



P A S A E  
**CONNECTIONS**  
C O N F E R E N C E 2 0 2 3



**March 30 - 31, 2023**

DoubleTree Resort by Hilton, Lancaster, PA



# Welcome

Getting together with other association professionals is an invaluable benefit of PASAE's Connections Conference. This year's event is centered on supporting your success with relevant education and engaging networking opportunities. Whether you are a CEO, meeting planner, communications professional or play another role in your association, we have you covered!

You'll hear from thought leaders from our industry in general sessions, and you'll have the opportunity to take advantage of niche information and guided discussions during breakouts.

Visit with our industry partners at Expo. Connecting with the association management "supply chain" is a great way to stay on top of trends and innovation in our industry.

**Join us in March and let's get connected!**





# Conference Schedule

*(Schedule is subject to change)*

## Thursday, March 30, 2023

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8:00 a.m. – 9:00 a.m.

**Registration and Continental Breakfast**

8:00 a.m. – 10:00 a.m.

**Exhibit Setup**

9:00 a.m. – 10:15 a.m.

**Opening General Session**

**Reimagining a World in Which Association Leaders Need to be Successful**

*Dean West, FASAE, Association Laboratory Inc.*

How is the environment facing your members changing, and what does that mean for your association moving forward? During this presentation Dean will introduce participants to trends shaping association strategy. He will use Association Laboratory's Looking Forward® Impact study to discuss factors influencing members of both trade and professional associations in areas like workforce, technology, economics, government, global and market psychology.

Every attendee will be provided with complimentary access to the Looking Forward® Dashboard – an online, customizable tool that allows users to gain valuable insights and create custom reports unique to their needs.

10:15 a.m. – 11:15 a.m.

**Break with Exhibitors**

11:15 a.m. – 12:15 p.m.

**Concurrent Sessions**

**Creating and Sustaining a Strategic Board of Directors**

*Dean West, FASAE, Association Laboratory Inc.*

Spending too much time managing tactical and short-sighted board members? You need to create and sustain a strategic board of directors, one that can positively contribute to the association through their unique insights and desire for member success. From board selection processes to staff competencies and support, Dean will teach participants the building blocks of strategic board creation and leadership.

Every attendee will receive a complimentary copy of Association Laboratory's white paper *Creating and Sustaining a Strategic Board of Directors*. This research highlights the main challenges facing strategic board leadership and introduces solutions to improving the quality of board decision-making.

**OR**

**Content Curation: Your Association's Secret Weapon Against Information Overload**

*Elizabeth Weaver Engel, M.A., CAE, Chief Strategist, Spark Consulting*

Feeling a little overwhelmed by the volume and variety of information coming at you? Are you having trouble determining what's accurate and relevant, placing that information in meaningful context, and successfully using it to make sense of our increasingly complex communications?

Join Elizabeth Weaver Engel (Chief Strategist, Spark Consulting) for a presentation based on her research paper (co-authored with Hilary Marsh of the Content Company), *Cut Through the Clutter: Content Curation, Associations' Secret Weapon Against Information Overload*, to learn how your association can use sophisticated content curation strategies to be a vital partner in your members' professional success.

We'll discuss what content curation is and isn't, share the association content curation maturity model, and provide concrete steps your association can take to curate internal and external information in a way that helps your members achieve their goals and solve their most pressing problems.

12:15 p.m. – 1:45 p.m.

**Lunch with Exhibitors**



1:45 p.m. – 2:45 p.m.

### **Concurrent Sessions**

#### **Panel Discussion: How to Manage Hybrid/Virtual Team Engagement**

In 2020 thanks to COVID-19, most traditional “brick and mortar” associations found themselves shifting to virtual workplaces to keep their organizations viable. Thanks to technology, we learned we could communicate across a virtual chasm and execute our work remotely. Fast forward to 2023. While some associations have returned to the office, the new normal for many organizations involves working virtually or a hybrid combination of remote and in-office work arrangements. Join us as the panelists share perspectives on:

- Challenges associated with hybrid/virtual teams
- Ensuring hybrid/virtual teams are held accountable and are productive
- Strategies/tactics to return to in-office work or continue hybrid/virtual work options

**OR**

#### **Mining, Managing and Motivating Volunteers**

*Tara Puckey, MBA, CAE, CMP, DES, Executive Director, Radio Television Digital News Association, Radio Television Digital News Foundation*

Today’s members can be tomorrow’s mentors. Volunteers are needed sources of human capital for associations. The challenge is in attracting them, leveraging their skills and desires to your organization’s needs, and keeping volunteers meaningfully engaged during their tenure.

- How do I (strategically) recruit volunteers for my organization?
- What tactics, tools or resources can help manage volunteers?
- How do I help volunteers grow and succeed so they feel valued and stay engaged?

2:45 p.m. – 3:45 p.m.

#### **Break with Exhibitors**

3:45 p.m. – 4:45 p.m.

#### **The Kids Are Alright: What Are Your Younger Members Not Saying to You**

*Steve Neidlinger, CAE, Executive Director, Pennsylvania Academy of General Dentistry*

Many associations struggle with engaging and retaining new graduates and younger members. This course will detail the data gathering methods employed by one association and lead the audience in discussion on how younger members and potential members perceive your association. It will also discuss how your organization can adapt its programming to address their perceptions without alienating its seasoned members. At the end of the course, participants should be able to:

- Identify reliable methods that your association can employ to collect data on younger members
- Recognize similarities and differences in the case presentation as they regard to younger members
- Consider programming or counterprogramming that your association can utilize to communicate with members 35 and under

4:45 p.m. – 6:15 p.m.

#### **Reception in the Exhibit Hall**

7:00 p.m.

#### **Meet for Dine-Arounds**



# Friday, March 31, 2023

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8:00 a.m. – 9:00 a.m.

## **Continental Breakfast and Roundtables**

9:00 a.m. – 10:15 a.m.

## **Opening General Session**

### **Panel Discussion: Life Gives You Lemons, Make Lemonade!**

The Great Resignation, quiet quitting, COVID, shrinking budgets, rising healthcare costs, “alternatives” to employment – these are just a few trends and factors that are affecting employers and the workforce. In many instances, organizations have had to shift their thinking and cultural practices to retain valued employees or attract new talent. Member organizations will share their successes and failures as they discuss investing in the employee experience.

10:15 a.m. – 10:30 a.m.

## **Break**

10:30 a.m. – 11:30 a.m.

## **Concurrent Sessions**

### **Keeping the Dialogue about Diversity and Leadership Alive**

*Donte P. Shannon, FASAE, CAE, Board Strategy Advisor*

DEI has been a hot topic of discussion over the past three years. However, as the sensationalization of DEI begins to fizzle out, the performative actions and statements of organizations and leaders is becoming increasingly obvious as society moves on and becomes desensitized to continued instances of social injustice. In this session, attendees can expect to engage in a dialogue about DEI and how to keep the conversation alive within your respective organizations and communities.

## **OR**

### **Designing with Diversity in Mind**

*Matt Caylor, Account Director, Martin Communications*

Diversity, equity and inclusivity are fundamental tenets of modern marketing. It is essential to reflect the community you serve and a critical, but often overlooked step is to apply DEI principles to design. During this session, attendees will be taught how to embrace graphic design and development principles to ensure they meet all potential customers where they live, work and play.

11:30 a.m. – 11:45 a.m.

## **Break**

11:45 a.m. – 1:00 p.m.

## **Closing General Session**

### **Change: What Sticks, What Should Stick and How Do We Make it Stick**

*Donte P. Shannon, FASAE, CAE, Board Strategy Advisor*

The pandemic forced associations to embrace a dynamic, yet uncertain world. In many ways, this global crisis fundamentally changed how we operate in our organizations to remain relevant. Now that we’ve sustained new ways of working, including adjustments to leadership styles, tackling diversity, equity, inclusion, and social justice issues, let’s explore how to level set what change needs to look like in the future.



# Hotel Information

## DoubleTree Resort by Hilton Lancaster

2400 Willow Street Pike

Lancaster, PA 17602

717-464-2711

**Room Rates** (plus applicable state and local taxes):

Double Queen Room: \$142

*Includes complimentary parking, on-site restaurant,  
indoor pool and fitness center.*

**Booking your room is simple!** Click [here](#) to receive our discounted rate.

The reservation deadline is Monday, February 27, 2023.

Reservations can also be made by calling 717-464-2711.

Please mention **PASAE Connections Conference** when calling.





# PASAE CONNECTIONS CONFERENCE 2023

March 30 – 31, 2023 | DoubleTree Resort by Hilton, Lancaster, PA

Register Online At PASAE.org

**Registration and Cancellation Deadline: March 13, 2023**

## PLEASE COMPLETE ONE FORM PER ATTENDEE

*Cancellations must be made in writing by March 13, 2023 to receive a refund, less a \$25 administrative service fee plus any processing fees. No refund requests will be honored after the deadline date.*

Attendee Name (as it should appear on name badge): \_\_\_\_\_

Designation: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

Meal Preference:  Standard  Vegetarian  Pescatarian  Vegan  Gluten-Free

*If you require special accommodations to participate in the conference please contact the PASAE office.*

## EMERGENCY CONTACT INFORMATION

Name of Non-Attending Contact: \_\_\_\_\_

Relationship to Attendee: \_\_\_\_\_ Phone: \_\_\_\_\_

## ATTENDEE REGISTRATION

Includes all education sessions, Thursday continental breakfast, lunch, reception; Friday continental breakfast and boxed lunch.

**REGISTRATION:** (Registration and full payment submitted on or before March 13, 2023)

**\$229 PASAE Member**  **\$349 Non-member**

**LATE REGISTRATION:** (Registration and full payment submitted after March 13, 2023)

**\$249 PASAE Member**  **\$369 Non-member**

## PAYMENT INFORMATION

Total Amount: \$ \_\_\_\_\_

Method of Payment:  Check (payable to PASAE)  Visa  MasterCard  Discover

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3-Digit Sec. Code: \_\_\_\_\_ Signature: \_\_\_\_\_

Name on Card (please print): \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Return to: PASAE, 2207 Forest Hills Drive, Harrisburg, PA 17112

Email to admin@pasae.org or fax to: 717-238-9985 | www.pasae.org | 717-614-4270