



Anderson Conference Center

Middle Georgia's Premier Conference Facility



- More than 15,000 square feet of meeting space
- 8 additional breakout conference rooms
- State-of-the-art equipment for business meetings
- Easy access from I-75 and I-475

[Learn more >](#)



edgar's
HOSPITALITY GROUP



Anderson Conference Center

Middle Georgia's Premier Conference Facility



- More than 15,000 square feet of meeting space
- 8 additional breakout conference rooms
- State-of-the-art equipment for business meetings
- Easy access from I-75 and I-475

[Learn more >](#)



edgar's
HOSPITALITY GROUP



connections

The Official Magazine of the
Georgia Society of Association Executives

SUMMER
16

connecting leaders,
advancing associations

TECHNOLOGY

Associations adopt the latest tech tools to be
more effective in connecting with their members

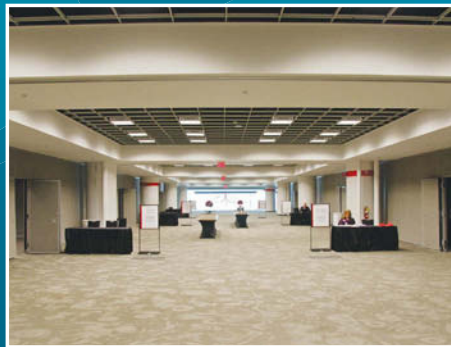
 **GSAE**
GEORGIA SOCIETY OF
ASSOCIATION EXECUTIVES

Comfort and Convenience Meet Here



Convene

- › Fully customize your next tradeshow, meeting or special event
- › Discover excellent value with the area's lowest square-foot price



Collaborate

- › 14 flexible, air-walled meeting rooms (18,000 total sq. ft.) connected to hotel
- › More than 200,000 additional sq. ft. available for larger, space-intensive programs



Relax

- › NEW 206-room Hotel Indigo in downtown Atlanta
- › 2 directly connected hotels – 1,200 newly renovated rooms and suites for optimal convenience and comfort

CONTACT US TODAY: 888.263.7456 • sales@atlconventioncenter.com • AtlConventionCenter.com



Atlanta Convention Center
at AmericasMart

PHIL NEWSUM
Executive Director
Association of Diving Contractors
International (ADCl)

**MAGAZINE,
DIRECTORY &
BUYERS'
GUIDE**

**EVENT &
EXHIBIT
SUPPORT**

VIDEO

**WEBSITE
DESIGN AND
SUPPORT**

**DIGITAL
MAGAZINE &
NEWSLETTER**

CONTENT

Amazing things happen when it all works together

In 2008, ADCl was struggling to make their bimonthly magazine, *Underwater*, both profitable and relevant, when E.D. Phil Newsum realized they needed more expertise than they had in-house. Phil called Naylor Association Solutions for help and the start of something amazing happened.

Naylor began by reimagining the print magazine. Earning the association's trust, Naylor now delivers ADCl's eNewsletters, membership directory and buyers' guide, produces monthly web-based television episodes, directs ADCl's social media channels and manages the association's trade show.

"Working with Naylor has been fantastic," says Mr. Newsum. "They have proven to be a true partner with expertise in more than just a solution or two. Naylor brings incredible value by understanding our goals and looking across all solutions, seeing how the pieces work together. On top of it all, Naylor has been able to deliver a positive financial impact, helping increase our non-dues revenue by more than 40%".

Find out how your association can start something amazing. Achieve more at naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS
{Achieve **More.**}

INSPIRED BY SOUL.

Come see why creative thinkers bring their meetings to Macon. With downtown's revitalization efforts energizing the city like never before, Macon is more than a place on a map. It's a vibe all its own.

macon
GEORGIA

478.743.1074 | VisitMacon.org

*Kirk West, Music Photographer
& Co-Owner of Gallery West*

Let Your Ideas Flow

We take care of all your meeting needs while you explore all the fun we have to offer.

We're masters of hospitality.

COME ON OVER

Augusta
GEORGIA
MeetInAugusta.com

Connections is Published for:

**Georgia Society of
Association Executives**

233 Peachtree St. NE, Suite 751

Atlanta, GA 30303

www.gsae.org

Chair:

David Ellis, CAE

Chair-Elect:

Tara Morrison, CAE, CMP

Past Chair:

Jim Fowler, CAE

Treasurer:

Gene Stinson, CAE, PCED, CECd, HLM

Board of Directors:

Julie Anderson, CAE

Sarah J. Berke, CAE

Carol Hall

Kristen Hartman, CAE

Jon Krueger

Lee Lemke, CAE

Gale Macke

Joel Peacock

Mark Sedgely

Bryan Tolar

President:

Wendy Kavanagh, CAE

wendy@gsae.org

Manager of Membership &

Communications:

Jane Anne Sutphin

janeanne@gsae.org

Published by:

NAYLOR
ASSOCIATION SOLUTIONS

5950 NW First Place

Gainesville, FL 32607

Phone: (800) 369-6220 or

(352) 332-1252

Fax: (352) 331-3525

www.naylor.com

Publisher:

John Bacon

Editor:

Sarah Sain

Project Manager:

Brittany Thompson

Advertising Sales Director:

Debbi McClanahan

Advertising Sales Representatives:

Amanda Blanchard, Tony Chiccarello,

Rick McPhee, Beth Palmer,

Scott Pauquette, Jamie Williams

Marketing Account Specialist:

Karim Hussain

Layout & Design:

Gufran Khan

Cover Photo:

Megan Dempsey of Dempsey Media

Photography & Videography

Event photos: Spence Downs

PUBLISHED AUGUST 2016/GSA-Q0316/3102

DEPARTMENTS

Message from the Chair 7

GSAE News & Events 8

New Members 11

**Meetings Thought
Leadership** 26

Index of Advertisers 30

Advertiser.com 30



FEATURES

Keeping Up with Technology 12

BY MARY LOU JAY

**Achieve More by
Connecting the Dots for
Your Association** 14

BY DAVE BORNMANN

5 Ways to Meet Virtually 16

BY BETH ZIESENIS

**How to Enhance Your Events
with Mobile Games** 18

BY KIM HARWOOD AND ERIN COLOMBO

**Overtime Rule Released:
How Associations
Can Prepare** 19

BY ALEX BEALL

**The Humor Rules for
Business Presenters: How
to Be Funny, Not Offensive** 21

BY MARSHALL CHILES

**ATHuengers Assembled
at the GSAE Annual Meeting** 22

GSAE's July Luncheon: Photos 25

**Destination:
The Emerald Coast** 28

Choices: Beyond Mentoring 29

BY JOHN P. HARRISON, CAE, CMP



Where business meets with pleasure.



You're best at your business when you enjoy where you are. See for yourself why business people from around the world choose the GICC for meetings and trade events.

Enjoy your meeting.

SPECS

400,000 total square feet

150,000 sq. ft. exhibit hall

40,000 sq. ft. ballroom

32 meeting rooms

3 executive board rooms

90,000 sq. ft. of pre-function space

17 covered loading docks

2,000 surface parking spaces

8,500 hotel rooms in vicinity

Hotels directly on campus

2-minute ride from the airport



MEET ME IN MOBILE.

Book your next meeting in the Port City and experience all that downtown Mobile has to offer when you stay at the Renaissance Hotels of Mobile: Renaissance Riverview Plaza and the Battle House Hotel & Spa. From sleek to historic, choose from 70,000 square feet of flexible meeting space and 612 guest rooms adjacent to the convention center. Discover Mobile with special deals now available for the remainder of 2016 and 2017.

To book your next meeting, please call 251.415.3086.



R
RENAISSANCE®
MOBILE RIVERVIEW PLAZA HOTEL

R
RENAISSANCE®
THE BATTLE HOUSE HOTEL & SPA
MOBILE

RENAISSANCE MOBILE RIVERVIEW PLAZA HOTEL
t: 251.438.4000 renaissanceriverview.com

THE BATTLE HOUSE RENAISSANCE MOBILE HOTEL & SPA
t: 251.338.2000 renaissancebattlehouse.com

On the Cutting Edge of Technology

BY DAVID ELLIS, CAE



KEEPING UP WITH the latest information, especially about technological leaps and bounds, can be challenging for organizations. In this issue of *connections* magazine, you'll learn how the Georgia Association of Water Professionals streamlined their processes to increase efficiency and productivity, no matter where the association staff may be working.

GSAE remains committed to being a model of innovation, and sometimes this means we try things out on you all that aren't fully formed yet—such as the photo app game during our annual meeting in Athens this year. Kim Harwood, Results at Hand, outlines how app technology is helping associations create engaging games on page 18. As you will learn, gamification is still a work in progress for many of us. GSAE will launch more gaming opportunities this program year, including an activity points system similar to what our colleagues at the Synthetic Turf Council are using. We will also introduce a revamped Tradeshow program that will allow for the co-creation of solutions for association executives and provide deeper professional connections between our supplier members and association executives through activity-based networking activities.

On the programming front, GSAE continues to identify ways to curate relevant and timely information for our members and attendees.

- Annual Meeting attendees explored online community management, new social media tools, cloud applications, and using technology to improve member engagement as well as a host of other things our professional development committee and our

crowd-sourced surveys deemed important to you all. Marshall Chiles, a highly rated 2016 Annual Meeting speaker, outlines his presentation tips on page 21.

- Our May live webinar series featured the latest tech tips and tricks from one of our favorite speakers, Beth Z., Your Nerdy Best Friend. She is scheduled to present at the 2017 GSAE Annual Meeting in Macon, and she suggests new ways to collaborate and share virtually on page 16. Our online catalog of recorded webinars can be searched by topic or by presenter. There are quizzes available to qualify for Certified Association Executive (CAE) credits.
- Several of our corporate supplier members offer free webinars around a variety of topics. Check out each issue of GSAE's newsletter, *GSAE Update*, for upcoming programs.
- GSAEtv provides concise, engaging video content every 4-6 weeks. Our video library of episodes provides short bursts of information to give you great ideas at your convenience.

If you are interested in helping GSAE identify more relevant and timely topics for our members, please attend the Professional Development Committee's brainstorming session on October 4, 11:30-1:30 p.m., at BOMA Georgia. If you aren't available to join us in person, reach out to staff for virtual participation. We'd love to hear your ideas.

As always, I encourage you to turn to GSAE, your peers, and our corporate supplier members for relevant content to help you be better at your job. Together, we can forge meaningful connections while maximizing *your* professional potential. ◀



Annual Meeting Attendees Support GSAE & Local Athens Charity

Thanks so much to our Silent Auction donors and winners who helped us raise \$12,155 to support GSAE's educational programming. Wednesday afternoon's Beer Tastings and Friday's live auction raised \$2,549 for the GSAE Foundation. Thank you to our beer aficionados **Mike Pennington, CAE**, **Russ Webb** and **Lowell Applebaum, CAE** for hosting the craft beer tastings.

Your generosity also helped us raise more than \$3,200 to support the good work of Bread for Life through the 4th Annual GSAE 3K Fun Run/Walk and the Pay the Pig Raffle. Thanks to our T-shirt sponsor, the James H. Rainwater Conference Center, all proceeds from the Fun Run directly benefitted Bread for Life. Congratulations to **David Ellis, CAE** on winning the raffle for a 70" LED Smart TV, donated by MapDynamics.

Save the Date for GSAE Events in 2016

To help you plan your professional development year, GSAE's current 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!

• SEPTEMBER 21

GSAE Quarterly Luncheon, The Abit Massey Lecture Series at The Commerce Club Atlanta, featuring John Graham, IV, FASAE, CAE, President & CEO, ASAE: The Center for Association Leadership; sponsored by Augusta Convention & Visitors Bureau

• NOVEMBER 16

GSAE event at Georgia International Convention Center; sponsorship opportunities available

• DECEMBER 14

GSAE Holiday Luncheon, Awards Show & Silent Auction, sponsored by Coral Hospitality; hosting & one sponsorship opportunity remain

GSAE Sponsorship and Hosting Opportunities

Luncheons are the primary venue for networking in GSAE. About 180 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 5 people, recognition in promotional materials and post-event attendee mailing labels. November and December are still 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. Available 2016 date is December 14. All 2017 dates are available: February 15, April 19, July 12, September 20, November 15 and December 13.

Southern SAE Reception During ASAE's Annual Meeting & Exposition

Plan to join GSAE members for a reception on Monday, August 15 before The Classic. Drop by Christopher's Prime Steak House & Grill between 5:15 and 6:30 p.m. for the opportunity to connect with your Southern SAE peers and industry partners. Visit GSAE's online calendar for directions to the reception. Thank you to our sponsors **MemberClicks**, **Atlanta Convention Center at AmericasMart** and **Naylor Association Solutions**.



Recognize a Peer Today: GSAE Award Nominations Due

GSAE recognizes excellence by presenting a variety of awards to members. To nominate a member for an award, simply contact Wendy Kavanagh, CAE, President, at wendy@gsae.org. For more information about the awards program, visit the Awards page of the GSAE website. The deadline for nominations is **September 30, 2016**.

Individual awards include:

The **Clifford M. Clarke Award** is GSAE's highest honor and is presented to honor a member for an outstanding career of leadership and service to associations in Georgia. It is named for the late Cliff Clarke, president emeritus of the Arthritis Foundation and the first Georgian to serve as chief elected officer of ASAE. Any active individual member of GSAE is eligible for the award, with the exception of current officers, directors, staff, members of the Awards Committee and previous recipients. Honorary and retired members who have worked in the Georgia association community within the past two years and former staff members who meet the other criteria as well are also eligible.

The **Alan R. Johnson Award** was established in 1994 and named in memory of a former chair of the GSAE Foundation. It is given to an association executive in Georgia who has demonstrated qualities of teamwork (ability to work with and support others), vision (ability to see possibilities for making things happen and communicating this vision to others) and servant leadership (willingness to reach out beyond work and home to benefit the community).

The **Sharon Hunt Emerging Leader Award** was renamed in 2014 to recognize the contributions of Past President Sharon Hunt, CAE. The 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. Chief staff executives (CEO, executive director, executive vice president, etc.) are not eligible. Nominees must have been a member of GSAE for at least one year.

The **Peggy Seigler Corporate Member of the Year Award** is presented to the corporate supplier member who has demonstrated outstanding and continuous service to the association community in Georgia. Renamed in 2015, the award celebrates the many contributions and memory of Peggy Seigler, MPA, CDME, a beloved and valued member of the community.

Georgia Poultry Federation Named a 2016 Power of A Silver Award Winner

The Power of A Awards recognize a select number of organizations annually that distinguish themselves with innovative, effective and broad-reaching programs and activities that positively impact

America and the world. President **Mike Giles** is proud to announce that the Georgia Poultry Federation (GPF) received a Power of A Silver Award for their program All IN or ALL GONE. The Federation's campaign alerted poultry growers to the dangers of avian flu to their flocks and provided ongoing reminders of the biosecurity measures required to prevent its spread to their farms. GPF's communication campaign was featured in the Winter 2016 issue of *connections* magazine.



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.

Ashley Goodin, CAE
Technical Services
Manager, Architectural
Woodwork Institute



Mike Levin, CAE
Executive Director
International Concrete
Repair Institute



Call for Leadership Nominations

The GSAE Nominating Committee is soliciting names of members interested in serving on the GSAE Board of Directors. The Nominating Committee will include Past Chair **Jim Fowler, CAE**, Chair **David Ellis, CAE**, Chair-Elect **Tara Morrison, CAE, CMP** and two at-large association executive members (to be named by the GSAE Board of Directors on August 25).

Five seats for individual association member directors and one seat for a corporate supplier director will be available for two-year terms, beginning January 1, 2017. If you or someone you know would like to be considered, please send the name and a brief description of qualifications to Wendy. All candidates must be members in good standing. Deadline for nominations is **September 30, 2016**.

The slate of nominees will be offered to the membership for review no later than November 10, 2016. Board members and officers will be accepted and installed at the GSAE Annual Business Meeting on December 14.

Relevant Bylaws:

At least ninety (90) days prior to the annual business meeting, the Board of Directors shall appoint a Nominating Committee of five (5) persons, each of whom shall have been an Individual member of the Society for at least two (2) years. The chairman shall be the Immediate Past Chair. Others on the committee shall be the Chair, Chair-Elect, and two other members not currently serving on the GSAE Board of Directors. Names of nominating committee members and an invitation for recommendations for candidates for nomination shall be announced to the membership at least sixty (60) days prior to the annual business meeting. The nominating committee shall submit at least one (1) name for each available elective office of the Society and said slate shall be presented, in writing, to the membership at least thirty (30) days prior to the annual business meeting and again, orally, at the annual business meeting.

Live Webinars Approved for 1 CAE Hour Each

All webinars are held 2-3 p.m. EDT; the cost is \$45 for members.

TUESDAY, AUGUST 23, 2016

Four Ways to Master Your Business, Relationships and Connections – Melynn Sight

Published by Texas Society of Association Executives and Georgia Society of Association Executives

Being an exceptional association leader involves keeping many balls in the air at the same time. There is only so much time and you only have so many hands. Which ball deserves your attention? Consider the time you spend on governance (keeping your leaders happy) and recruiting new emerging leaders versus engagement (sitting with your most influential brokers to ask how you could help them). Evaluate how you plan and then convey your value to your most important customers.

THURSDAY, SEPTEMBER 15, 2016

Reading, Understanding and Presenting Financial Statements to the Board:

Part 1 – Jason Elliott, CPA, CGMA, CAE

Published by Ohio Society of Association Executives and Georgia Society of Association Executives

As an association executive, one of your most important responsibilities is to understand and present your organization's overall financial picture to the Board of Directors. Even if you're not a financial expert, this webinar will help you gain valuable insights on how to develop a comfort level with accounting concepts (e.g., accrual accounting, revenue matching principle and monetary measurement) and understanding the statement of financial position.

THURSDAY, SEPTEMBER 29, 2016

Reading, Understanding and Presenting Financial Statements to the Board:

Part 2 – Jason Elliott, CPA, CGMA, CAE

Part 2 of this informative discussion will give you valuable insights on how to understand the statement of activities and statement of cash flows, calculate key performance metrics and identify warning signs, and analyze budget to actual variances and financial trends. Most importantly, Jason will give you tips on how to truly understand what your financial statements mean in order to confidently present your organization's financial picture to your board.

Learn more and register for live and on-demand webinars at www.gsae.org (Learn/Live Webinars).

Lidija Ahmetovic

Sales Manager
Savannah International Trade &
Convention Center

Will Bentley

Executive Vice President
Georgia Cattlemen's Association

Thomas D. Beusse

Director of Government Affairs
Georgia Chemistry Council

Natasha Boyd

Director of Sales
Red Lion Hotel Atlanta Airport

Michele Creamer

Vice President of Operations
Georgia Cattlemen's Association

Ciaran Daly

Director of Sales & Marketing
Crowne Plaza Atlanta
Perimeter at Ravinia

Samantha Davidson

Association Coordinator
Meeting Expectations

Leslie Dean

Director of Sales
Holiday Inn Savannah
Historic District

Marcus Downs

CEO
Georgia Nurses Association

Lindy Earl

Director
Realm Ministries

Ashely Galloway

Student at Gwinnett
Technical College
Major: Hotel/Restaurant/
Tourism Mgmt.

Neil Hibbert

Director of Sales & Marketing
Holiday Inn Atlanta Perimeter

Lynn Leidel, CMP

Senior Meetings and
Education Manager
Hinman Dental Society

Mike Mewbourne

Employee Benefits Advisor
Pritchard & Jerden

Nancy Murphy

Regional Sales Manager
Innisbrook Resort

Cynthia Orna

Marketing & Events Coordinator
Associated Builders &
Contractors of Georgia

Michael Power

Executive Director
Georgia Chemistry Council

Eileen Ramage, CPA, CAE

National Association of
Home Builders

Susan Reynolds

Executive Director
Georgia Association of
Public Pension Trustees

Tally Shaw

Senior Account Executive
Marriott International

Lisa Stackhouse

Director of Sales
Beach House Resort
Hilton Head Island

Shivon Stewart

Senior Group Sales Manager
Sonesta Gwinnett Place
Atlanta Hotel

James E. "Jet" Toney

Principal
Cornerstone Communications
Group, Inc.

Katherine Torbush

Member Services Manager
Georgia Dental Association

Jennifer P. Towner

Executive Director
The International Cast
Polymer Association

Kai Williams

Director of Sales & Marketing
B Historic Savannah

Christy Williams

COO
Elevanta, LLC

**CSAE Members
on the Move!**

Erin Dupree

Education Manager
Meeting Expectations

Myra Jacob

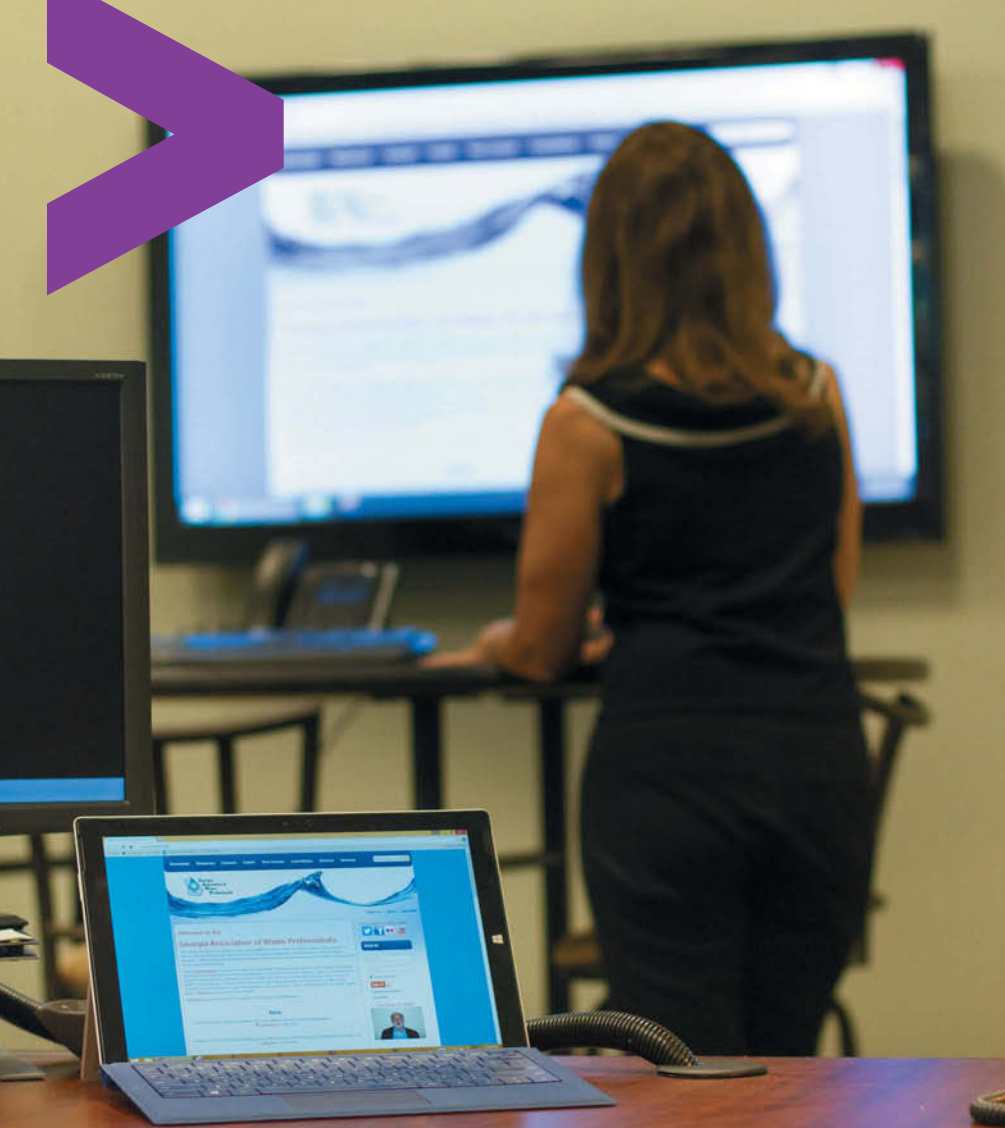
Senior Sales Manager
The Westin Jekyll Island

Gabrielle Nicolini

Director of Membership Services
National Society of
High School Scholars

Joanne Singletary

Director of Education and Training
Georgia Dental Association



Keeping Up with Technology

The Georgia Association of Water Professionals employs new technology to be more effective

BY MARY LOU JAY

STAFF MEMBERS AT the Georgia Association of Water Professionals are constantly on the go, so they require technology that enables them to work efficiently wherever they are. GAWP found the solution: Microsoft Surface 3 tablets that also function as desktops and laptops. That switch was just the start of the technology changes that GAWP has made to

increase staff productivity and improve services to members.

GAWP has a diverse and complex membership that includes 4,000 individual members, plus corporate members from water and stormwater utilities, engineering firms and equipment companies that treat and manage drinking water, wastewater and stormwater throughout Georgia.

The association also serves as the state representative for several national organizations that focus on water issues.

"Our purpose is the professional development and technical training of water professionals," said Executive Director **Pam Burnett**. The association has two campuses, a training institute in Carrollton and the headquarters in Marietta, but the association frequently holds workshops, conferences and training sessions throughout the state.

GAWP employees typically had three devices: a desktop, a laptop for travel and an iPad for quick tasks. But managing that system became more time-consuming as the diverse pieces of hardware required constant updates, and staff often found their equipment didn't work as needed at off-site locations.

Director of Operations **Joel Peacock** had been looking for a better solution, and when Microsoft introduced its Surface 3, with full laptop capabilities, GAWP decided to make the switch.

"Now every employee has one device. When an employee sits down at her desk, she puts the Surface into the docking station to connect it to a keyboard, to the office printers and multiple monitors—whatever you would typically have with a desktop computer," Peacock said. When the employee goes to a meeting, she simply undocks the Surface and takes it with her; the Surface can function as a laptop or tablet that contains all of her files and programs. When staff members work the registration desk at an off-site location,



GAWP sets up docking stations so their Surface functions as their desktop computers.

"Once they put their Surface into that docking station, it's exactly like it was at the office; they know where all their icons are and they know how to run a report," Peacock added. Staff members can work from home or any location while maintaining access to all of their software programs and work files.

Although some employees were dubious about giving up their desktops, Peacock said their reactions changed once they started using the Surface tablets. "One of the biggest pluses is how quickly it boots up," he said. "When you need to check email quickly in an airport, it takes a long time for a laptop to boot up; with these, you can't even count to 60 before you're ready to go."

"The change has done more than anyone thought it could. It's been effortless from a learning standpoint and has made everyone's life so much easier," said Burnett. "You can pick this up and set up and work wherever you are. With a small staff like ours that does so much across the state, we're all in different places at different times. It's been a great way for us to be so much more productive." Most staff members have phones that can serve as mobile hotspots so they can work even when there aren't other Wi-Fi connections.

GAWP's move to Surface tablets has also showed its members how technology can work for them. "Many of them look to us and need to see something that we're doing before they feel comfortable

with recommending that their organization adopt a technology," Burnett said. This is especially true with smaller organizations, who have less access to these systems. Some utilities have made appointments to come by and see for themselves how the Surface tablets are working for GAWP.

Surface 3 tablets range in price from \$600 to \$2,000 for a tablet with the fastest processor. The 12-inch models that GAWP purchased were mid-range, costing about \$1,200 to \$1,300 for the system with the docking stations, keyboards and the Surface mouse, which folds flat for easy travel. "When you compare that to a decent desktop plus a laptop plus an iPad it was not much at all," said Peacock.

Moving to the Cloud

GAWP also addressed the problems it was having with its network servers and phone system. "There's a lot of construction going on, and the power and the internet go in and out a lot," said Peacock. "Whenever that would happen, it would cut us off from the world."

GAWP did away with its local servers and moved to the cloud. "We don't ever have a down server and we don't ever have to deal with a major software upgrade, because the bank of cloud servers are constantly being updated. They have multiple backups and multiple power generators, and if we lose connectivity because of something here in our office, our network is still running. We just turn on our hotspots and we're connected again," Peacock added.

While the server replacement was planned, the replacement of the phone system was not. Peacock had been investigating the possibility of going to a cloud-based system when the system suddenly crashed one night. "I was waiting for the right time, and when the system crashed it quickly became the right time," he said. The service provider was able

to get GAWP's new phone system up and running within 48 hours.

Now all of the association's phones have an IP address; when someone dials a GAWP number, the call goes to the cloud and then is routed to the appropriate IP address. When staff members are out of the office they can have calls forwarded to their mobile phones.

GAWP saves money by paying on a per-phone basis. "Just like the server, our phone system is always using the most current technology and is always backed up," Peacock said. Best of all, the phone system is always accessible. "If something were to happen and the building wasn't standing anymore, we could meet in Pam's living room and the membership would never know it."

Future Tech

While the cloud-based phones have worked out well, Burnett and Peacock agree that they would have preferred a little more time to consider their options. That approach has paid off in the past; GAWP planned its new LEED Gold-Certified office building for 10 years before it opened in 2010. (The building's features include a state-of-the-art conference room with no obstructed views and an audiovisual system that can handle any presentation demand.)

But it can be difficult to do that same kind of planning with technology, since it's a constant struggle to keep those systems updated and running. Burnett recently hired an IT consultant who will look at GAWP's current systems, consider its workload demands and make recommendations on how it can tweak its setup to improve it now and on how it can plan for future technology upgrades.

"Plan for your next step before you have to take that next step," Peacock advised. "Look into the future. Don't wait until that computer crashes; you should have some idea of when you're going to replace it." ◀



Achieve More by Connecting the Dots for Your Association

BY DAVE BORNMANN

HAVE YOU RECENTLY stopped to think about how your association's tech solutions can complement one another to maximize your existing resources and provide a better member experience?

Too often, associations think of their technology solutions from too narrow a perspective: How can my AMS more effectively manage my member data, or, how

can my career center help me provide increased member value? This thinking in silos results in a series of satisfactory solutions that miss an opportunity for your association to provide a richer membership experience while enhancing your potential member value proposition.

Let's start by looking at content: Thoughtful content printed in

your newsletter(s), your magazine, or your directory, broadcast on your video channel, referenced in your career center or spoken at your annual symposium attracts non-members and keeps current members engaged while positioning your association as the premier information resource in your industry. You're likely promoting your content on your



Breaking down content and tech silos is worth the heavy lifting. Your members will notice a richer content offering from your association and will respond positively.

your association can work across departments to share tools and merge information and schedules to amplify communications and technology outside of traditional functional groups. Imagine:

- Your latest webinar is promoted through social media, summarized in your magazine, stored in your learning center and promoted in your career center. Member attendees automatically get continuing education credit in your AMS while non-member attendees are added to a potential member marketing list.
- Job postings are included in your newsletter, drive people to your job board, improve your site SEO and automatically add non-member job seekers into your AMS for new-member marketing.
- Keynote sessions at your annual meeting are captured on video, promoted in your newsletter and stored in your learning center for further member engagement and revenue generation.

The best part about these examples is that in many cases they don't require additional investments. They simply require your association staff to stay apprised of content and tools that traditionally reside in other departments. The challenge: most association staff members have many projects on their plate and a finite amount of time. But lowering intra-staff barriers, while requiring a front-end investment of time and effort, is well worth the seamless experience your members will have on the public end.

If your staff meets these ideas with resistance, consider the following approaches:

- If one solution, such as your website, is one of your top traffic generators (as

it often is), flag it for your executives along with ideas for how to extend that traffic to other online publications and products. Run a trial and monitor results.

- Talk to colleagues in other parts of your association about how certain tech solutions can support their initiatives (e.g., membership growth, event attendance, certification enrollments). Create a map of all your content, communication channels and technology platforms. Brainstorm all points of connectedness. The more people see how your association's publications, events and tech solutions can complement each other, the more champions you will have to fully integrate them.
- Update senior staff about each of your tech solutions' revenue generation and member engagement metrics. Identify strong points of content and integration already in place, opportunities for future integrations and the expected improvements to your member experience.

Breaking down content and tech silos is worth the heavy lifting. Your members will notice a richer content offering from your association and will respond positively. Use tech to give them the best content experience you can offer. ◀

website and on social media to generate interest and increase your reach. Your tech solutions—career center, learning management system, marketing automation platform and AMS—independently manage, track and measure it all.

But can your technology more effectively amplify ALL your content? Set meetings with your colleagues to consider the ways

Dave Bornmann is the vice president of marketing at Naylor Association Solutions. This supplement originally appeared in the Associations Now March/April 2016 Tech Toolkit. Reprinted with permission. Copyright ASAE: The Center for Association Leadership, Washington, D.C.



5 Ways to Meet Virtually

BY BETH ZIESENIS

AS MORE AND more association offices allow telecommuting, executives have to find more ways to connect from afar. Here are five ways to meet virtually without breaking the budget.

Note: This is by no means an exhaustive list. For every tool

I've listed, there are probably 50 competitors, and many (most?) of the tools in each category overlap into other uses. You can expect that almost every tool will work on multiple platforms and will have free/reasonable levels.

1

"Let me show you what I'm talking about."

I've long admired the beautiful simplicity of

join.me. It's perfect for a quick one-to-one collaboration to literally get someone else on the same page. Sometimes people write me with a tech question, and instead of trying to write an answer, I simply say, "Jump on a join.me and I'll show you."

Join.me lets you join from a computer or several mobile apps. It's a tiny little download that takes a second or two to install. The basic version is free and lets you show your screen to up to 10 people—and five of those could be brought in via video.

2

"Let's plow into this project together."

Despite some advances that

Microsoft is making in the world of real-time document collaboration, **Google Drive** still wins in this category. It's incredibly easy to jump on a call and talk to team members while you all add ideas to a Google Doc. Sometimes when I'm working with a client on a new presentation idea, we both throw verbiage down on the same page and hash things out in minutes rather than emailing drafts back and forth for days.

3

"We need a face-to-face meeting."

You have lots of choices for video conferencing these

days: good ol' **Skype**, sometimes reliable (but improving) **Google Hangouts** and even **FaceTime**. But my new favorite professional

I've long admired the beautiful simplicity of **join.me**. It's perfect for a quick one-to-one collaboration to literally get someone else on the same page.

tool is **Zoom**, which lets you pull in up to 50 HD video streams at the same time. Meetings have a time limit for the free version, but you can look at this as a benefit. Imagine saying, "We're trying to save the organization money, so we're using the free version, which means that this meeting must last less than 40 minutes!" Everyone will love you.

4

"The last time we had a video conference, Jim forgot to wear pants. We're going back to teleconferences."

I still find myself on a number of teleconferences when I get together with a committee to talk about an upcoming event. **Freeconferencecall.com** is just that ... free conference calls. I've heard from a few people that the connections can be a little unreliable, but for the most part I've heard good things. Bonus: **Freeconferencecall.com** now has online meetings for up to 25 people for free. For a different take on teleconferences, try **UberConference**. They have a free version, but the coolest feature is in the paid level (\$120 a year): The system calls out to participants at the designated time, so no more PIN numbers.

Bonus! If you have traditional conference calls with PINs and

annoyances, try **MobileDay**, an app (iOS and Android) that monitors your calendar and automatically connects you.

5

"We need to share this with our members. Let's do a webinar."

Boy do you have options in this

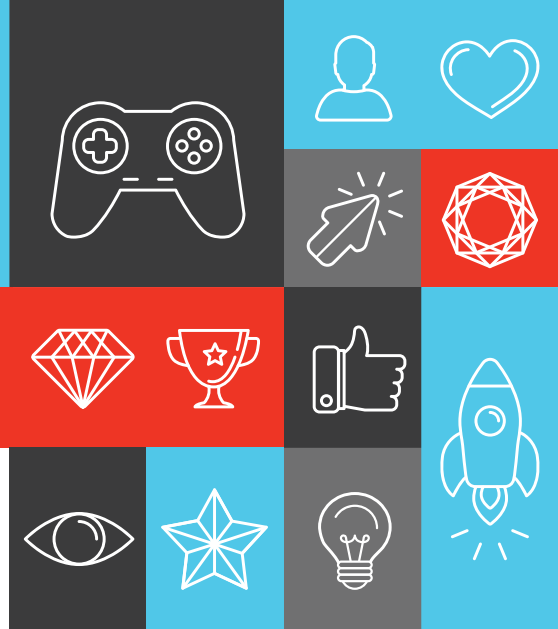
area, though many of them are pretty pricey. The good news is that **GoToMeeting/GoToWebinar** and **WebEx** have both recognized the crazy competition in their markets, and their prices are reasonable. I find both platforms reliable and flexible—the only challenge I have is that they both update their software frequently, and almost every time I do a webinar I have to update.

Another bonus: Have you checked out **Blab** yet? It's a great way to bring up to four people together for discussions online. And it's free! <

Beth Ziesenis is Your Nerdy Best Friend. She is the author of several books on technology including "Nerd Know-How: The 27+ Best Apps for Work ... & How to Use 'Em!" Beth travels the country talking to organizations about free and bargain technology. Beth is speaking at the 2017 GSAE Annual Meeting.

How to Enhance Your Events with Mobile Games

BY KIM HARWOOD AND ERIN COLOMBO



WANT TO SHAKE up your next event or conference? How about a GAME?

App gamification provides participants everything they need to play right in the palm of their hand. Users can view the game requirements, read instructions, see prizes, reach out to others for tips and participate all from their mobile device.

But with all the options out there, how do you decide which type of game to host? Start by determining the goal of your game.

Know Your Game's Purpose

Similar to your event, a game won't succeed without an end goal or objective. Do you want to increase attendee networking? Teach members more about your association? Highlight key exhibitors and sponsors? Facilitate new member meetups? Introduce new staff?

Wendy Kavanagh, CAE, President of GSAE, hosted their first photo contest game at their 2016 Annual Meeting. As Wendy explains, it was a learning experience that will be improved for next year. "We learned a lot about what kind of instructions and incentives we need to offer to play, but we are absolutely glad we did it to raise awareness of what makes Athens, Georgia, a unique meeting location and to increase our attendees' interaction with the app and one another."

Once you know the purpose of your game, you can decide which type would be best for your event.

We'll take a look at three different types of mobile event app games and how they can be best applied to your own events.

1. Scavenger Hunts

An in-app scavenger hunt is a networking, location-based game. Users can check in to specific host locations or be directed to an individual to find the answer and next clue. Locations can be at the exhibit hall, reception area or even a city block. As with all games, you'll want to share who's leading the hunt on the game leaderboard to spur on other participants. Be sure to push notifications and send an email sharing prize details and instructions to ensure everyone has an opportunity to play.

If you are looking to promote exhibitor and sponsor networking, a scavenger hunt is a great game to host. Have attendees visit booths for answers/codes to proceed through the hunt.

Scavenger hunts can also showcase a host's venue or city, allowing attendees to see and sample all that the location has to offer.

2. Quiz Bowls

An in-app quiz bowl is a knowledge contest where users compete to get the most correct answers in the shortest time. This game can reinforce educational concepts addressed during the conference. If you want to increase attendee interactivity, place attendees on teams. Team competition ups the fun factor and material retention.

Quiz bowl questions can be based on the event, organization, educational concepts, or anything really. Just keep the goal of the game in mind as you create your questions.

3. Photo Contests

Everyone loves pictures! Participants complete photo challenges and submit the pics through the app for judging. Judges select the winner's gallery for all to see and share.

Photo contest challenges can vary from photos around the venue/city to posing with association staff or new friends. Get your venue host to suggest key areas around the venue for pics. Highlight the host's efforts and prize donations by making them the game sponsor.

Conclusion

Mobile games are a great way to get your attendees networking. All event-goers need is your mobile event app and a mobile device to participate.

But your game doesn't have to stop at your attendees. Incorporate your sponsors and exhibitors in the fun while also providing unique ways to highlight their efforts. And don't be afraid to get creative! The more you make the game all your own, the better the experience will be for participants. <

Kim Harwood is President of Results at Hand Software, and Erin Colombo is Marketing Manager. Learn more about how you can connect, educate and motivate your audience with mobile event apps at www.resultsathand.com.

A woman with glasses is seen from the side, working at a computer. The computer screen displays a calendar with various events like 'Presentation', 'Meet with Laura', 'Staff Meeting', 'Tennis Practice', and 'Dinner with Peter'. A large red arrow points towards the calendar. A red banner with the word 'Overtime' is overlaid on the top right of the image.

Overtime

Overtime Rule Released: How Associations Can Prepare

BY ALEX BEALL

THE NEW OVERTIME rule is a reality, and come December 1, associations will need to be in compliance.

In May, the White House published the final overtime rule, which will increase the minimum salary for exempt employees by more than 100 percent, and associations need to be ready when it takes effect on December 1.

The rule states that all salaried employees guaranteed to make less than \$47,476 annually, up from \$23,600, will qualify for nonexempt status and will be eligible for overtime pay. The salary threshold will also be increased every three years beginning in January 2020.

In preparation, associations and “employers should get into

the information-gathering mode,” said Julia Judish, special counsel with Pillsbury Winthrop Shaw Pittman LLP. To make the necessary changes, associations need to know just how much they’re going to be affected.

“The first and most critical thing that any employer needs to do is look at its currently exempt employees who are paid on a salaried basis and identify which of these employees aren’t guaranteed a salary—with the new regulations including at least quarterly nondiscretionary bonuses—above that line,” she said. “Those are the employees who are affected.”

Employees converting from exempt to nonexempt could just

mean extra record-keeping. But for associations whose employees tend to work more than 40-hour weeks, there could be a large cost. Determining that cost ahead of time is key.

“Once the employer has identified which of its currently exempt employees would convert to nonexempt, the employer should start now requiring those employees to do the equivalent of clocking in and clocking out and track their average hours,” Judish said.

With the understanding of how much the rule will affect costs based on how much overtime soon-to-be nonexempt employees work, an association can start

making adjustments to reduce those costs. Pillsbury compiled a list of ways to realistically do this, encouraging associations to make adjustments from increasing salaries and reorganizing workloads to shifting work weeks.

For the associations that will be affected “unless they have pots of money that they can use to start paying overtime or to increase salaries, for them it means a change in the way they operate,” Judish said.

She suggested starting by figuring out ways to cut down on those overtime hours. “Finding ways to trim overtime that results from inefficiencies or unnecessary or low-valued activity will be critical,” she explained. If many overtime hours are spent traveling, an association can ensure that the most efficient means of transport are used or decide that video or phone conferences can replace those face-to-face meetings.

Employees converting from exempt to nonexempt could just mean extra record-keeping. But for associations whose employees tend to work more than 40-hour weeks, there could be a large cost. Determining that cost ahead of time is key.

Associations can also shift responsibilities from the nonexempt employees working overtime to exempt employees or nonexempt employees already working less than the 40-hour limit.

In some cases, such as staffing a conference registration desk, organizations can outsource or contract work. “It won’t be free to outsource it, but it will probably be a lot cheaper than paying overtime at the regular rate,” Judish said.

She emphasized that compliance with this rule will be especially important because these cases are easy to prove and will be highly attractive to attorneys. “There’s attorney’s fees, there’s liquidated damages, there’s individual liability for the decision-maker, and

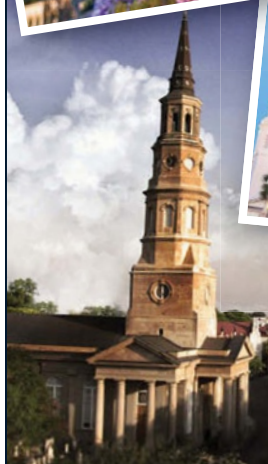
there’s the possibility of bringing them as a collective action ... Even when the amount of wrongfully withheld pay is relatively small, there’s a lot of incentive for plaintiffs’ attorneys to take on clients and bring the claim.”

She continued, “The costs of not complying with these new regulations are significantly worse than absorbing the additional costs and complying, making the changes, or in some respects, unfortunately, curtailing services.” ◀

This article originally appeared on AssociationsNow.com.

Reprinted with permission.

Copyright ASAE: The Center for Association Leadership (May 2016), Washington, D.C.



Meet in CHARLESTON

Readers of the Nation’s top travel magazines have again named Charleston the TOP U.S. CITY. Charleston’s alluring charm is also recognized by meeting professionals as an attendee-enticing tool. Let us make planning your memorable event here a little easier.

800.868.8118 | MeetCharleston.com

Charleston
SOUTH CAROLINA
where history lives



The Humor Rules for Business Presenters: How to Be Funny, Not Offensive

BY MARSHALL CHILES

WHEN CHOOSING A speaker for your event, or when you are the speaker, you want your attendees/audience to feel engaged, to learn something new and to have a great experience. Unfortunately, too many presenters are like stale robots whose greatest contribution is getting their audience to look at their phones.

Most presenters have a long way to go when it comes to engaging an audience. The best presenters use humor effectively because, at the end of the day, speaking is a performance. And as a performer, you can entertain with drama or comedy. Unless your goal is to upset the audience, I submit that humor is the key ingredient to being a great presenter.

If you Google putting humor in presentations, 80 percent of the articles are telling you not to do it because you might offend someone in the audience and then get in trouble. After years of writing jokes for business presenters, I have come up with the formula: **Comedy + Business = Humor.**

If you want to be funny in a presentation, then you need to do humor because humor is just safe comedy. I have figured out the six rules that if you follow, you will not offend 99 percent of your audience. The other 1 percent you probably don't want to work with anyways.

I suggest encouraging your speakers to use humor as long as they follow these rules:

1. Do not make fun of any person or group of people. This means don't make fun of nationalities, races, genders, etc. This rule is especially true for making jokes about Germans. Remember, they took on the world twice and almost won.
2. Keep it above the belt. Even though you didn't say a dirty word, just referencing anything below the belt can rub some people the wrong way. Pun intended.
3. Don't make any drug references. You might think it's funny that you have three DUIs, but I assure you Human Resources does not.
4. Stay away from religion and politics. These topics are extremely divisive. And besides, nobody is more correct about religion and politics than you and your Facebook friends.
5. Stay away from violent words. Remember, you're adding humor in order to make people feel good. So don't bring up words that are associated with the violent images because you make people feel uncomfortable with the image they now have in their head. Examples: Holocaust. ISIS. September 11. Notice how those words affect you in your own head. Be nice and don't do that to your audience.
6. Stay away from unsafe subjects. If you are a CEO and you make a joke about layoffs, you are going to have people updating their resumes.

These are the rules for you to break as you wish. As Pablo Picasso said, "You must first learn the rules so you can break them like an artist."

Do you notice the one missing rule? The missing rule is no cursing. Nowadays some cursing is acceptable for internal communications since you know the culture. But if you break any of these humor rules during an external presentation, you might just offend somebody because you never know who's in the audience.

The other day my 7-year-old son got in trouble for saying the f-word at school. He was talking to his classmate and told him that he did not know what the "f" he was talking about. His teacher was standing right behind him and yelled "Nolan!" Nolan turned around, looked up with wide eyes and said, "I didn't know you were there."

If you're trying to be funny in a business presentation, make sure you follow the humor rules because you never know who's there. <

Marshall Chiles spoke at the 2016 GSAE Annual Meeting and is the founder of HumorWINS. He loves comedy, education and business ... but not always in that order. Learn more at www.humorwins.com.

ATHuengers Assembled in Athens June 1–3 for the 2016 GSAE Annual Meeting

THANK YOU TO OUR HOST CITY & PARTNERS



ATTENDEES ENJOYED A

pre-conference workshop, breakout sessions and keynote speakers that helped them connect with other members, advance their organizational goals and achieve professional success. A huge thank you to our volunteers, especially members of the Meet & Greet, Ambassadors, Member Orientation and the Silent Auction committees and our Foundation Beer Pour hosts. Make plans to join us May 31–June 2 in Macon for the 2017 Annual Meeting.



GSAE Foundation Chair **Pat Dunwoody, CAE, LEED AP** (middle) presented 2016 GSAE Foundation Internship Grants to The Association for Clinical Pastoral Education, Inc., **Jasmine T. Okafor, M.Div.**, Development Specialist, and the Southern Economic Development Council, **Gene Stinson, CAE, PCED, CECd, HLM**, President.



Marva Huie, Kevin Priger, Sharon Ross, Shan Haugabrook and **Taylor Eson, MBA** catch up during Thursday's reception at The Georgian Ballroom.



Karen Keys, Melanie Taylor, Kristin McWhorter, CAE and **Betsy Eddy** enjoying the reception.



Moderated by **Mark Sedgley** (Left), Thursday's Luncheon Panel, *The Future of Work*, featured **Maddie Grant** and **Jamie Notter** of WorkXO.



Karyl Hanisch, Jen Thompson, Carol Hall, Jay Markwalter, Paige Rodriguez, Jeff Hewitt, CDME and Joel Peacock enjoying Wednesday's opening reception and dinner at The Foundry.



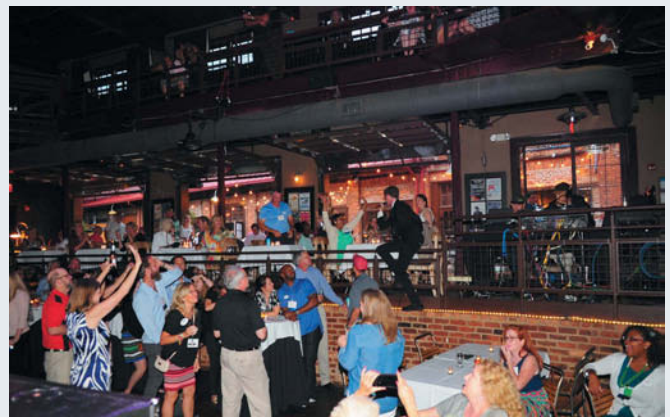
Team Macon, led by **Robin North, CMP, Kimberly Payne-Ward** and **Rosetta Ephraim**, is delighted to invite GSAE members to their city to check out "Where Soul Lives" for the 2017 Annual Meeting.



Attendees learned about *5 Tips for Maximizing Non-Dues Revenue from Your Communications Vehicles* during a breakout session led by **John Bacon, MBA**.



GSAE's **Emerging Professionals Shared Interest Group** enjoyed dinner together during Thursday's Dine Around Athens event.



Everyone had a great time at Wednesday's reception and dinner at The Foundry, which featured live band karaoke from Saved by the Band.



Breakfast and opening session at The Classic Center on Thursday morning.

Mark Your Calendar for GSAE in Macon

May 31–June 2, 2017

Producing Association Rock Stars for the Next 100 Years

Already booked:

Beth Z., Your Nerdy Best Friend

Trevor Mitchell, CAE

ASAE: The Center for Association Leadership staff

Cynthia Mills, FASAE, CAE, CMC, CPC, CCRC

Set GSAE Afire

macon
where soul lives


MARRIOTT
MACON CITY CENTER

THANK YOU TO OUR 2016 ANNUAL MEETING SPONSORS

 **mediagroup**
design • print • publish • promotion

results
 **hand**

 **Shepard**

NAYLOR 
ASSOCIATION SOLUTIONS


yourmembership


THE GEORGIA CENTERS
UGA
HOTEL
and conference center

 **MapDynamics**


marshalljones

 **Charleston Area**
CONVENTION & VISITORS BUREAU

 **MemberSuite**
Software for the Modern Association™


FRANCIS MARION
HOTEL

 **ATLANTA**

CHARLESTON
GAILLARD
CENTER

THE WESTIN
SAVANNAH HARBOR
GOLF RESORT & SPA

 **MemberClicks**

PRG 

 **Marietta**
Wealth


Sanier Islands
LEGACY LODGE


Brasstown Valley
RESORT & SPA

James H.
RAINWATER
conference center

Summer Luncheon

THANK YOU TO OUR JULY LUNCHEON SPONSORS

SPONSOR



HOST



CENTER FOR CIVIL
AND HUMAN RIGHTS

AV



GSAE MEMBERS GATHERED at the Center for Civil and Human Rights for our summer luncheon on July 13, featuring **Jessica Pettitt, CSP**. Jessica took us on a journey weaving together politics, theory, current events and story telling for *Becoming Unstoppable Now*: using the behavior patterns of the most frustrating and powerful people in our lives, we can overcome our limitations and achieve greatness.



Sheryl Ehlers and Carol Hall.



Dustin Page, Jacob Wilder and Amy Kane, CAE.



Luncheon sponsors from Jekyll Island Authority/Convention & Visitors Bureau, Kevin Udell and Maria Weiss.



GSAE Chair, **David Ellis, CAE**, welcoming everyone to the luncheon.



Jim Fowler, CAE, Maria Weiss and **Mike Pennington, CAE**.



Cathy Pierce, Anne Chen and **Rita Lowery**.

BY AMY DREW THOMPSON

Site Unseen? Make a Pilgrimage

ADVENTS IN TECH have certainly made checking out an out-of-state venue easier, from virtual tours to beautiful photography—even apps like Skype that allow facility managers to show planners what they have to offer in real time make for faster decision making.

That said, before contracts are inked, site visits are still in order. From staff concerns to accurate room specs, load-in specifics and the overall flow of the room or rooms, seeing things as they are, in the space, isn't much different than arguing for the importance of meeting face-to-face versus virtually. What could be a breathtaking space could have views that are less than stellar when you were hoping for sweeping vistas or an indoor-outdoor smash.

Site visits allow planners and venue staffers to talk real turkey, conceptualizing the meeting or event and planning the best ways to use the space available. Planners who rely on hotel ballrooms too much could find favor in something more urban—a warehouse with a great vibe in a neat neighborhood, a local fun-park that brings whimsy and activity to un-button a traditionally buttoned-up demographic.

Being on-site will help you talk through ideas with staffers, allowing for evolution and easy visualization. It's well worth the investment in time and money. The peace of mind you'll find will translate to confidence and excitement when the attendees begin to stream through the door. <

Talking Tech: Oculus Rift

ALRIGHT, FIRST THINGS FIRST: cool name. But will the sci-fi street cred carry into the meeting room? Signs point to yes. Sure, the Oculus Rift, with its custom optics and immersive views is rife for gamers to latch onto, but it has business applications too.

Imagine being able to bring folks from all over the city, state or world into your meeting—throwing wide the doors of communication as we know it as attendees each enter a digital conference room where avatars can meet, network, discuss, create.

Yes, face-to-face is important, but is it all-important in the face of travel budgets, environmental concerns and time restraints? This technology, as it develops, could be the linchpin in creating a central meeting space that's as easy to get to as slipping on a pair of shades.

Same goes for member education. Online learning still hasn't superseded real-time interaction, but the Oculus Rift can create equivalent spaces, allowing students to go "off-site" for field trips and engage in real-time, classroom-like discussions. <





Palate Pleasers? Tip-Top Tapas!

WITH SMALL PLATES trending for 2016, tapas are an ideal way to please picky palates—and adventurous ones. Practiced planners can find favor with *all* their attendees—and stay foodie-forward—by curating crafty menus in which versatility keeps cost low while allowing your venue’s F&B pros to let their creativity shine.

“Tapas are meant to be shared, which makes them a great icebreaker at events,” says restaurant critic and food writer Rona Gindin (RonaRecommends.com) who has been following food-service trends for some 30 years. “Put a bunch of [people] at a table, place an assortment of tapas in the center and watch the communication begin!”

Food is universal—a natural springboard into new connections—says Gindin, a Zagat editor and Epicurious contributor. But as tastes are highly subjective, tapas are ideal for a mixed crowd whose tastes can’t possibly be predicted with 100 percent accuracy.

“At a typical seated meal, everyone gets the same dish,” she points out. If it’s chicken or beef, the vegetarians need a special order. If it’s a vegetarian entrée, the carnivores complain. And fish? There’s generally at least one at every table who can’t

stomach it.” It’s tapas’ variety that makes them a winner. “Every attendee is bound to find something they’ll at least enjoy enough to fill up on.”

The boring eaters are easy, she says, and can often be pleased with breaded and fried options à la your favorite pub’s appetizer menu. Things like chicken tenders, slider-style burgers, mac and cheese. But savvy planners and food pros know that these, and other dishes like them, are easily modified to please adventurous eaters as well.

“Add a twist!” she says. “Tenders paired with a creamy, creative aioli dip; sliders with pickled vegetables and spicy cheese, mac and cheese that can be served with or without lobster chunks.”

Adventurous eaters and tapas were made for each other. “For them, have some unusual or uncommon ingredients: lamb, tofu, Nashville-hot seasoning, hummus made from something other than chickpeas and laced with herbs, smoked peppers, artisan elk jerky...”

Foodies, on the other hand, will care about the quality of both the prep and the ingredients. “You *can* actually feed this guest chicken tenders,” says Gindin, “but make it the best free-range, antibiotic- and hormone-free chicken you can find—with house-made panko bread crumbs, house-made ketchup and extra-virgin olive oil from a local farm.”

The right choices allow planners to play it safe and go a little wild simultaneously.

“Go with the tried-and-true and give them a dash of adventure with the preparation,” she explains. “Have chicken—most people eat chicken—but be sure it has a vibrant spice, an intriguing sauce or creative presentation.” <

Art of the Deal

CONTRACTS. SOME FOLKS love the challenge of the negotiation; others, not so much. But it doesn’t have to be that painful if you keep it simple.

Break it down. Go to the table with goals in mind, but stay flexible. Instead of taking an all-or-nothing approach, break your end-game down into sections.

It’s not personal. Negotiate to a satisfactory end by removing the win/lose element from your mind. Separate your desire to get what you want from what is really the best outcome for your group/meeting. Alternatively, try and see it from the other party’s side. You want to give them business, they want to win yours.

Know your priorities. Contract negotiations can overemphasize risk and revenue. What are your top priorities? Knowing what’s most important will help you stay focused on these things without getting mired in aspects of the meeting that are less critical—and perhaps a distraction from the deal-making at hand.

Offer concessions when you need to. This will help the other side leave feeling as though they’ve won a few battles in the boardroom. Make offers that leave room for meeting halfway. Key for this strategy: Never reveal your absolute bottom line! <

Meetings on the Emerald Coast

FLORIDA'S EMERALD COAST—FAMOUS

for 24 miles of dazzling sugar-white sands and brilliant emerald green waters—is recognized as one of the South's most attractive meeting places for all types of gatherings. From local and regional events to conferences of Fortune 500 companies, the laid-back beach towns of Destin, Fort Walton Beach and Okaloosa Island are the perfect setting for serious or fun meetings followed by relaxing on sun-bleached beaches and activities ranging from championship golf and world-class fishing to sampling sumptuous seafood.

Located on Okaloosa Island, the Emerald Coast Convention Center has given Northwest Florida's upper Gulf Coast a Meeting Mecca with 35,000 square feet of flexible meeting and event space. The Convention Center is within a short "flip-flop" stroll of the Gulf of Mexico and with views of the Choctawhatchee Bay. A complement to the current lodging facilities with meeting space throughout southern Okaloosa County, the Emerald Coast Convention Center showcases 12 breakout meeting rooms ranging in size from 450 to 1,800 square feet, the 21,000-square-foot Emerald Grand Ballroom and 6,000-square-foot kitchen. The architectural design allows for theater, banquet, classroom and reception style

seating, and also features high ceilings and hanging points—ideal for exhibitions and tradeshows.

Technology needs are met through Wi-Fi, T-1 lines, satellite and ISDN video conferencing capabilities, LCD projection, surround sound speaker systems and plasma televisions, while each of the conference rooms, ballrooms and board rooms also offer STSN high-speed internet access.

The Emerald Coast Convention Center presents full in-house, award-winning catering by ARAMARK, featuring executive chef Mark Hall, and convention staff services that work directly with meeting planners to ease stress and promote perfectly planned functions. For seamless booking, the Emerald Coast website—www.emeraldcoastfl.com—offers planners information on the convention center including fast facts, floor plans, pricing and capacity charts, center guidelines, event calendars and an online request for proposal.

Several other modern meeting facilities can be found throughout the area. Overlooking the East Pass and the Gulf of Mexico, the full-service Emerald Grande boasts a nearly 2,000-square-foot banquet room and 280 condo units. Emerald Grande features an onsite restaurant, spa and 24-hour front desk service. The

surrounding HarborWalk Village, with various boutique shops and tantalizing restaurants, allows for pre- and post-meeting strolling and window-shopping.

The Palms of Destin provides 416 condo units and 9,000 square feet of flexible meeting space, as well as a world-famous Polynesian restaurant—Trader Vic's—with a poolside Mai Tai bar and full service spa.

Pelican Beach Resort along with The Terrace at Pelican Beach present almost 6,000 square feet of meeting and event space with gorgeous Gulf views.

ResortQuest's SunDestin Resort's executive conference center has nearly 3,000 square feet of space and top-quality audio-visual equipment. For groups looking for hotels, the Ramada Plaza Beach Resort, with 14,000 square feet of space, along with Four Points by Sheraton and Holiday Inn SunSpree offer hundreds of sleeping rooms and thousands of square feet of space perfect for banquets, weddings, meetings and reunions.

For meetings allowing free time, the laid-back beach towns of Destin, Fort Walton Beach and Okaloosa Island present simple pleasures such as the "World's Luckiest Fishing Village," spirited seaside celebrations, links of great championship golf and undeniably fresh seafood—all embraced with an unassuming charm. <

Beyond Mentoring



BY JOHN P. HARRISON,
CAE, CMP

I'M NOT BIG on formal "mentor" programs (I've never seen one that really worked well), but I am big on my mentor, Wayne Gross, CAE (Ret.). Perhaps mentoring programs are hard to pull off because good mentors are hard to come by. He was one of them.

As is often the case, I'm on the plane writing this, and Wayne is out there somewhere in the clouds, and we still have conversations. Don't be alarmed—old conversations are replayed or morphed into new ones where he gives me sage advice, especially when I'm on the way to a board meeting.

"Always be honest and straightforward, but assume the board members talk to each other frequently and off the record," Wayne said.

"Each of them has their own agenda, and it's your job to make sure there's an overarching agenda that fits as many of their individual agendas as possible. You have to find the common cause which gets to a higher level," he told me.

Wayne and I traveled the world together several times. From China to Ecuador, Russia to Italy, we shared planes and cabs, water taxis and streetcars. What we shared most though is what could only be described as a conversation elevator. Our talks would go from granular detail to looming strategy; he had a way of making sure every detail was lined up to a purpose. He would read Romanov history on our way

to Russia; this was a man who wanted to understand everything.

"Make sure there is a tradition behind the board gifts and the board dinner. Build a formal evening they look forward to; they have a right to some pride in their profession, and you take pride in reinforcing theirs," he said. Wayne had wanted to be in the military, but he lost the tips of several fingers working a construction job, and it disqualified him. It's too bad, for he would have been a fine commander of troops. He admired the fact that I had been a military officer and that I knew how to say "yes sir" and just get it done at the right time—sometimes just in time, for debate can only go on for so long.

I lamented to him that I had mixed results—more bad than good—in hiring several millennials. So far, only one, a young lady from a small Southern town, has passed the test.

"They've been raised to think they get a trophy just for coming to practice," Wayne said. "You've got to spell it out to them in no uncertain terms that they do A or B will happen, and then let B happen if A does not. They're smart, they'll learn. Probably not all on your watch, but they'll know when they get to the next guy's shop. Maybe, that's it. Pick those that have already learned the lesson."

Sometimes Wayne would talk of his own failures and lessons learned. The industry we were working in at that time

collapsed, and did so drastically. What happens to the industry soon happens to the industry's association, and the association went from over 100 employees down to 20-something. Wayne had persevered and resized the association, but not at a pace quite fast enough for some on the board hungry for his job.

"Don't let your big picture plan be just in your head," he said. "Let them know. Communicate two things: Where you think the association is heading in terms of staffing and resources, and that it's their association, not yours. They've got to know that you believe that deeply. I told them where we were headed, but I didn't give them a timeline fast enough. It's easy to keep strategy to yourself sometimes. Don't. Share the highlights."

I told Wayne of my current association and our new-found success built primarily on events—using a fundamental business model I had learned from Wayne. I also told him of other associations in the space now trying to emulate our model to survive.

"Be there first, be there best. Don't get infatuated with so-called win-wins unless they are a clear winner for your group and for the industry. Stake out your territory and keep it. The pie can only be sliced so small or eventually no one eats. Be wary of any trade-in-kinds that are hard to value. If you've got the money, straightforward

Continued on page 30

Continued from page 29

payments make more sense. Good accounting like good fences make for better neighbors. On deals with other groups, there's nothing wrong with calling it what it is and shooting for a you win-they lose scenario. It's what Ronald Reagan did to the Soviets. In the end, it's more honest," Wayne said.

My board spent months pondering over a so-called merger scenario with another association; it didn't make any sense from our association's standpoint. It became obvious that the other association's executive was trying to orchestrate a rescue of his failing association by ours under the pretense of a merger. I presented information to our board dispassionately—all the information and predictions I could come up with—and in the end, they saw it as it really was: either we win and they lose or vice versa. The win-win scenario was more than a fable, it was a trap. We walked away from the deal, more confident and energized than ever for our own cause and our solid association. Several smart board members helped reason prevail, and I was glad to help them behind the scenes. Having good support behind the scenes is a key element for a win—thanks, Wayne. <

Editor's note: Wayne H. Gross, CAE (Ret.), passed away in January, 2016. Wayne was a past GSAE Board member, Cliff Clarke Award winner and former president of TAPPI.

index of advertisers/ advertiser.com

CAREER SOLUTIONS

Boxwood Career Solutions Inside Back Cover
www.naylor.com/career-center-solutions/

CONFERENCE & CONVENTION CENTERS

Atlanta Convention Center at AmericasMart ... Inside Front Cover
www.atlconventioncenter.com
Georgia International Convention Center 6
www.gicc.com

CONVENTION & VISITOR BUREAUS

Augusta CVB 4
www.augustaga.org
Macon-Bibb County CVB 4
www.visitmacon.org
Valdosta Lowndes CVB 30
www.rainwaterconferencecenter.com

HOTELS & RESORTS

Battle House Renaissance Mobile Hotel & Spa 6
www.marriott.com/hotels/travel/mobbr-the-battle-house-renaissance-mobile-hotel-and-spa/
Sea Palms Golf Resort Outside Back Cover
www.seapalms.com

MEMBER COMMUNICATIONS

Naylor Association Solutions 3
www.naylor.com

Perfect MEETINGS

with flawless finishing touches



FLEXIBLE

- ❖ 11 meeting rooms
- ❖ Guest seating 100 to 1050
- ❖ Expansive pre-function area
- ❖ Lakeside Veranda seating up to 200

FULL SERVICE

- ❖ Comprehensive banquet service
- ❖ Bountiful options
- ❖ Plentiful nearby lodging choices

FUNDAMENTAL

- ❖ A/V service on site
- ❖ Complimentary broadband wireless for up to 600 users
- ❖ Affordable in every way

James H.
RAINWATER
conference center

Sales Office | 1 Meeting Place | 229.219.4405



The job board you've always dreamed of at a price you've never imagined.

Introducing Boxwood GO, a totally new concept in job board solutions for associations of any size, with any budget.

A branded job board solution populated with jobs, content, up and running, generating non-dues revenue in minutes, not days. All this from Boxwood, the leading provider of career solutions since 1998.

Looking to achieve more members, more revenue? Just say the word "GO"...we'll take it from there.



{Achieve **More.**}

JOB BOARDS
START AT JUST
\$49^{mo.}



SEA PALMS

RESORT

Check our website
at www.seapalms.com
for our special 2016 meeting offer.



SEA PALMS RESORT
515 NORTH WINDWARD DRIVE
ST. SIMONS ISLAND, GA 31522 | www.seapalms.com

Follow us on Facebook: www.facebook.com/SeaPalmsResort
or Inquire at 912.638.3351



Plan your 2016 event now and receive our special re-launch pricing.
Contact Katy Murray at 912-434-5366

