

**KSAE 2019 CONFERENCE AND EXPO**  
**DECEMBER 11TH & 12TH**  
**CAPITOL PLAZA HOTEL TOPEKA**

**WEDNESDAY, DECEMBER 11**

- 8:00-9:00am**                    **Registration and Exhibitor Set-up**
- 9:00-10:00am**                **INDUSTRY DISRUPTION. INNOVATION. MANAGING CHAOS.**  
**Steven Iwersen**  
Every industry and leader is being forced to rethink and retool their approach to business if they want to be relevant, see results, and increase revenue! Failure to do so — leads to failure. The influence of Amazon, Netflix, WeWork, AirBnB, Uber, Google, and others, have accelerated the rate of change. How individuals and organizations respond to this new business culture will determine if we thrive or die.  
Here is the good news — you don't have to be a casualty of change, you can be a leader in the middle of the chaos. The secret is knowing how to simplify your focus with responsive, intentional strategies.  
Steven Iwersen presents the 4 essentials that the best leaders of large corporations and small businesses are using every day to stay ahead of the crowd and to help avoid getting stuck. Discover how turning chaos into an advantage is as easy as herding porcupines.
- 10:15-11:15am**                **LINKING YOUNG PEOPLE TO PROFESSIONS AND ASSOCIATIONS**  
**Dr. Tiffany Anderson, Superintendent, Topeka Public Schools**
- 11:15am-1:15pm**              **KSAE LUNCH AND EXPO**  
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**                  **CSI: METEOROLOGY — ONE MAN'S QUEST TO SAVE LIVES**  
**Mike Smith, MSE Creative Consulting**  
Can one person make a difference? Yes! The behind-the-scenes story of a courageous scientist who, in spite of tremendous opposition, makes everyone who flies today much safer.  
CSI: Meteorology conveys the vital traits needed by innovators in every profession and reinforces the requirement that, for optimal results, business and science decisions must be based on data rather than "consensus."
- 2:30-3:20pm**                  **STRATEGIC PLANNING IN THE FACE OF INDUSTRY CONSOLIDATION, TECHNOLOGY AND RURAL-URBAN MIGRATION**  
**Dan Prater, Senior Managing Consultant of Nonprofit Excellence at BKD CPAs & Advisors**  
Strategic planning often gets a bad rap. But a well-thought-out plan provides clarity for everyone — from board and staff, to donors and community partners. It can help your organization keep in tune with our ever-changing world and help ensure your precious resources are being invested wisely.  
Key Takeaways:  
Determine steps needed to begin strategic planning process  
Develop critical elements and identify key priorities  
Identify key performance indicators and timeline

3:30-4:20pm

### **CONNECTING TO LIFE THROUGH F.U.N.!**

**PAUL J. LONG**

Two grown men, cat wrestling singlets and a social experiment. Paul J Long leveraged his concept of Fundamism to become the Kansas City Royals' 2016 Fan of the Year, National Speaker and advocate of pediatric cancer research. Leveraging his experience as a Director of Operations for a Fortune 300 company, Paul provides an inspirational experience while sharing best practices in creating a forward-focused, service-oriented, self-disciplined, FUN team. Paul's philosophy of Fundamism is a deliberate approach to building trust-based relationships, can be applied by all staff members and is certain to help move you forward in the development of any team.

Key Takeaways:

- Outline core behaviors that aid in creating a purpose driven life at home and in the office
- Exploration of social styles and how to maximize communication effectiveness
- How to gain a better understanding of others' perspective and drive meaningful interactions
- How to have more F.U.N. in the workplace and in life
- Identify next steps in creating a F.U.N. implementation strategy

4:30-6:00pm

### **HAPPY HOUR RECEPTION**

#### **THURSDAY, DECEMBER 12**

9:00-10:00am

### **INFLUENCE, EDUCATION, AND PROFIT: CREATING CONNECTIONS WITH SUCCESS**

**Greg Peters, The Reluctant Networker**

You're not in sales, so why bother with networking? You shouldn't -- unless you need to develop a stronger organization, connect with potential employees or vendors, create powerful strategic relationships, or increase your sphere of influence in your community or industry. If any of these goals (or any other involving contact with other human beings) is important to you, this session will give you the techniques and tactics to succeed. Participants will learn not only how to make first connections, but the tools to turn those five-minute conversations into long-term, profitable relationships. Take a look at the most successful people in the world and you'll see that they surround themselves with connections that can take them where they want to go. Networking is not just for sales. It's for anyone who wants to lead a life of significance.

Learning Points:

- How to develop the mindset for successful networking
- Breaking the ice and beyond – developing conversational skills for any networking opportunity.
- Turning 5-minute conversations into long-term, profitable connections.

10:15-11:15am

### **KSAE EXCHANGE EVENT**

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.

11:30-12:30pm

### **RECOVERING FROM TYPE A PERSONALITY**

**Paula Kidd Casey**

Paula practiced divorce law for 40 years and in her own words, now “Wants to use her powers for good and not evil.” A brush with stress-related health issues caused her to look in a positive direction and she spent several years under the tutelage of Bob Proctor before writing her own book *The Lawyer and the Law of Attraction*. Paula has a show on the Law of Attraction Radio Network and outlines her case of manifestation and positive thinking. Recovering from Type A Personality is great for anyone caught up on the performance wheel.

12:30-1:30pm

### **AWARDS AND ANNUAL MEETING LUNCH**

Join your colleagues to recognize the 2019 Leadership and recognize KSAE's outstanding association professional and supplier members by celebrating their accomplishments



*\*As a CAE Approved Provider educational program related to the CAE exam content outline, the KSAE conference may be applied for 7.0 credits toward your CAE application or renewal professional development requirements.*