters
Tina Ward
Christina Welty
West Volusia Assn of REALTORS
Michele L. White, CAE

3 Daughters Brewing
4 Rivers BBQ Smoke House
ABC of Georgia
Alchemy Climbing
Aloft Orlando Theme Parks | Lake Buena Vista
Altrua Global Solutions
AMC Tallahassee
American Victory Ship and Museum
Angell & Phelps Chocolates
Apartment Assn of Greater Orlando
AR Workshop Tallahassee
Audio Visual Connection
Backwoods Crossing
Ballet Palm Beach
Bay Area Apartment Association
Beachcomber Beach Resort
Bellwether Beach Resort
Bok Tower Gardens
Bonnet House Museum & Gardens
Boomers Parks - Boca Raton
Bradenton Area Convention and Visitors Bureau
Breakout Jacksonville
Brevard Zoo
Butterfly World
Cacti Park of the Palm Beaches
Capital Lanes
Caribe Royale Orlando
Casa Monica Resort & Spa
Casino Beach Bar & Grill
Challenger Learning Center of Tallahassee
Chipotle
Clearwater Marine Aquarium
Congo River Mini Golf
Cooper's Hawk Winery & Restaurants
Courtyard by Marriott Cocoa Beach Cape Canaveral
Cox Sistence Center and Aquarium
Crayola Experience
CROW Practice
David Bennett, CAE
Daytona Beach CVB
Disney Meetings & Events
DoubleTree by Hilton Grand Key Resort
Drury Plaza Hotel Tallahassee
Edison and Ford Winter Estates
Elite Island Resorts Caribbean
Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort
Embassy Suites by Hilton Tampa Airport Westshore
Epicurean Atlanta
Etherio
Experience Kissimmee
FL Assoc of School Administrators
FL Dental Assn
FL League of Cities
FL Petroleum Marketers Assn
FL Recreation & Park Assn
FL Recycling Partnership Foundation
FL Society of Assn Executives
Flamingo Gardens
Florida Apartment Association
Florida Everblades
Florida Oceanographic Society
Florida Ports Council
Florida Railroad Museum
Florida Realtors
Fort Myers - Islands, Beaches and Neighborhoods
Foxtail Coffee Co
FSU Athletics Department
Gabrielle Consulting
Gatorland
GEMS: Gilbert Exposition
Management Services
Glory Days Grill
Governors Inn Tallahassee
Great Wolf Lodge - Georgia
Guy Harvey Resort St. Augustine Beach
Hampton Inn New Smyrna Beach
Hard Rock Hotel-Daytona Beach
High Museum of Art
Hilton Cocoa Beach
Hilton Daytona Beach
Hilton Marco Island Beach Resort & Spa
Hilton Ocala
Hilton Orlando
Hilton Orlando Altamonte Springs
Hilton Palm Beach Airport
Hilton Pensacola Beach
Hilton Sandestin Beach Golf Resort & Spa
Hilton Tampa Airport Westshore
Hilton Miami Downtown
Holiday Inn Orlando - Disney Springs Area
Holiday Inn Orlando Waterpark
Holiday Inn Resort Pensacola Beach Gulf Front
Holiday Inn St. Petersburg N/ Clearwater
Hotel Effie Sandestin
Hotel Landy Orlando Universal Blvd
Hyatt Place St Augustine / Vilano Beach
Hyatt Place St. Petersburg Downtown
Hyatt Place/Hyatt House Tampa Downtown
Hyatt Regency Coconut Point Resort & Spa

THANK YOU ALL FOR YOUR SUPPORT!

Hyatt Regency Orlando	Mulligan's Beach House Bar & Grill	Punta Gorda Englewood Beach Visitor & Convention Bureau	The Don CeSar
IMN Solutions	Museum of Arts & Sciences	Rapid Press	The Link Event Professionals
IMS Business	Museum of Discovery & Science	RBOA	The Ocala Escape
Islamorada Brewery & Distillery	Myakka Elephant Ranch	Renaissance St. Augustine Historic Downtown Hotel	The Polo Club at NPC
Island Queen Cruises & Tours	N.E. FL Assn of REALTORS	Renegade Lemoande Wine Company	The Ringling
Jacksonville Icemen	Naples Botanical Garden	Rocco's Tacos	The Ritz-Carlton, Sarasota
Jacksonville Symphony	Naples Grande Beach Resort	Rockledge Gardens	The St. Augustine Pirate & Treasure Museum and The Colonial Experience
Jacksonville Zoo and Gardens	Naples Marco Island Everglades CVB	Route 7 Karting & Entertainment	The Sunny Hotel
James Moore Technology Services	Nashville Convention & Visitors Corp	Russ Webb	The Westin Sarasota
Jeremy Minick	National Assn of Insurance & Financial Advisors (NAIFA)	Safety Harbor Resort and Spa	Theatre Jax
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Jumby Bay	Nirvana Day Spa	Schoolhouse Children's Museum	Tomahawks 51
Jupiter Inlet Lighthouse & Museum	Ocean Center	Silverball Retro Arcade	TopGolf Orlando
Kendra Scott	Ocean Reef Club	Skate World	Total Wine & More
Kennedy Space Center Visitor Complex	Ology Brewing Co.	South Seas Resort	TownePlace Suites Orlando
La Playa Beach & Golf Resort	One Ocean Resort & Spa	Southbank Hotel Jacksonville Riverwalk	Theme Parks Lake Buena Vista
Landry's	Opus Coffee	Spitfire Comedy House	Tradewind
Life Worth Leading, Inc.	Orlando Family Stage	Splitsville Tampa	Visit Central Florida
Lion Country Safari, Inc. Florida	Orlando Philharmonic Orchestra	St. Augustine Alligator Farm Zoological Park	Visit Jacksonville
Lisette Mariner, CAE	Orlando Science Center	StarLite Cruises	Visit Lauderdale
Loews Coral Gables Hotel	Orlando Shakes in partnership with UCF	Stephanie Thomas, CAE, CMP	Visit Pensacola
Loews Nashville at Vanderbilt Plaza	Partners In Association Management	Sunseeker Resort	Visit Tallahassee
Lucky Goat Coffee	Peace River Botanical & Sculpture Gardens	Tallahassee Automobile Museum	Visit Tampa Bay
Luminary Hotel & Co.	Personify	Tallahassee Museum	Waldorf Astoria Orlando
Marc & Rose Hospitality	PGA National Resort	Tampa Bay Lightning	Westin Jekyll Island Beach
Margaritaville Beach Resort	Phillip and Patricia Frost Museum of Science	Target Print & Mail	Resort
Fort Myers Beach	Prime Meridian Bank	The Bishop Museum of Science and Nature	Wild Adventures Theme Park
Marie Selby Botanical Gardens	Proactive Wellness: Alternative Medicine Clinic	The Breakers	Wines for Humanity
Marriott Tampa Airport	PRP Wine International	The Brownwood Hotel and Spa	Winter Park Play House
Marriott Village Orlando	Pullman Miami Airport		WonderWorks Orlando
Merlin Entertainments			Wyndham Garden Lake
Metal Treating Institute			Buena Vista Disney Springs® Resort Area
Mission Inn Resort & Club			Xtreme Action Park
MOSI Tampa			Yacht Starship
Motivisto LLC			Zoo Miami
			Zoo Tampa

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AUCTIONS

Wine Toss Sponsors

X SITE **teneo**
HOSPITALITY GROUP

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Mike Nathanson
Hester Ndoja

“The FSAE Foundation Grant Program has been instrumental in my ongoing professional development. In 2025 I was able to complete the AE-MBA program, and in years past I have used grant funds to attend conference and other FSAE events. I am so thankful to all the individuals and organizations that support the Foundation.”

Kristyn McCauley
FL Airports Council



Wendy Nicodemus
Samantha Norman
Jennifer Norman
Wendy Occhipinti
Cameron OConnell
Heather Oleson
Jason Outman
Elizabeth Pardillo
Wendy Parker
Hank Pate
Robyn Price
Kevin Probst
Monica Ramsey
Joel Resnik
Robin Rosario
Chelsea Sandifer
Kaitlin Scarbary
Nancy Simonsen
Ted Smith
Chrissy Soverns Schwartzman
Susan Stafford
Lisa Stanley
Megan Stewart
Stefanie Svisco
Dominique Sweeney
Stacy Tetschner
Mia Thomas
Renee Thompson
Donna Titus
Jennifer Walla
Catherine Wasner
Sarah Welsh
Susannah Wesley
Kirk Whalen
Shontae White
Rob Wicker
Deana Wilkinson
Maddie Williams
Mitzi Woods

SAVE THE DATES: 2026 AUCTIONS

Online Auction:
June 8-18

Onsite/Mobile Auction:
July 6-16

www.fsaе.org/silentAuction

INVEST IN YOUR PROFESSION

FORWARD THINKING FOR A BRIGHTER TOMORROW

Give Back to Your Profession by Supporting the FSAE Foundation

The FSAE Foundation provides grants, education, and industry research. These benefits support members' career growth and build knowledge for individual and organizational advancement. Supporting the Foundation enables your professional community to thrive and provides you with tools for your personal development now and in the future.



GRANTS
Over \$13,000
awarded annually
in Grant funds



EDUCATION
\$40,000 per year
for Educational
Programming



INITIATIVES
like **Think Tank**,
Compensation &
Benefits Survey

The Foundation wants to help all members become change makers and to influence the community for the better. We can't do this without your contribution.

How can you support Foundation programs and your profession?



Make a one-time contribution



Make a monthly pledge

Select Amount:

- \$10 per month for 12 months = \$120
- \$20 per month for 12 months) = \$240
- \$50 per month for 12 months) = \$600
- \$75 per month for 12 months) = \$900
- \$100 per month for 12 months) = \$1,200



Planned Giving

Consider non-cash long-term donations through planned giving options such as

- Stocks/Mutual Funds
- IRA Distribution
- Real Estate
- Life Insurance

(Print, type or attach a business card)

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Total investment \$_____

Method of Payment: (Check One):

VISA MasterCard AMEX Check #: _____

Name on Card: _____

Credit Card # _____

Exp. Date: _____ / _____ Security Code: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____

Mail form and payment to FSAE Foundation,
2410 Mahan Dr., Ste. 2, Tallahassee, FL 32308

Learn more: www.fsaefoundation.org/invest