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Annual Conference – May 7-8, 2012 – The Homestead

CONTINUING EDUCATION CREDIT FORM

VSAE is pleased to offer opportunities to earn up to 6 hours of credit towards obtaining the Certified Association Executive (CAE) or the Certified Meeting Professional (CMP) designation or re-certification.

Please mark the educational session(s) that you attended and keep for your future reference for your certification or re-certification.

Attended	Session	Hours
<input type="checkbox"/>	OPENING KEYNOTE (9:00 - 10:00 am) – “Do it Well. Make it Fun. The Key to Success in Association Management” – Ron Culberson, MSW, CSP	1
Choose Two	MONDAY CONCURRENT SESSIONS: AM Session (10:15 am - 12:00 pm) & PM Session (1:45 - 3:30 pm)	
<input type="checkbox"/>	“small Association BIG Innovation – How being small just might be your biggest opportunity!” – Melissa & Tom Laughon	1.5
<input type="checkbox"/>	“Fostering the Capacity – and the Resolve – to Innovate” – Arlene Pietranton, PhD, CAE	1.5
<input type="checkbox"/>	“Associations by Design: Using Design Thinking to Re-imagine Your Association” – Scott Steen, CAE, FASAE	1.5
<input type="checkbox"/>	“Creating a Compelling Association Story – How to Communicate Change, Innovation and Value to Members” – Scott Wayne, MA	1.5
<input type="checkbox"/>	CLOSING KEYNOTE (3:45 - 4:45 pm) – “Making Innovation a Priority for Your Association” – Jeff De Cagna, FRSA FASAE	1
	TUESDAY CONCURRENT SESSIONS	
<input type="checkbox"/>	“Business Model Thinking for Association CEOs” – Jeff De Cagna, FRSA FASAE (9:30 am – 12:30 pm)	3
<input type="checkbox"/>	“Attracting and Engaging Younger Members – What Some Virginia Associations are Doing to Accomplish This” – Panel Discussion by VSAE’s Emerging Association Professional Shared Interest Group (SIG) (9:30 – 11:00 am)	1.5
	Total CAE Credits Earned (Round down – no ½ credits provided)	
	Total CMP Credits Earned (Formulas below)	

Keep this form for your records. For more information on the programs, please visit the websites below. Each session can only be used once for application/recertification, but in some cases you have a choice as to which domain to apply the session. Page 2 contains session descriptions for you.

CAE www.asaenet.org/cae - Use the total hours earned in the chart.

CMP www.tinyurl.com/CIC-CMP

hours divided by 10 (for meeting management sessions) = # points

hours divided by 20 (for sales/administration sessions) = # points

CMP Recertification - 1 contact hour = 1 point

CAE EXAM CONTENT: The exam content outline below took effect in 2010.

Domain 1: Organizational Management (14-16%)	Domain 6: Public Policy, Government Relations, & Coalition Building (6-8%)
Domain 2: Leadership (14-16%)	Domain 7: Membership Development (10-12%)
Domain 3: Administration (14-16%)	Domain 8: Programs, Products, & Services (12-14%)
Domain 4: Knowledge Management & Research (4-6%)	Domain 9: Marketing, Public Relations, & Communications (8-10%)
Domain 5: Governance & Structure (9-11%)	



2012 Annual Conference Educational Sessions

DO IT WELL. MAKE IT FUN. THE KEY TO SUCCESS IN ASSOCIATION MANAGEMENT! with Ron Culberson, MSW, CSP

Good enough is not really that good. Association success, even in tough times, comes from showing up and doing an excellent job without losing the fun that members expect. This presentation addresses the common sense philosophy of "Do it Well, Make it Fun". Ron shows association executives how to manage their associations more successfully by seeking excellence - while at the same time making the processes in their associations more enjoyable. By creating a culture in which excellence and fun coexist, you will attract members, keep members, and deliver extraordinary products and services.

SMALL ASSOCIATION BIG INNOVATION – HOW BEING SMALL JUST MIGHT BE YOUR BIGGEST OPPORTUNITY! with Melissa & Tom Laughon

You value innovation. You understand the importance of it. But, where do you start? How do you get others on board? How do you keep at it until you've built an innovative culture? Catch Your Limit will guide you in taking innovation from "talk" to "walk". This session will focus on proven association strategies to build a creative, collaborative and innovative culture with your staff, board and committees. We'll look at how being a "small" association has some advantages when it comes to innovation. And, participants will have the opportunity to take Catch Your Limit's Innovation Assessment to learn how your association ranks in areas such as environment, leadership, adaptability and more.

FOSTERING THE CAPACITY – AND THE RESOLVE – TO INNOVATE with Arlene Pietranton, PhD, CAE

We all get the imperative to innovate ... or do we? Why is innovation more critical now than ever before for associations? What does it look like? Can the capacity to innovate be fostered? This session will use the learnings, outcomes and recommendations from recent ASAE Innovation initiatives (a pilot project and a task force) to address those questions and provide information about what ASAE is doing to support and advance Innovation in our community.

ASSOCIATIONS BY DESIGN: USING DESIGN THINKING TO RE-IMAGINE YOUR ASSOCIATION with Scott Steen, CAE, FASAE

"How do we create a more compelling membership offer?" "How do we develop new products that solve real problems?" "How do we change our magazine so that people can't wait to read it?" While some people think of design as being about external appearances, design thinking is really an innovation process focused on finding the most elegant answer to the question, "how do we...?". In this session, you'll learn why design matters, how pursuing a design-oriented strategy can set you apart from the competition, and how design thinking can be employed to improve almost every area of your association.

CREATING A COMPELLING ASSOCIATION STORY – HOW TO COMMUNICATE CHANGE, INNOVATION AND VALUE TO MEMBERS with Scott Wayne, MA

Scott Wayne, founder of The Frontier Project, will guide you through the essentials of corporate storytelling, with an aim to using them as you craft the narrative of your organization. He'll show you how to communicate change, innovation, and value to members. The tools will guide you in creating the compelling case to be a committed board director, donor or member of your association. Hands-on, interactive, and highly immersive: you will walk away with a refreshed, empowered perspective on how to engage your key stakeholders with your association's message.

MAKING INNOVATION A PRIORITY FOR YOUR ASSOCIATION with Jeff De Cagna, FRSA, FASAE

In a volatile and uncertain world, what will it take to make innovation a consistent priority for your association? Participate in a provocative conversation on this and other critical questions with two leading association CEOs who understand the challenge of making innovation sustainable.

BUSINESS MODEL THINKING FOR ASSOCIATION CEOs with Jeff De Cagna, FRSA, FASAE

In a world experiencing relentless societal transformation, the traditional association business model will continue to suffer. Unfortunately, most association CEOs have never had to lead their organizations through a single business model shift, much less the multiple shifts that will likely be required over the next decade and beyond. In this master class, you will develop your capacity for thinking clearly and imaginatively about your association's current and future business models, and prepare yourself to handle some of the most significant challenges you will face in the years ahead.

ATTRACTING AND ENGAGING YOUNGER MEMBERS – WHAT SOME VIRGINIA ASSOCIATIONS ARE DOING TO ACCOMPLISH THIS Panel Discussion with VSAE's Emerging Association Professional Shared Interest Group (SIG)

Could your organization use more young members? Would you like them to be more involved? Attend this session and find out how three associations are doing this. Our panelists will walk you through how they organized their young professionals group, how they keep this group engaged, and how the group has been effective for both the members and the association. You will leave this session with ideas on how to engage the next generation of members and the types of programs necessary to make them advocates for your association.