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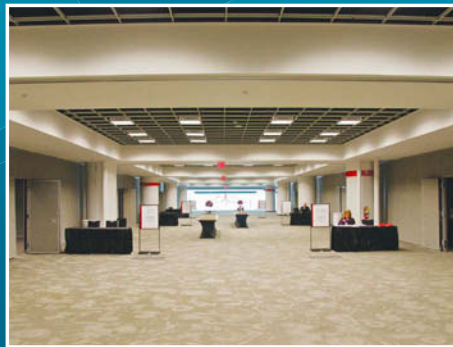
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connections is published for:

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Atlanta, GA 30303
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PUBLISHED FEBRUARY 2017/

GSA-Q0117/9148

DEPARTMENTS

GSAE News & Events 6

New Members 8

**Meetings Thought
Leadership 20**

Index of Advertisers 30

Advertiser.com 30

FEATURES

**Producing Association
Rock Stars Since 1917 &
for the Next 100 Years 11**

**Living Legends:
Jim Loyd and Ann McClure 12**

**Association Advocacy:
Sharing Stories to
Increase Awareness 16**

BY MARY LOU JAY

**Reflections on a
Summer Internship 23**

BY LEA PARKER

**Learn Together, Talk
Together, Do Good Together 24**

GSAE Holiday Luncheon 25

**GSAE Presents
Annual Awards 26**

**Destination:
Atlanta, Athens,
College Park, Augusta 28**

**Choices: Maybe It's
Income Inequality? 29**

BY JOHN P. HARRISON, CAE, CMP



Save the Date for GSAE Events in 2017

To help you plan your professional development year, GSAE's calendar of events is available below. We will offer more than **25 hours** of CAE-matched programming this year. GSAE is a Preferred CAE Provider through the CAE Commission. Our list of events is always available online at www.gsae.org (Learn/Calendar View). Various Shared Interest Group meetings and webinars will be added throughout the year. We look forward to seeing you in 2017!

- February 15 Luncheon featuring Ron Rosenberg—Hosted by Hilton Atlanta Northeast
- April 19 Luncheon—Sponsored by Jekyll Island Authority/Convention & Visitors Bureau
- July 12 Summer Luncheon at Holiday Inn & Suites Atlanta Airport North—Sponsored by Jekyll Island Authority/Convention & Visitors Bureau
- September 20 Luncheon, The Abit Massey Lecture Series—Sponsored by Augusta Convention & Visitors Bureau
- November 15 Event—Sponsored by Richmond Region Tourism
- December 13 Holiday Luncheon, Awards Show & Silent Auction—Sponsored by Jekyll Island Authority/Convention & Visitors Bureau

ASAE's DELP Applications Open

ASAE has opened the call for association professionals to apply for the 2017-2019 class of the Diversity Executive Leadership Program (DELP). Deadline for submissions is Monday, March 20, 2017. The Detroit Metro Convention & Visitors Bureau is the exclusive sponsor of DELP since 2001. DELP is an accelerated leadership program of education, mentoring and volunteer service in the association community.

Candidates who have at least three years of mid-senior level association management experience or at least one year of experience as an association CEO (as of the date of their application) and are members of a racial/ethnic minority group, lesbian/gay/bisexual/transgender, or have a disability are encouraged to apply.

During this two-year program, DELP scholars will experience membership and volunteer service in ASAE and have access to industry leaders who could serve as career coaches or mentors. DELP scholars from Georgia receive complimentary GSAE membership during their appointment. For more information and to see the list of previous DELP scholarship recipients, visit asaecenter.org/DELP.



GSAE Sponsorship and Hosting Opportunities

Luncheons are the primary venue for networking in GSAE. About 200 members generally attend each luncheon, which is preceded by a 30-minute networking reception. Your exclusive sponsorship includes an exhibit table during registration and the networking reception, 2-3 minutes of podium time, rights to leave a brochure or flyer on each seat, luncheon registration for five people, recognition in promotional materials and post-event attendee mailing labels. February and December are available for sponsorship.

The **host property** of each luncheon will receive an exhibit table during registration and the networking reception, the opportunity to place material at each place setting, podium time, significant exposure and an attendee mailing list following the luncheon. This is a great opportunity to showcase your property! All GSAE luncheons are on Wednesdays. All 2017 dates are available except February, April and July.

The **Annual Meeting** remains GSAE's top professional development program. We expect a total conference attendance of close to 200 members and guests. The Annual Meeting runs from Wednesday afternoon through Friday afternoon. In 2017 GSAE will be in Macon, Georgia, May 31-June 2. All sponsors will be recognized in print and electronic promotional materials, in the annual meeting program and with signage and a gift during the meeting. Available sponsorship opportunities include general sessions, breakfast, breakout sessions and breaks.

Please visit www.gsae.org (Support/Sponsorships) or call the GSAE office at (404) 577-7850 for more details.

2017 GSAE Annual Meeting, May 31-June 2, Macon, Georgia

- Up to 11 hours of CAE credit (with pre-con workshop)
- \$349 association executive members; \$649 corporate supplier members
- \$249 special pricing for additional staff from the same organization and our retired members
- Three keynote sessions, three preconference workshops on Wednesday afternoon and 16 breakout sessions
- Confirmed speakers include Beth Z.; Cynthia Mills, FASAE, CAE, CMC, CPC, CCRC; Greg Fine, CAE; Trevor Mitchell, CAE; Tracy King; Lowell Aplebaum, CAE; Shelly Alcorn, CAE; Willis Turner, CAE
- Pre-conference kayaking adventure on Wednesday
- 2nd Annual Beer Pour to benefit the GSAE Foundation
- 3K charity run Friday morning
- Silent Auction & Connections Sponsor Lounge
- Ends by noon on Friday

GSAE Live Webinars and On Demand Learning – Approved for 1 CAE Hour



All live webinars are 60 minutes (2-3p.m. and cost \$45 for members.

Making the First Year Memorable—February 22

Everyone knows that first year members are among the most valuable—and the most vulnerable—that you have in any organization. The question is, what can you do to assure that they will come back for those critical second and third years? In this session we'll outline the steps for an effective new member intake and retention program.

The Fine Art of Cultivating Member Relationships: One Conversation at a Time—March 9

This program offers the tools to develop and cultivate outstanding conversation skills and business networking techniques that will result in gaining and maintaining members, building relationships, increasing visibility, and developing and growing successful organizations. Audiences laugh, learn and leave with insightful, informative skills and techniques on business networking, mingling and rapport building.

Social Media Analytics—March 23

Learn how to embrace the power of social media analytics. With the right data, associations can gauge what's working to engage key audiences, grow membership and prompt event participation. Heidi Otway and Sarah Tyson will walk attendees through the process of using social media analytics—from determining what to measure, to leaning on third-party tools to capture additional insights, to producing clear and concise reports for senior management.

GSAE On-Demand Learning

Did you know GSAE's live webinars are recorded and converted to on-demand programs within 24 hours? If you missed any of our webinars from the past year, it's not too late. They are accessible online 24/7, and you can even register for a bundle to save up to 40 percent!

Additional fun fact: Up to half of your CAE renewal (40 hours) or CAE application hours (100 hours) may be completed online with qualifying courses. Visit education.gsae.org to view the full catalog of upcoming live webinars and more than 80 self-study courses!

Congratulations to GSAE's Newest Certified Association Executives

Earning the CAE credential is the hallmark of a committed association professional. It helps drive professional self-confidence, opens doors, creates connections, and offers widespread value and recognition for candidates. Congratulations to GSAE's newest CAEs.



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Motion Picture Licensing Corporation (MPLC) Discount for GSAE Members

GSAE has partnered with the Motion Picture Licensing Corporation (MPLC) to offer a discount to all GSAE members on their license for showing scenes from motion pictures and other audiovisual programs. Through your membership with GSAE, you will receive a 10 percent annual discount.

Associations, being the leading providers of adult education, often utilize scenes from television, movies and professional studio productions to make a point in their education and at their events. Remember, these materials are copyrighted. Through the MPLC you may now acquire an umbrella license to cover all the speakers and trainers usage of this type of materials. The license pricing is based on the number of members in your association.

Download the brochure at www.mplc.org or visit www.gsae.org's FAQ page to learn more. Questions? Contact Eileen Korte, Vice President—Licensing Division, MPLC, at ekorte@mplc.com.

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**GSAE celebrates a century of connecting
leaders and advancing associations**

FROM A HISTORICAL perspective, one might characterize the growth of GSAE as focused: In the early years, the organization was geared toward trade association executives only; in the 1950s, the organization was expanded to include individual membership executives; and in the 1980s, there was an effort to recruit non-profit executives. This is a brief and sometimes whimsical look at the highlights of GSAE's history. We hope you will enjoy the tidbits shared and be reminded of those who came before us, building the foundation of the outstanding organization GSAE is today and the potential for greatness it has in the next 100 years.



> Early 1900s

- > **1917** – A small group of less than 10 business managers formed the Secretaries Club of Atlanta.
- > **1920s** – Monthly luncheons were introduced, and the group published a booklet touting Atlanta's inviting climate.
- > **1930s** – The Christmas Party and Summer Outing began being held. Membership was still 100 percent male during this period.
- > **1950s** – For the first time, the organization allowed non-CEO personnel to be admitted as members, and it actively sought out members from professional societies and trade associations.
- > **1953** – A new constitution and bylaws were adopted.
- > **1959** – The organization became known as the Atlanta Society of Association Executives.

"While We Live, We Serve:" The Legacy of Jim Loyd, CAE



"Our association community is about service and about connecting with other people. My entire life has been driven by volunteering and helping where and when I can, so the association community felt right to me."

"WHEN YOU INHERIT something remarkable, it's not your job as a volunteer leader to blaze a new trail. It's your job to maintain that excellence."

Jim Loyd, CAE, offers these wise words to anyone who is interested in taking on the formidable but rewarding work of leading an association. Loyd, who was president of GSAE from 1984 to 1985, says, "GSAE was such a well-run organization that all I had to do was maintain the high standard that had been set."

While Loyd is extremely humble about his tenure, and although he stresses that he saw his role as that of a steward shepherding an already great organization, he ushered in some important milestones in GSAE history, including the official charter of the GSAE Foundation and the hiring of **Sharon Hunt, CAE** as GSAE's executive director. During his time in office, GSAE also saw its operational processes become more standardized,

with the introduction of such now-indispensable tools as job descriptions and an organizational chart that showed how all of the pieces of GSAE worked together to create a remarkable whole.

Loyd's road to the GSAE presidency is, aptly, paved with volunteerism and putting others before himself. "When I graduated from Presbyterian College in South Carolina, I taught English and physical education at a small private school in Carrollton, Georgia," Loyd recalls. During that time, his wife's father, who owned a tire store in Atlanta, died, and Loyd moved to Atlanta to help manage the business. After about two years, Loyd ended up managing another tire store. Subsequently, his friend Don Sentell, a sponsor member of GSAE, told Loyd of a job opening for a field services director of the Georgia Tire Dealers & Retreaders Association through the association management firm Association

continued on page 14

> 1960s and '70s

> **1960** – The name Georgia Society of Association Executives was officially adopted.



> **1968** – Patricia H. Duggan became GSAE's first female president.

> **1970** – Past Presidents' Council was created, along with three awards – the Stephen Styron Award, The Benson Skelton Award and The Clifford M. Clarke Award.

> **1974** – Corporate memberships (called Affiliates) were created.

> **1978** – Abit Massey, CAE served as chief elected officer of ASAE, and the Abit Massey Lecture Series was created.



> **1979** – The first Legislative Day program was held.

Ann McClure, CAE: Into the Unknown—with Confidence



"In many ways, McClure's term as president is a master class in what to do when faced with uncertainty: embrace it, learn the way the sea rolls, and create a course rather than following one."

DURING THE TERM of President Ann McClure, CAE, in 1996 and 1997, GSAE took a great leap of faith.

GSAE had experienced nearly two decades of stable operations under an association management company (AMC), but with the growth of the organization came a shift to a more staff-driven model, and the board decided the time had come to hire a full-time executive director whose job it would be to run the staff operations of GSAE and whose employer would be GSAE itself. In 1996, Ann Guiberson was hired as the first full-time GSAE executive director, followed soon after by Diane James, CAE.

Along with the transition from being managed by an AMC to being staff-led came a host of complexities to manage. McClure, having had a great deal of success in association management, was the perfect person to lead the transition. After seven years as the executive vice president of the Professional Lawn Care Association of America, McClure accepted the

position of managing director at the International Gas Turbine Institute. "I went from a national perspective to a global one, which rounded out my professional experience and left me with rich career experiences," she says.

Experience notwithstanding, the experience ahead would be challenging. Says McClure, "Without hesitation, I can say my biggest challenge as GSAE president was a two-pronged one: identifying responsibilities that could be transferred from volunteers to (drum roll, please) the first full-time GSAE staff, and finding ways for association leaders to make full use of the mushrooming technological advances." Tying everything together that year "took many hours from multiple GSAE leaders," she says.

McClure's presidency was marked by a strong interest in emerging technology and its potential applications in the lives

continued on page 14

> 1980s and '90s

> **1984** – GSAE's first public service event was a Rainbow Rally at Stone Mountain.



> **1985** – The GSAE Foundation was officially charted.

> **1987** – GSAE funded the book, "A Coming of Age: A History of the Profession of Association Management," published by ASAE.

> **1989** – GSAE established the Corporate Representative of the Year Award.

> **1990** – Thirteen new CAEs made up the largest GSAE class in history.

> **1993** – GSAE Foundation Chair Alan R. Johnson, CAE passed away unexpectedly. The young father was later memorialized with a GSAE award in his name.

"While We Live, We Serve:" The Legacy of Jim Loyd, CAE

continued from page 12

Services Atlanta, owned by GSAE Past President **Stewart Huey**, who introduced him to GSAE. Accepting that position let Loyd apply his firsthand knowledge of the tire industry and also develop the servant-leadership required of great association executives. "As a GSAE member, I began volunteering and became more involved," says Loyd, who gradually took on higher leadership roles. "I didn't set out to be GSAE president when I began volunteering. I volunteered because I cared, and I tried to instill that spirit in others."

Our association community is about service and about connecting with other people," he continues. "My entire life has been driven by volunteering and helping where and when I can, so the association community felt right to me."

Outside of his professional life, Loyd has spent more than 30 years with Buckhead Baseball, a youth baseball league in Atlanta, as a coach, manager, and umpire. Thanks in part to his influence, many young players grow up to become adult volunteers like him. "The Presbyterian College motto, *dum vivimus servimus*—while we live we serve—has guided my life," Loyd says. "The reward in association management has been similar. Seeing the spirit of volunteerism continue with new leaders was my confirmation of a job well done." <

Ann McClure, CAE: Into the Unknown—with Confidence

continued from page 13

of GSAE members. In 1996, the internet had only 10 million users, but forward-thinking leaders such as McClure already saw its potential in the association world, which exists, much as the Internet, to do one thing: connect.

"I selected Augusta as the meeting site because the city was developing a hands-on science and technology venue, Fort Discovery, directly along the river and near a fine hotel," McClure says. "Technology! We were in early stages and needed to know more about how to involve the members we served in our jobs. With the idea of using the web to connect with members and communicate with each other, the Annual Meeting theme was 'Connections,' before our newsletter had that name."

In many ways, McClure's term as president is a master class in what to do when faced with uncertainty: embrace it, learn the way the sea rolls, and create a course rather than following one. "Looking philosophically at organizations like GSAE, there seem to be perpetual challenges: getting new members involved, finding new avenues of communication, evolving relationships with corporate members, what have you," she says. "But every year new leaders bring a new brush to paint the scene with fresh, new colors, keeping the organization vibrant, leading its members on ever-changing paths to being leaders of knowledge and growing confidence." <

2000s

> **2002** – The GSAE Foundation Internship Grant Program was established, and *connections* magazine was launched.



> **2007** – GSAE celebrated its 90th anniversary and named "90 Movers and Shakers" in the association community.

> **2009** – The GSAE Leadership Academy launched, and the Benson Skelton Award was renamed the Skelton-Massey Award to honor two legendary recruiters in our community.

> **2014** – The Emerging Leader Award was renamed the Sharon Hunt Emerging Leader Award.

> **2015** – The Corporate Supplier Award was renamed the Peggy Seigler Corporate Member of the Year.

> **2017** – GSAE celebrates 100 years!

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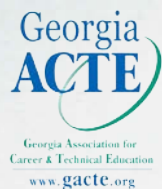
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Association Advocacy: Sharing Stories to Increase Awareness

BY MARY LOU JAY

FROM FOLK TALES to bedtime books, stories have a lot of staying power. That's why associations that want their messages to make a lasting impression use stories in their advocacy efforts.

When the Georgia School Superintendents Association (GSSA) and the Georgia School Boards Association (GSBA) launched the collaborative Vision Project back in 2009, one goal was to build trust and support for public education in Georgia. Three years ago, the Vision Project started the Spark



campaign, with the purpose of "Igniting Public Education in Georgia."

"The purpose of the Spark campaign is

to promote the positive in public education through stories—successes of students, teachers and schools," said **Justin Pauly**, GSBA's director of communications. "We are trying to find local stories about the great things that are happening in public education. Over the course of the years, we've seen a little bit of negative connotation around public education, but the negative headlines are typically only a very low percentage of what's occurring in a school or a school district. We see a responsibility to focus on the great things that are happening, on what school districts are providing for kids today and on how well the kids are doing."

The Spark campaign has used several different venues to tell this story. The Fall 2016 issue of GSBA's

Agenda magazine, for example, includes a three-page story about Chatooga High School, which has 72 percent of its students receiving free or reduced price lunches (an indicator of poverty among the school's population) yet also boasts a 92 percent graduation rate.

The project has also created 30-second video spots (available on the association's website) about the success of Georgia public school graduates. The video shorts feature sports figures, business people, scientists and others who talk about their education and how schools or teachers helped them achieve their goals.

One recent spot, filmed after the Summer Olympics in Rio, shows triple jump gold medal winner Christian Taylor revisiting the elementary school that he attended

from kindergarten through fifth grade. “My journey started here,” he says. “I think that if you dream big, there’s no barrier to what you can do.”

The Spark campaign ran some of the spots on the Georgia Public Broadcasting network during the state’s high school football playoffs. “The games have a very high level of viewership—close to one million people,” said Pauly. To measure the success of the ads, the campaign managers will be working with Georgia Public Broadcasting to analyze the viewership.

The Spark campaign managers are also using website analytics and social media to gauge the success of their efforts. “We are trying to make sure that we have an evaluation process for anything that we do with this effort so we know what’s working and what is not,” Pauly added.

Talking to the Next Generation

Short videos are also part of the advocacy efforts of the Georgia Fruit & Vegetable Grower’s Association (GFVGA). The association has created eight videos, two- to three-minutes long and geared to school age children that tell the story of how Georgia’s fruits and vegetables move from planting to table. GFVGA also created a special website, producebites.net, and contracted with a few well-known local food bloggers to write about Georgia fruits and vegetables and to suggest recipes in which they can be used.



about how their farms work, when they harvest and who they use to harvest. They do profiles on their workers,” said **Samantha Kilgore**, GFVGA director of communications.

“That blog also has some insights from some of our growers and our farmers, who are telling their stories

“The purpose of the Spark campaign is to promote the positive in public education through stories—successes of students, teachers and schools. We are trying to find local stories about the great things that are happening in public education.”

—Justin Pauly, Georgia School Boards Association (GSBA) director of communications

The goal of the association’s Farm to School outreach program is to explain to students what agriculture is all about. This year, GFVGA is sponsoring a Farm to School video contest that will encourage students, parents, teachers, staff and administrators to tell their own stories about why Georgia Grown fruits and vegetables are important and to showcase Farm to School activities at their school. The prize winners at each grade level will win a monetary award that could be used to defray expenses for a class field trip to a Georgia farm.

Sharing Members’ Stories

Staff members and lobbyists usually handle most of an association’s interactions with lawmakers, and they keep their members informed about their advocacy efforts via various communications. GFVGA, for example, has a quarterly magazine, a monthly e-news update and an e-blast email that’s sent on an as-needed basis. Each of these publications has a distinct, easily-identified banner that enables members to understand at a glance the content that it will contain.

The association recognizes, however, that having their members reaching out to legislators—telling them stories about how proposed legislation will affect them and their businesses—can be a very powerful advocacy tool. “If state



legislators or members of Congress are having town hall meetings, we will encourage our members

to go out and visit with them,” said **Charles Hall**, GFVGA executive director. “We try to get them involved with the campaigns, encourage them to select a candidate and contribute to their campaign.”

Reaching out to lawmakers and to their aides on a consistent basis also gives associations the opportunity to tell their stories or present their point of view, Hall said. “The other component to association advocacy is having the congressional or legislative offices know who the association is, know who the leaders are, know who the staff is. When something comes up—and it may be three or four months before it actually becomes public—they may call our offices and say, ‘We’re hearing talk about this, what do you think? How is this going to affect our growers?’

“We want to be that voice for the farmer, so that [legislators] have one office to go to, rather than trying to figure out who to ask about a fruit or a vegetable question. That’s probably one of the areas where we play the strongest role,” Hall added.

Pitching it Right

February is National Career and Technical Education Month, and each year the Georgia Association for Career Technical Education (GACTE) plans special activities to highlight its programs to legislators.



“We also have a day where our students come to the Capitol building and set up demonstrations



Christian Taylor | Olympian

Olympic gold medalist Christian Taylor in the Georgia School Boards Association's Spark video campaign.

of the various programs and of the things that they're working on. The students take that day to raise the awareness of CTE programs," said **Matthew Gambill**, executive director.

Gambill continually monitors all bills related to CTE and attends all House and Senate education committee and appropriations committee meetings. "I work with the legislators on each of those committees to make sure that they have all of the information available to them so that they can be knowledgeable about our programs," he said. "It doesn't mean that the legislators are going to listen, but at least they will have access to good information and it's up to them to make their minds up."

Gambill gets to know each legislator so he understands the right approach to take when telling GACTE's story to them. "If they

are from a rural part of the state, we talk a lot about our programs' tie-in to the agricultural industry. If they're from a more urban area, and it's a business ed program that's popular in their school systems, we talk about science and coding. If someone is an accountant, I tailor my comments to their profession so they can see a clearer connection to what we're trying to do in technical career education. I approach it differently depending on who I am dealing with," Gambill said.

Last year, GACTE hired the Hayslett Group, a PR firm, to write op ed pieces supporting HB 402. The bill, which became law last July, gives businesses who hire students in work-based learning programs a 5 percent credit on their workers compensation policies. But the op-ed pieces did more than garner legislative support. "I got a phone call from

Gulfstream within a few days of that article being published in the Savannah paper; they wanted to know more about the program and how to sign up," said Gambill.

Another op-ed piece told the story of Georgia's leadership role in career and technical education. Two U.S. legislators from Georgia, Hoke Smith and Dudley Hughes, sponsored and helped win passage of the first federal funding bill for vocational education.

GACTE has created its own version of student success stories, found on its website (gacte.org) under the News/Alumnae profile tab. "We wanted to make sure we had a good cross-representation of our student population, so we profiled black and white students from urban and rural schools," Gambill said. He uses social media to draw attention to these stories.

"We are so proud of what those we have highlighted have done, but their stories are replicated thousands of times over with many, many students," he added. By sharing those stories, the association is advocating for technical education in a way that leaves a lasting impression. ◀

"We want to be that voice for the farmer, so that [legislators] have one office to go to, rather than trying to figure out who to ask about a fruit or a vegetable question. That's probably one of the areas where we play the strongest role."

—Charles Hall, Georgia Fruit & Vegetable Grower's Association (GFVGA) executive director



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Hotels Go High-Tech

IT'S 2017 AND while the flying cars promised by the creators of “The Jetsons” have eluded us, event planners and avid travelers should still be astonished by how far we’ve come – and perhaps comforted by the things that stay the same. What can we expect from hotels in the coming year? Read on.

It may be bad news for leisure travelers with a desire to unplug, but hotels are set to be more connected than ever. Meeting attendees are demanding in-room tech, and they’re getting it. Per a survey by the American Hotel & Lodging Association, conducted by data provider STR, high-speed wireless Internet and high-definition flat screen televisions are now available in

98 and 88 percent of U.S. hotel rooms, respectively.

What’s more, according to Hotel Technology’s recent Lodging Technology Study, more than half the properties polled say they’ll be making guestroom upgrades a priority, with many looking to boost bandwidth to support the devices guests bring with them. Things to expect include TVs that interface with mobile devices.

Speaking of mobile, hotels around the globe are already increasing what guests can do right from their devices. The stage has been set for mobile check-in, mobile keys and mobile payments – even the ability to choose one’s own room.

Per the AHLA study, use of mobile apps for services is on the rise. At 35 percent, we’re at an industry high that’s likely to climb. Nearly two-thirds of hotels polled already have mobile check-in capability – though these are mostly top-tier properties.

Even so, changes like this will have a ripple effect, and it’s likely we’ll see a revamping of traditional front-desk areas and check-in spaces to something more social where barriers between staffers and guests are broken down. Think sofa- or communal table-style check-ins being done on tablets in a more social, flexible work space setting. They will likely offer guests spa water – or even a cocktail – during the process.

What Attendees Want

THE LINE BETWEEN travel for business and pleasure continues to blur as meeting attendees look to have event “experiences.”

“I see a big correlation on the horizon between what’s important to a leisure traveler and what’s important to a meeting delegate,” says **Barry White, IOM, CDME**, president and CEO of the Augusta Convention & Visitors Bureau. “Attendees are going to want to become more immersed in the communities where they are meeting, learn a little bit more about the history and personality, and experience something unique and different, something about what makes that community special.”

In a charming small city like Augusta, he notes, this could mean any number of things. Take the Partridge Inn, for example.

“It’s been around since 1836 and just went through a major renovation,” says White. “It’s got a very cool rooftop bar and is in one of our most beautiful, historic neighborhoods up on what locals call ‘the Hill.’ It’s great for a sunset cocktail overlooking the city, and it really exudes that Southern charm you’d expect when you come to Augusta.”

What’s more, planners here get a two-state bang for their buck, as Augusta’s “River Region” location lies just across the waterway from South Carolina. Nearby Edgefield is home to the National Wild Turkey Federation.

“They have a very cool place groups or individuals can go to not only learn about the turkeys but a full-blown outdoor training center for folks to get outside and shoot sporting clays and get instruction,” says White. “They do a great job with corporate outings.”

On your way back to Augusta, small groups can stop in for a tour and tipple at Edgefield’s Carolina Moon Distillery.



Grow Your Non-Dues Revenue

DUES MAY MAKE up the bulk of an association’s revenue, but additional streams can allow savvy executives to pass savings onto members—thus generating even more opportunities for non-dues revenue. (See how that loop works?) Read below for a few ideas to play around with.

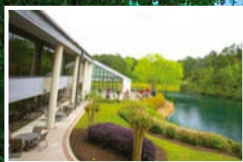
Web Advertising: This one can be particularly effective if you’ve undergone a recent redesign or site upgrade that has your association’s online presence looking sharp. Regardless, it’s the portal to membership and has high visibility. Offer prime digital real estate to advertisers—from banner ads to space in your regular e-newsletter. Get accurate traffic number to justify your pricing.

Online Learning: Webinars are phenomenally popular. Members can meet, learn and interact from the comfort of their home or office. Education and top skills are more important than ever and members will be willing to pay for opportunities to grow their brand—especially when they can do it in their pajamas.

Corporate Sponsorships: You have partners. You have goals. You likely have great ties to the community and a charity or charities your association works with regularly. What company wouldn’t want to be seen with you? Encourage your members to recruit sponsors and generate more non-dues lining for the coffers.

Swag: Never underestimate the allure of branded merchandise. Folks in an active and involved association love to show off their affiliation. You can even make it fun by sponsoring a membership-wide contest for a new slogan or great art for a T-shirt, then sell the products—T-shirts, mugs, bags, etc.—before, during and after the annual meeting. Offer something fun for wearing one to a specific scheduled event to generate more interest and camaraderie. The annual shirt could become akin to wearing a favorite band’s tour jersey from years back! ◀





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Reflections on a Summer Internship

BY LEA PARKER

Editor's Note: Lea Parker interned with the Association for Clinical Pastoral Education in the summer of 2016 as part of the GSAE Foundation's Internship Grant Program. The program seeks to provide opportunities for students to obtain first-hand experience in the profession of association management, while providing additional staffing for associations in Georgia.

BEFORE I STARTED with ACPE, I had never worked in an office. My knowledge of a working office atmosphere was limited to *Mad Men* and *The Office*, both of which I found weren't really synonymous with the real experience. My job experience has been confined to theatre, unsurprisingly as it is eventually what I hope to make my career.

When I was offered this internship, completely and totally outside of my comfort zone, I was terrified. I mean, I was truly petrified my first day walking into that office. I really had no idea what I was getting myself into and, in my head, I had developed a lot of worst-case scenario situations from getting fired on my first day to accidentally setting fire to important documents and causing the whole building to erupt into flames.

Unsurprisingly, neither of these things happened. I met the staff, familiarized myself with the office layout, and began performing small tasks. In fact, the only truly horrifying thing that happened was when I was shown the 45,000 yellow index cards containing 32 years of student records and told I would be alphabetizing and scanning them into the computer.

Thankfully, the staff went out of their way to make sure I wasn't sorting and scanning yellow cards for 10 weeks. I learned how to use a mailing machine and print labels

and business cards, I emailed ACPE members, and I tagged along to luncheons, meetings and conference calls.

I was never idle; there was always something to do. My favorite assignment was putting together the Monday Briefings to be sent out weekly to ACPE members. Trace Haythorn would write the briefings each Friday, and I would proof and insert them into a Constant Contact template. There were a few times when I got to get really creative with a poem or an announcement, creating backgrounds and layouts with Photoshop.

I learned so much during the 10 weeks I interned at ACPE. I learned how to use business resources like Constant Contact. I learned that a sweater is always a good thing to have on hand. I learned that there is never a scarcity of paper clips and staples in this office. I learned that if a piece of technology stops working, unplug it, wait 15 seconds,



ACPE intern Lea Parker, left, with ACPE staff members Jasmine Okafor, Terry Izaguirre and John Roch at the GSAE Summer Luncheon at the Center for Civil and Human Rights.

then plug it back in. I learned that there is never a shortage of people willing to answer questions and lend a helping hand. But most of all, I learned that I can do something that isn't theatre. I can swallow my trepidation about something that isn't initially what I believe I am capable of and really learn to enjoy myself. ◀

GSAE Foundation Internship Grant Applications Due May 1, 2017

Any organization in Georgia that employs at least one GSAE member may apply. The applications will be judged on the quality of the internship experience described in the application rather than on the qualifications of the student who will fill the internship. In many cases, the organization may apply for the internship without knowing which student will fill the position.

The deadline for 2017 internship grant applications is **May 1, 2017**.

Download and complete the application and view examples of some sections of the application by visiting the GSAE Foundation's page.

Learn Together, Talk Together, Do Good Together

RELYING ON THE resources and expertise of our colleagues and friends who do business with the association community, on November 16, we learned new things, identified solutions *and* partnered with Stop Hunger Now to package more than 10,000 meals – all in one day! Thank you to our Supplier Council, led by **Sheryl Ehlers** and **Meg Caldwell, CMP** for their hard work in designing this one-of-a-kind experience.

THANK YOU TO OUR SPONSORS



Talk Together luncheon featured focus and discussion groups by subject, challenge and solution, led by participating corporate supplier members.



Learn Together workshops included this Mock Board Meeting, along with the interactive planning tour, Meetings on the Move, Active Shooter Survival including Meeting Security, and The New Face of Georgia, a demographics session.



Do Good Together service project created an activity-based experience designed to promote connections and give back to our community. Stop Hunger Now's mission is to end hunger in our lifetime by providing food and life-changing aid to the world's most vulnerable and creating a global commitment to mobilize the necessary resources.



Darcel Ivey, Marva Huie and Aprell King



Myra Jacob and Jen Thompson



Shan Haugabrook, Jan Price, CAE, LCSW, CEAP, Courtney Stancil and Darcel Ivey

GSAE Holiday Luncheon

WE CELEBRATED THE accomplishments of our 2016 award recipients December 14 at the annual Holiday Luncheon (read more about them on the next page). Thanks to our generous silent auction donors and bidders, we raised more than \$18,300 in 2016 to help support the high level, quality programming we all enjoy at our meetings and conferences. A huge thank to you committee leaders **Karla Yeck**, **Spence Downs** and **Loren Einstein**, along with the entire Silent Auction Committee and everyone who bid at either of our auctions. Check out a list of our donors online and thank them for supporting GSAE. Our annual food and fund drive raised \$75 and attendees donated 234 pounds of food to support the Atlanta Community Food Bank.

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2017 Board members (L-R): Past Chair **David Ellis, CAE**; Chair **Tara Morrison, CAE, CMP**; Chair-elect **Gene Stinson, CAE, PCED, CECD, HLM**; Treasurer **Bryan Tolar**; Directors **Alyson Abercrombie, CAE**, **Beth Chitnis, CAE**, **Carol Hall, Tangela Monroe, MBA, CAE**, **Tim Kline, CAE**, **Erik Lawser, CAE, AAMS** and 2015 Chair **Jim Fowler, CAE** (podium)



2017 GSAE Foundation Trustees (L-R): 2015 Chair **Mike Giles**; Past Chair **Pat Dunwoody, CAE, LEED AP**; Chair elect **Robin Lane, CAE**; Chair **LeeAnne Minnick**; Treasurer **Jim Fowler, CAE**; GSAE Board representative **Gene Stinson, CAE, PCED, CECD, HLM** and 2016 Board Chair **David Ellis, CAE** (podium)



2017 Board Chair **Tara Morrison, CAE, CMP** with 2016 Clifford M. Clarke award recipient, **Karl Kirsch, CAE**



Lori Spear, CAE, **Mike Giles**, **Carol Hall** and **Chip Tatum**



Tangela Monore, MBA, CAE and **Alyson Abercrombie, CAE**

GSAE Presents Annual Awards

GSAE'S ANNUAL AWARDS were presented during the Holiday Luncheon, December 14 at the Crowne Plaza Atlanta Midtown. On behalf of the GSAE Awards Committee, comprised of past GSAE and GSAE Foundation presidents, chairs, and previous recipients of the Sharon Hunt Emerging Leader Award, we are happy to share a few reasons *why* the committee chose this year's recipients. Videos featuring the award winners premiered at the ceremony and are available online (www.gsae.org About/2016 GSAE Award Winners). The contributions of these members help drive GSAE's continued success. Thank you to this year's award recipients:

2016 Clifford M. Clarke Award Recipient: Karl M. Kirsch, CAE, Vice President, Meeting Expectations



The **Clifford M. Clarke Award** is GSAE's highest recognition, bestowed upon a Georgia association

executive who has demonstrated exemplary personal leadership and service. The award honors outstanding accomplishments and service in association management. Established in 1969, the award is named for the late Clifford M. Clarke, President Emeritus of the Arthritis Foundation.

Karl serves as the vice president of the association management business unit for Meeting Expectations. His main responsibility is to lead client teams in their successful execution of association objectives. Prior to joining Meeting Expectations in 2002, Karl worked in association management for nearly 15 years as an executive with the Technical Association of the Pulp and Paper Industry and the Institute of Industrial Engineers.

Karl's volunteer involvement in GSAE is vast. He was the 2011 Chairman of the GSAE Board of Directors, served as the chair of the Association Management Company SIG, and as a presenter and panelist for the CAE Study Group, Emerging Professionals SIG, Small Staff SIG, and at numerous Annual Meetings. Karl earned his Certified Association Executive designation in 2005. He was named one of GSAE's 90 Movers & Shakers in

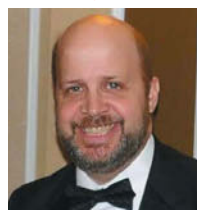
2007 and was awarded the Skelton Massey Award in 2014.

Karl's commitment to his local community is evident. The following is just a sampling of events and causes Karl has supported: The Bert Show Big Thank You, the annual letter writing campaign to US troops stationed abroad during Thanksgiving, a team fundraising event to benefit Camp Sunshine, food sorting for the Atlanta Community Food Bank, and a donation drive to help Noah's Ark animal shelter continue its work facilitating dog and cat adoptions.

Karl holds a Bachelor of Science degree in engineering technology from the State University of New York College at Buffalo and a Master of Science in technology management from the Stetson School of Business at Mercer University. Most recently, he earned the Certified Merger and Acquisition Professional certification from Coles College of Business at Kennesaw State University.

Karl truly exemplifies the highest ideals and standards of our shared profession.

2016 Alan R. Johnson Recipient: Russ Webb, Vice President, Atlanta & Georgia Apartment Associations



The **Alan R. Johnson Award**, established in 1994 and named in memory of a past chair of the GSAE

Foundation, is given to an association executive in Georgia who has demonstrated

qualities of teamwork, vision and servant leadership.

Russ has served our community on the GSAE Board of Directors and is currently Vice Chair of the Member Orientation Committee. He is also an active contributor of our Web Warriors group. A speaker/trainer on all things iPad and how to make social media work for associations, Russ is a popular presenter at GSAE's annual meeting and has facilitated several classes on innovation for GSAE's Leadership Academy. Russ was recognized as one of Southeast Meeting Magazine's Association Executives to Watch and served as President of the National Apartment Association's Association Executives Council.

A committed servant leader, Russ served a variety of roles for the Boy Scouts of America including Den Leader, Cubmaster, District Trainer, and Roundtable Chair. Along with Mike Pennington, CAE and Lowell Aplebaum, CAE, Russ created the wildly popular GSAE Foundation Beer Pour for the 2016 Annual Meeting. By acquiring donations and leading the standing room only event, Russ and his partners raised over \$2500 to fund the Foundation's internship grant program.

2016 Sharon Hunt Emerging Leader Award Recipient: Erin Hall



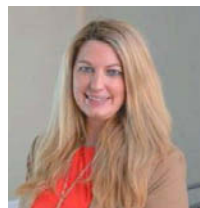
The **Sharon Hunt Emerging Leader Award** is presented to an association executive with ten years or less of experience in associations

who demonstrates leadership through service to GSAE, their own association and to their community. The award was named in 2014 to honor past president Sharon Hunt, CAE, who mentored a generation of association leaders during her career.

Erin served most recently as Chair of the Table Host Committee and previously with both the Meet & Greet Committee and the Professional Development Committee. Erin was also the master of ceremonies at GSAE's Millennial Infusion event in July 2014. Erin is a member of ASAE: The Center for Association Leadership and the Multiple Sclerosis Society of Georgia.

As a community volunteer, Erin supports the Southeast Equine Rescue, Inc. and has chaired the Walk MS Committee. She's a member of both the MS Leadership Class Hall of Fame and a member of the MS Leadership Class Planning Committee.

2016 Chair's Award Recipient: Missy Brandt Wilson, MBA, Director of Sales, Athens Convention & Visitors Bureau



The **Chair's Award** is presented to the member that the chair feels has made a significant

contribution to the Society, advancing the aims, ideals and standards of GSAE and association management.

Missy is being recognized for her contributions to help GSAE create inspiring and engaging experiences for all of our stakeholders during the Annual Meeting in Athens, Georgia. From organizing the host committee to deftly managing a bit of controlled chaos, Missy helped produce an enormously

successful event. Chair David Ellis, CAE said, "Her support of our staff and volunteers during the annual meeting was unwavering and stalwart. She problem-solved and was proactive in ways that made GSAE look amazing to our attendees. We could not have pulled off such a complex event without her professionalism and expertise in promoting GSAE and showcasing her city."

2016 Stephen Styron Award Recipients: Sheryl Ehlers, Sheraton Atlanta Hotel, and Meg Caldwell, CMP, Westin and Sheraton Birmingham Hotels



The **Stephen Styron Award** is presented in honor of one of GSAE's past presidents. This award is given to the volunteer leaders the current chair feels have done the most outstanding job.

Sheryl and Meg created welcoming spaces for the Supplier Council to tackle tough challenges and present effective solutions this year. They designed and presented the results of a far-reaching survey during the Annual Meeting that illuminated how associations work most effectively with our corporate supplier community.

They also helped our volunteer leaders create the newest GSAE event – *Learn Together, Talk Together, Do Good Together* - to help connect members in a more meaningful way. Their enthusiasm and support of GSAE has allowed us to engage all members in a more authentic, personal way. David Ellis, CAE noted in his comments that Sheryl and Meg's contributions assisted GSAE in remaining true

to one of our core values – being the "model of innovation" in the association community.

2016 Peggy Seigler Corporate Member of the Year Recipient: Elizabeth J. Houell, CGMP, Department Head, Sales, University of Georgia Center for Continuing Education & Hotel



The **Peggy Seigler Corporate Member of the Year** is presented to the corporate supplier member

who has demonstrated outstanding and continuous service to the association community in Georgia. Named in 2015, the award honors the many contributions of Peggy Seigler, MPA, CDME, a beloved and valued member of the community.

Elizabeth helped lead the team that hosted the 2016 GSAE Annual Meeting in Athens, Georgia this June. From the initial creation of a theme for the conference to specially created self-guided walking maps of campus, from costumed characters greeting the attendees at events throughout the conference to a sensational closing reception, the ATHvengers established themselves as a positive force in the industry.

2016 Skelton-Massey Award Recipient: Val Smith, CAE Executive Director, Georgia Chiropractic Association



Renamed in 2010, the **Skelton-Massey Award** recognizes the member who sponsors the

most new members, strengthening GSAE in size and effectiveness. We hope the award, named after two legendary recruiters and GSAE

continued on page 30

What's New: Atlanta, Athens, College Park, Augusta

Expanding Options in Atlanta

Looking for a variety of new spaces to consider in 2017? Atlanta may be your city, as a hospitality mini-boom is afoot. Strong demand has driven hotel brands to up their game and so the ATL will be gaining more than 2,000 new rooms this year, bringing the metro's total to more than 97,000.

Among the properties on deck for new construction this year: Duluth's 166-room Embassy Suites, the 264-room Omni Hotel at SunTrust Park's Battery Atlanta in Cobb County and the 214-room Solís Hotel, a luxury hotel located right next to the Porsche Experience Center. Right around the corner in spring 2018, the 220-room Hard Rock Hotel Atlanta will open on Centennial Park Drive next to Mercedes-Benz Stadium.

Further on the horizon, the Georgia World Congress Center (GWCC) is planning to build a high-end convention hotel, across from Building C of the GWCC. The proposed hotel is planned to be a 800-to-1,000-room, high-rise, four-star hotel.

Hyatt Hits Athens

The Hyatt Place Athens is set to open this spring and it's connected ... to the Classic Center. With meeting and pre-function space that will total more than 6,000 square feet, the property will offer up convention center convenience along with a restaurant, bar/lounge and swanky outdoor terrace.



Athens.



Augusta.

While you're in Athens, make sure to take a tour of the city's much-talked-about breweries: Southern Brewing Company, Terrapin Beer Co., and Creature Comforts, which will be moving to a new location in the historic Southern Mill complex in fall 2017.

A College Park Renaissance

Association execs looking for airport convenience may want to check out the new Renaissance Atlanta Airport Gateway Hotel – slated to open in April. “Whimsical style and compelling technology” is what's on tap, per Marriott International Inc., along with 204 rooms and 6,500 square feet of meeting and event space. The property will also feature free access to the ATL SkyTrain, which means guests will be just two minutes' ride from the airport.

Coming Soon in Augusta

They likely won't have their doors open until 2018, but even so, two new downtown hotels are big news in this charming city, where they've only had one property open in the past 20 years!

“One will be a Marriott property and the other is going to be a Hyatt House, which will be especially nice for business travelers,” says Barry White, president and CEO of the Augusta Convention & Visitors Bureau. “We are very excited about it. <

Maybe It's Income Inequality?



BY JOHN P. HARRISON,
CAE, CMP



THERE ARE FEWER concepts misunderstood more than “income inequality.” It has become an incantation of sorts: Restore the middle class to its rightful days of solid values and economic glory by reducing income inequality; play Robin Hood and get more free stuff for the masses by fixing income inequality; just solve all our problems in general by fixing income inequality. I hate to break it to you, but income inequality—the decrease of which results in the primacy of the middle class—looks more like a historical anomaly of post-war America and not so much the natural order of things.

First, let’s understand the difference between income inequality and wealth inequality. The former has to do with wages; the latter has to do with amassed equity. Greater wealth inequality—and it is now about the same in the U.S. as it was before the Great Depression—has grown significantly in part because of the change in our retirement system.

In the 1970s came an obscure tax law that allowed for the individual retirement account: the blessed 401k and its siblings. Before this tax feature, the cash retirement benefits of most workers lived only on the balance sheets of the companies they worked for, if it even lived there, but usually nothing was recorded anywhere in terms of an individual’s personal net worth. Work for a large company for 20+ years, and you got a pension—a portion of your average salary, paid every month by the company. With the exception of government workers (hmmm), that has mostly gone the way of the dodo bird.

Nowadays, there is “qualified money”—tax-sheltered retirement savings that show on the personal balance sheet of workers in the form of portable retirement plans. Those who put money in (plus any contributions from the companies they work for) now have significant savings they can’t easily touch until retirement. And

those who do not have the mind or the wherewithal to contribute don’t have this. Thus, there is a baseline wealth inequality that is exacerbated by the power of interest. Those who have this idle money will experience an effect of interest and growth over time—given that they have chosen a respectably diversified portfolio. Naturally, there’s going to be a wealth inequality between retirement plan savers and non-savers. Additionally, as a society goes through history and gets a few centuries under its belt, more wealth is inherited (and its accumulated assets snowball too). Just like the poor (I’m told by a good source, Mark 14:7), wealth inequality will always be with us, and it will be shaped a lot by tax and investment strategies and just the simple factor of our society having weathered more time.

Income inequality is quite different; it is much more a feature of the economic forces of

continued on page 30

continued from page 27

past presidents, inspires members to promote GSAE's value and benefits loudly and often.

Val is being honored for her promotion of GSAE membership and involvement to her professional staff and to others

in our community. Val is an active member of GSAE's Small Staff SIG and a member of the current CAE study group. In 2013, she received the prestigious President's Award for her professional work advancing

the Georgia Chiropractic Association's Strategic Plan above and beyond expectations. She is an alumna of Leadership Cobb and values the importance of professional development opportunities. ◀

continued from page 29

the day. The rise of the American middle class and an era of less income equality occurred mostly in the mid-20th century. It is called by economists the "Great Compression." The main forces are generally regarded as follows: 1) increase of unions, 2) decrease of immigration and 3) decrease of competitive trade. These factors drove up the wages of workers at a greater rate than the wages of the upper wealth percentiles. The unions—whether you agree with their current purpose and tactics or not—increased wages, there was less immigration, so in-country workers became more important, and there were fewer international trade elements. This compression lasted for several decades and then petered out.

Why? For a reverse of the above reasons plus a couple more: 1) increased international trade, 2) increased immigration, 3) deunionization, 4) stagnation of minimum wage and 5) automation. The world became a smaller place in opening up trade, borders, new entrants to markets, etc. This led to worldwide awareness of

U.S. opportunity and increased immigration (immigration tends to depress wages for available jobs in the destination country). The unions had overplayed their hands in terms of salaries and benefits, leading to jobs moving to cheaper markets. Those two factors of depressed wages from immigration plus union overreach led to a stagnation in the minimum wage, and then automation piled on to make machines cheaper than humans for many jobs.

When I was a sports manager in the Middle East years ago, a salesman visited our facility, hawking a small underwater vacuum cleaner that could be plugged in overnight to clean the bottom of the swimming pool. Intrigued, I asked him the price and guarantee terms. Then I did the math: It turned out to be cheaper to have a couple of guys take an hour in the early morning to vacuum the pool than to use a machine that would probably fail before it paid for itself. It was probable though that eventually the machine would become cheaper and more reliable, and the math would not

always work out in the favor of the couple of guys doing the work. I'm not sure what we can do about the automation except to better educate the lower income population, and that might send us back to needing further deunionization.

What's interesting to me about this issue is that the solutions—given any solution is desired—may come from a myriad of options, and they don't necessarily fall in line with political labels or party platforms: Increasing the minimum wage may be good or may be bad; the decline of unions may be good or may be bad; open trade may be good or may be bad; liberal immigration policies may be good or may be bad; more technology may be good or may be bad.

Maybe it would be good to open up our medicine cabinet of economic remedies to try to reconstruct those years of a strong American middle class (and relatively low income inequality)? Or maybe we shouldn't, if we feel our medicines caused the disease. It's no wonder our recent elections seemed pivotal as we take a shot at some answers—or not? ◀

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