

# KSAE 2017 CONFERENCE AND EXPO

## DECEMBER 5TH & 6TH

RAMADA TOPEKA DOWNTOWN HOTEL & CONVENTION CENTER

### TUESDAY, DECEMBER 5

8:00-9:00am

**Morning Brew and Registration**  
**Atrium**

9:00-9:50am

**GENERAL SESSION: FREE SPEECH IN AN INFORMATION-OVERLOADED WORLD**  
**Jim Walther, Emporia State University**  
**Grand Ballroom**

Being informed requires information. Yet in today's 24-hour news cycle, Wikipedia, and social media, do we have the right information to be informed citizens? Understanding government policies regarding public access to data collected is key. This presentation provides an overview of information policy access and changes. It raises critical questions and gets people thinking: What do we know about how people use information? Do they have the right information, and enough of it, to make informed choices in their lives? How much more access to information do we still need? With the federal government as both a collector and publisher of massive amounts of information, does the U.S. population take advantage of this content? One example of real-world opportunities in Kansas is the expansion of e-government resources, community partnerships, and more strategic use of public libraries throughout the state and nation.

10:00-10:50am

**CEO-ONLY ROUNDTABLE**  
**Mansion Dining Room**

The KSAE CEO-Only Roundtable is a confidential, informal event where you can discuss new ideas and current challenges with a small group of your peers. It is up to the participants to set the final issues and topics of discussion based on their needs and interests.

10:00-10:50am

**THE BEST APPS FOR WORK AND LIFE**  
**Ashley Charest, Greater Topeka Chamber of Commerce**  
**Carrie Riordan, Riordan and Associates**  
**Alcoves 1-4**

Discover how to use free and bargain technology tools you never knew existed to create professional quality graphics, make your office run smoothly and wow your members. This high energy session will give you dozens of tech tools for work and life.

11:00am-1:30pm

**KSAE LUNCH AND EXPO**  
**Regency Ballroom**

KSAE is pleased to bring exhibitors from the state's best hotels, meeting venues, CVBs, products, services and contractors to help association professionals get the job done.

1:30-2:20pm

**STRENGTHS AND WORKPLACE ENGAGEMENT**  
**Kristen Brunkow O'Shea**  
**Grand Ballroom**

Through this session, you will learn about positive psychology and employee engagement through Gallup's credible research. Find out why workplace environments, the people who work around you and doing what you do best every day is vital to your own engagement. You will learn how to become one of the 30% of Americans who are engaged in their work and not the 70% who are disengaged. Gallup's Strengths Finder teaches people to work on your strengths not their weaknesses. By the end of this session you will understand why focusing on positive psychology is essential to achieving excellence for you and your organization.

1:30-2:20pm

**UNDERSTANDING UNRELATED BUSINESS INCOME TAX AND ACCOUNTING AND REPORTING DEVELOPMENTS**  
**Brad Owen, CPA, Mize Houser & Company**  
**Alcoves 5-7**

If the IRS pays you a visit, will you be prepared? Brad Owen, CPA, will discuss tax reporting of unrelated business activities as well as recent changes in accounting and financial reporting standards for not-for-profit entities.

2:30-3:20pm

**CONFERENCE APPS  
MobileUp Software  
Alcoves 5-7**

An overview of the mobile technology landscape and trends that impact member based organizations communication and engagement. Various examples of mobile solutions will be presented along with commentary about the do's and don'ts. Presentation will cover the complimentary aspects of web and mobile working together along with the unique advantages mobile engagement can bring to Associations. Share ideas and examples of why mobile is a must in communicating and engaging your Association members in today's technology world.

2:30-3:20pm

**PUSH PAST FEAR & TAKE ACTION  
Zach Haney, ActionCOACH Business Coaching  
Alcoves 1-4**

Being brave is not about never feeling afraid. It's about taking action even when you are afraid. Push past fear, find the courage to do the hard stuff, and keep going until you get results. Want a better life? A better community? A better organization? For things to change, first we must change. Stop being stuck and start taking action.

3:30-4:20pm

**GOVERNMENTAL ETHICS  
Carol Williams, Kansas Government Ethics Commission  
Alcoves 5-7**

3:30-4:20pm

**FINDING YOUR BRAND'S SWEET SPOT  
Andrea Engstrom, Bajillion Agency  
Alcoves 1-4**

In every organization, there is a "sweet spot" where your values and what your members care about align. This is where you can create raving brand champions. Learn how to uncover the magic for your organization and develop a brand that inspires.

4:30-5:30

**HAPPY HOUR RECEPTION- Uncle Bo's**

**WEDNESDAY, DECEMBER 6**

9:00-9:50am

**GENERAL SESSION: LOOKING AT THE MEMBERSHIP BOOK ENDS: VALUE, ENGAGEMENT AND RETENTION  
Grand Ballroom**

**Melody Jordan-Carr, American Society of Association Executives**

Melody A. Jordan-Carr is the vice president of member relations of ASAE: The Center for Association Leadership and is responsible for membership initiatives; she also serves as the senior staff liaison to several ASAE volunteer groups: membership section council, young professional committee, membership development committee and other industry committees.

10:00-11:00am

**KSAE EXCHANGE EVENT  
Regency East**

This "speed dating" business event with efficient, effective one-on-one appointments allowing association professionals and exhibitors to meet one-on-one in a highly productive environment.

11:00-11:50am

**FROM MEMBERS TO DONORS- FUNDRAISING BASICS FOR YOUR ASSOCIATION  
Katie Lord, Jeffrey Byrne & Associates  
Alcoves 5-7**

Fundraising principals, strategies and best practices to implement for your association's fundraising efforts through deeper membership engagement. Learn how to educate your members about the benefits of your association's work to the broader field and community, solicit them for support and steward them to become advocates of your work to the larger community.

11:00-11:50am

**DEEP DIVE INTO MEMBERSHIP  
Melody Jordan-Carr, Vice President of Member Relations, ASAE  
Alcoves 1-4**

12:00-1:00pm

**AWARDS AND ANNUAL MEETING LUNCH  
Regency West**