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Annual Conference – May 4-6, 2014 – The Boar’s Head

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.): “Serve to Be Great: Leadership Insights...” – Matt Tenney	1.5
Choose Two	MONDAY CONCURRENT SESSIONS: AM Session (10:15 a.m. - 11:30 a.m.) & PM Session (1:45 - 3:00 p.m.)	
<input type="checkbox"/>	“The Path Forward for Emerging Association Professionals” – Panel Discussion	1.25
<input type="checkbox"/>	“The Ultimate Success Habit: How Mindfulness Improves Performance Profitability and Well Being” – Matt Tenney	1.25
<input type="checkbox"/>	“Building Brand Relevance” – Kelly O’Keefe	1.25
<input type="checkbox"/>	“Take the WORK Out of Networking – A Guide to Better Results” – Jim Roman	1.25
Choose One	MONDAY SHARED INTEREST GROUPS (SIGS) (3:15 - 5:00 p.m.)	
<input type="checkbox"/>	Association Management Companies (AMC)	1.75
<input type="checkbox"/>	Emerging Association Professionals (EAP)	1.75
<input type="checkbox"/>	Large Association CEOs (6 or more employees)	1.75
<input type="checkbox"/>	Meeting Planning	1.75
<input type="checkbox"/>	Membership Forum	1.75
<input type="checkbox"/>	Small Association CEOs (5 or fewer employees)	1.75
<input type="checkbox"/>	Technology	1.75
<input type="checkbox"/>	TUESDAY CLOSING KEYNOTE (9:30 - 11:00 a.m.): “Growing Your Association – The Tools, Tips, Tricks & Traps” – Kordell Norton	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.finyurl.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 **7.25 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.



2014 Annual Conference Educational Sessions

Opening General Session: SERVE TO BE GREAT: LEADERSHIP INSIGHTS FROM MY JOURNEY AS PRISONER, MONK, AND SOCIAL ENTREPRENEUR – Matt Tenney, Author

In our Opening Keynote, Matt Tenney will show you how to improve your capacity for servant leadership, and how that shift results not only in greater success as a leader, but in greater happiness as well. Drawing on insights from his experiences as a prisoner, monk, and social entrepreneur, as well as from some of the best workplace cultures in the world, you'll walk away with powerful ideas and tools for attracting and retaining talented employees, who in turn attract and retain members, which allows you to truly do more with less.

Breakout Session: THE PATH FORWARD FOR EMERGING ASSOCIATION PROFESSIONALS

A Panel Discussion featuring:

- Debra BenAvram, CAE, CEO, American Society for Parental & Enteral Nutrition (A.S.P.E.N.)
- Bob Bradshaw, MAM, President & CEO, Independent Insurance Agents of VA, Inc.
- Katie Frazier, President, VA Agribusiness Council

Specifically aimed at association professionals with aspirations to become chief staff executives, panelists will discuss insights on their path to the lead position within their organization, answering the question: what are the skills necessary to be a CEO or Executive Director. This will be an interactive discussion with plenty of time for questions and answers.

Breakout Session: THE ULTIMATE SUCCESS HABIT: HOW MINDFULNESS IMPROVES PERFORMANCE PROFITABILITY AND WELL BEING – Matt Tenney, Author

Mindfulness training is now being offered by numerous, highly successful companies such as Google, Facebook, General Mills, Apple, Deutsche Bank, Intel, and many others. In this highly interactive program, you'll find out why.

You'll learn how the simple practice of mindfulness can help you:

- Improve performance at work and as a leader.
- Increase emotional intelligence.
- Increase your resilience to stressful situations.
- Enjoy your life more both at work and at home.
- Improve overall well-being.
- Make a significant, positive impact on the world.

You'll also be guided through simple practices that can help you realize the benefits above and that you can easily integrate into your daily life at work and at home. Thus, you'll not only have the confidence that you can apply these tools in your life, you'll leave the session feeling as though you just had a mini-vacation.

Breakout Session: BUILDING BRAND RELEVANCE – Kelly O'Keefe, Chief Creative Officer, CRT/Tanaka

Organizations brand strategist Kelly O'Keefe shows how enlightened associations are evolving to respond to changing markets and new opportunities. The interactive session will take a high level view of the changing forces affecting brands.

It will also share lessons from O'Keefe's work with organizations like the National Association of Broadcasters, the Business Software Alliance, and the Medical Society of Virginia as well as his work with leading corporations like UPS, ESPN, KitchenAid GE and Walmart to show how some of the strongest brands in the world are shifting their strategies and how they measure success.

Breakout Session: TAKE THE WORK OUT OF NETWORKING – A GUIDE TO BETTER RESULTS – Jim Roman, President, Business Owners Institute®

In the session/workshop/do-shop you will learn:

- The Do's and Don'ts of effective Networking.
- How to take the WORK out of Networking.
- How to Increase your networking effectiveness.
- Much, much more.

Closing General Session: GROW YOUR ASSOCIATION – THE TOOLS, TIPS, TRICKS & TRAPS – Kordell Norton, Revenue Mechanic, CSP

In Tuesday's Closing General Session, Kordell Norton, Revenue Mechanic, CSP, will discuss how to take the sales and marketing secrets of the biggest corporations and apply them to association membership. If you (or your members) want to accomplish the following, don't miss this session!

- Drive up recruiting.
- Improve retention.
- Increase volunteerism.
- Develop leadership succession.
- Laugh and be entertained.
- Make your program sizzle with creative methods to add zing, pizzazz and zip for over-the-top word of mouth advertising.
- Walk away with tons and tons of real world ideas to grow your association and improve your marketing.