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Annual Conference – May 6-7, 2013 – Kingsmill Resort

CONTINUING EDUCATION CREDIT FORM

Please mark the educational session(s) that you attended.

Attended	Session	Hours
<input type="checkbox"/>	MONDAY OPENING KEYNOTE (8:30 - 10:00 a.m.): "Let's Get Engaged" – <i>Jeff Tobe, CSP</i>	1.5
Choose Two	MONDAY CONCURRENT SESSIONS: AM Session (10:15 a.m. - 12:00 p.m.) & PM Session (1:45 - 3:30 p.m.)	
<input type="checkbox"/>	"Get Your Head in the Cloud: Cloud Computing" – <i>Craig Dellorso</i>	1.75
<input type="checkbox"/>	"Excellent Apps for Association Excellence" – <i>Reggie Henry, CAE</i>	1.75
<input type="checkbox"/>	"The Value of Values: Linking Strategy and Decision Making" – <i>Dr. Richard Coughlan</i>	1.75
<input type="checkbox"/>	"Making Relevance Relevant in Your Association" – <i>Kevin Whorton</i>	1.75
Choose One	MONDAY SHARED INTEREST GROUPS (SIGS) (3:45 - 5:00 p.m.)	
<input type="checkbox"/>	Association Management Companies (AMC)	1.25
<input type="checkbox"/>	Large Association CEOs (6 or more employees)	1.25
<input type="checkbox"/>	Meeting Planning	1.25
<input type="checkbox"/>	Membership Forum	1.25
<input type="checkbox"/>	Small Association CEOs (5 or fewer employees)	1.25
<input type="checkbox"/>	Technology	1.25
<input type="checkbox"/>	TUESDAY CLOSING KEYNOTE (9:30 - 11:00 a.m.): "Igniting Human Potential Through Values Based Leadership" – <i>Mark S. Fernandes</i>	1.5
	Total CAE Credits Earned:	
	Potential CMP Credits Earned:	
<p>EACH SESSION CAN ONLY BE USED ONCE FOR APPLICATION/RECERTIFICATION, Keep this form for your records. For more information on the programs, please visit corresponding websites below. CAE: www.asaenet.org/cae - Use total hours earned from chart. CMP: www.tinyurl.com/CIC-CMP - Contact CIC to determine eligibility for credit hours. Any session may be accepted/denied by accrediting organization.</p>		



As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for up to **7.75 credits** toward your CAE application or renewal professional development requirements.

Note: This program is not endorsed, accredited, or affiliated with ASAE or the CAE program. Applicants may use any program that meets eligibility requirements in the specific timeframe towards the exam application or renewal. There are no specific individual courses required as part of the applications – selection of eligible education is up to the applicant based on his/her needs.



2013 Annual Conference Educational Sessions

Opening General Session: LET'S GET ENGAGED – Jeff Tobe, CSP

In our Opening Keynote, Jeff Tobe, CSP, will discuss commitment and how to get your people engaged at work every day in his presentation, "Let's Get Engaged." According to a report in USA today, "Only 43% of workers in the United States are committed to and engaged in their work." In his usual high-energy, high-humor and high-content style, Tobe walks audiences through the "Four Pillars of Engagement" - curiosity, trust, accountability, and communication. By the end of this session, attendees will understand the power of engagement and motivation!

GET YOUR HEAD IN THE CLOUD: CLOUD COMPUTING – Craig Dellorso, Chief Customer Officer, Avectra

For years they have been telling you to "get your head out of the clouds". Now we're telling you to get your head into the cloud. No doubt you've heard of cloud computing, but do you truly understand what it is, and more importantly, how "the cloud" can benefit your business and your members. In an increasingly competitive environment where organizations are recognize the need to grow, but are simultaneously under pressure to save money, cloud computing can deliver the competitive edge and provide innovative ways to cut costs and maximizing value. When cloud computing is understood and utilized, however, organizations can realize numerous benefits—all participants will leave with "6 Reasons to Embrace the Cloud Today" to help facilitate additional discussions with their colleagues and Boards.

EXCELLENT APPS FOR ASSOCIATION EXCELLENCE - Reggie Henry, chief information officer, ASAE: The Center for Association Leadership

Reggie Henry's responsibilities are to implement "exemplary" systems at ASAE & The Center for Association Leadership that can serve as a model to the rest of the association community and to "ratchet-up" the use and understanding of technology among ASAE/Center members. He has been working with and/or for non-profit organizations since 1985. He speaks regularly on technology, board development, and strategy issues.

THE VALUE OF VALUES: LINKING STRATEGY & DECISION MAKING - Dr. Richard Coughlan, senior associate dean, Robins School of Business, and executive director of Executive Education, University of Richmond

In too many organizations today, conversations about strategy are separate from conversations about the organization's values. This is a missed opportunity for leaders who aim to increase performance for all employees toward well-specified goals. The most successful organizations view values as decision-making criteria. They build towards values-based cultures through hiring, training and reinforcing mechanisms that center on a small set of important values. Join Dr. Richard Coughlan and he discusses uncovering the ties between values-based initiatives and important business outcomes including stakeholder satisfaction and profitability. In this highly interactive session, Coughlan will share his findings and provide recommendations for organizations of all sizes.

MAKING RELEVANCE RELEVANT IN YOUR ASSOCIATION - Kevin Whorton, owner/founder, Whorton Marketing & Research

The book *Race for Relevance* has alerted Boards and staff to the big picture facing us—how to assess and improve services, programs, activities, and governance to demonstrate significantly greater value to keep compete and succeed in a modern, global marketplace. From an internal perspective—time-stressed staff with excessive programs and workloads to manage today—what can we do to deliver on the promise of "Relevance," lay the groundwork and make steady progress for making necessary changes? We will discuss key principles and early lessons from organizations working to address these questions and making real changes to their programs and market approach.

Closing General Session - IGNITING HUMAN POTENTIAL THROUGH VALUES BASED LEADERSHIP – Mark S. Fernandes, chief leadership officer, Luck Companies

In Tuesday's Closing General Session, Mark Fernandes, chief leadership officer for Luck Companies, will discuss igniting human potential and inspiring people to accomplish visionary goals in this dynamic and motivating presentation.

Learning objectives:

1. The extraordinary potential of all human beings, much of which is largely un-tapped.
2. The impact of leaders and leadership on others and the organization.
3. Leadership as a choice not a title, a conscious choice to work first on yourself to in turn impact the lives of others.
4. Values Based Leadership models for individuals and organizations.