



Exploring Expo

With over 63 exhibitors at VSAE's upcoming Educational Symposium & Expo, attendees are sure to find themselves among a sea of businesses that can offer exciting services.

Step one? Grab a bag. Step two? Get free stuff. Although this line of thinking is typical for any Expo you've attended in the past, VSAE's Educational Symposium & Expo will strive for a greater long-term impact on its attendees.

Whether it's the content-rich educational sessions or the opportunity to network with one of our more than 63 exhibitors (and, of course, get their awesome free stuff), attendees should plan on gaining more out of the event than any Expo they have ever been to before.

Once you step foot into the Greater Richmond Convention Center's 30,550 sq. ft. ballroom, you will be face-to-face with Virginia's top decision-makers in the association industry. Additionally, you'll find yourself networking with exhibitors from all over Virginia, each with a unique aspect that can transform your association. **CONTINUED ON PAGE 7**

REFLECTIONS FROM ASAE & ASA MEETINGS

By Brandon Robinson, CAE, VP of Professional Development & Communications, VSAE

August was quite a month for me. It began with an amazing and much needed family vacation in sunny Florida before flying to Detroit for ASAE's Annual Conference & Exposition and the Allied Societies Alliance (ASA) Summer Meeting.

ASA is the association for the association executives from the state societies like VSAE – there's an association for everything, right? At the end of August, I joined Team Virginia in Pinehurst for the eleventh Annual Executive Cup (results on page 10).

Despite all the travel, I'm heading into the busy fall meeting season with a renewed energy and excitement about VSAE. Both ASAE and ASA were great learning opportunities, and as I reflect back to my time in Detroit, I wanted to share three lessons that really resonated with me. **CONTINUED ON PAGE 3**

NEXT EVENT

CEO & Senior Staff Retreat

September 21 - 22

Keswick Hall

The 2015 CEO & Senior Staff Retreat is two days of interactive and facilitated learning tailored to CEOs and other senior staff leaders. It's a chance to break out of the isolation and interact with other association leaders who face many of the same challenges you do. The agenda will have attendees using the inspiration of the beautiful grounds at Keswick to work with fellow association leaders on crafting innovative solutions to the problems bogging down the efficiency of leadership.

[Register online at vsae.org](http://vsae.org)

UPCOMING EVENTS

CAE Study Group | Fall 2015

September 22

Hosted at VSAE

Educational Symposium & Expo

October 1

Greater Richmond Convention Center

SIG | Meeting Planner

October 14 (Topic: Budgeting)

Hosted at VA Society of CPAs

SIG | Emerging Association Professionals

October 23

Hosted at IIAV

[Check out all events at vsae.org/upcoming-events](http://vsae.org/upcoming-events)



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REFLECTIONS FROM ASAE & ASA MEETINGS, CONT'D.

1. Don't get "Uber'd". Starting with the opening session, "Harnessing Innovation: Turning Raw Ideas into Powerful Results" with Josh Linkner and continuing into many of the breakout sessions, there was a steady theme encouraging associations to do what is necessary to stay ahead of the curve. To be proactive rather than reactive. The car service, Uber, has been a major disruptor to the taxi cab industry. Uber has emerged as a forceful competitor in what was previously thought to be a very traditional market. During his presentation, Linkner presented a similar case study with the Dollar Shave Club, another disruptor in a mature market. The charge for associations is to change our approach and think like an Uber, lest we face the threat of an Uber within our market. What are you doing to be Uber and not get Uber'd?

2. "Beer summits" are important. VSAE's new brand identity is built around community and the idea that learning occurs not just in a classroom but among peers in informal settings. During my time in Detroit, I had a

chance to sit with colleagues and have those types of candid deep dive conversations where we really help each other solve common issues. We ended up calling the evening a "beer summit"

simply because it occurred at one of Detroit's local breweries. Regardless of where these conversations occur though, they are vital parts of our learning and growing process as association executives. VSAE does a good job of providing an environment for these to occur and we will continue looking for ways to allow these types of conversations to occur.

3. Next Generation Culture. I don't think a day goes by where I don't see an article about the coming Millennial generation and what this means for the workforce, for associations, or for society in general. ASAE's conference was no different. The Millennial generation is the largest in American history and their emergence in the workforce and among our memberships is going to change many things about how we lead associations. Those that are not talking about this within their leadership and adjusting accordingly will be left in the proverbial dust.



VSAE has a strong cadre of next generation leaders, Millennial and otherwise. What we do as an organization to address this societal trend will be very important to our long term success. What are you doing in your organization to address this potential challenge?

If you have never attended an ASAE Annual Meeting & Exposition, I would definitely encourage you to add it to your professional bucket list. It's a whirlwind of a conference, though as you can see above, it will really get you thinking about your association and your career.

Over the next year, VSAE's leadership will be wrestling with some of these broad questions as we develop the next strategic plan. I would welcome your thoughts. What are you seeing in your association? How are you dealing with some of these broader industry trends? We are always stronger together and I look forward to the journey with all of you.

ABOUT THE AUTHOR



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Retreat Recap

AMC Retreat content leader **Susan Motley, CAE** and Meeting Planner Summit session speaker

Bob Ramsey, CAE, share some insights from their respective retreats.

Susan Motley, CAE, Sr. Consultant
Tecker International

On July 27 and 28, your Association Management Company (AMC) colleagues in VSAE gathered for a retreat at The Founders Inn & Spa in Virginia Beach. Hot topic: business model innovation – not only for the members of the organizations they manage but also for AMCs themselves.



Fred Stringfellow, CAE, of Stringfellow Management Group, kicked off the meeting with a frank conversation on the state of the AMC business model and ideas he had for doing things a bit differently. As associations are evolving and changing, so are AMCs. For example, hybrid use of AMC services seems to be trending. In a hybrid model, an association client would use some of the core services of an AMC, but perhaps not all of them. The association may have an employed staff person who is a full-time or part-time executive director and use the AMC to manage meetings and conferences or finances. Fred urged the group to remain open to all possibilities of using what the AMCs do best to solve problems for their association clients. Think about what “value added” services you can offer your clients. This can include leveraging partnership opportunities on behalf of AMC clients.

AMCs must lead change for their clients while at the same time providing financial stability with an eye towards long-term sustainability.

Strategic thinking leads to doing more of what you do well, better.

Bob Ramsey, CAE, Executive Director
VA College of Emergency Physicians

Thirty-five attendees gathered in Norfolk for VSAE’s first Meeting Planner Summit. The ten-hour curriculum was designed by VSAE’s Meeting Planner SIG (Special Interest Group) and featured six well-presented sessions taught by passionate speakers.



“It delivered ways to balance our hectic lives as event planners but provided very specific facts on how to do our jobs just 1% better,” commented one veteran planner.

Eight industry partners sponsored the inaugural event. Four creative networking opportunities provided maximum use of the event planners “secret handshake.” Active audience participation provided examples of new ways for planners to get more engagement in their own association events.

“Because the seminar content was developed for planners by planners it ensured all sessions were focused on the items that are on my mind right now,” stated one participant. “I really learned a great deal in a very short time.”

KEY TAKEAWAYS

- Virginia’s association community is fortunate to have a talented group of AMCs.
- AMCs have the dual role of helping their association clients think and execute strategically while at the same time doing the same for their own business.
- Getting member feedback, gaining clarity around roles and responsibilities, and managing expectations is as difficult for an AMC as it is for captive staff.
- Embracing change will help you keep cool in stressful times.
- If it isn’t on the BEO it isn’t going to happen.
- Facilitated conversation is better than moderated conversation.
- Thinking like a Fire Marshal could save your life.
- Focusing on a new routine is better than making a specific goal.
- How you react to what’s happening is 100% your responsibility.

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Could the Health Sector Be CO\$TING You and Your Association?

By Monty Dize, President, AP Group, Inc.

2015 has proven to be a monumental year within the health care sector. The Patient Protection and Affordable Care Act “ACA” “ObamaCare”, has survived one of its greatest legal challenges since inception in the King v. Burwell case, the health insurance carrier market continues to change and consolidate, and more individuals and employers are feeling the pressures of the ACA mandate and reporting requirements.

ACA has been aggressively challenged through the U.S. Supreme Court on many occasions prior to and since its inception and was intensely challenged earlier this year in the King v. Burwell case. The King v. Burwell case contested the federal government’s ability to provide financial premium subsidies and cost sharing reductions to individuals who reside in states, such as Virginia, that decided not to establish a state based insurance exchange. The wording of the law seemed to be clear to those who wanted to have this section of the ACA law overturned, which in a nutshell, stated financial premium subsidies and cost sharing reduction subsidies are only available through health benefit exchanges that are “established by the state”. The Supreme Court

ruled the overall intent of the ACA law out-weighted some of the specific wording within it and therefore, the offering of federal subsidies across state lines is acceptable. It is safe to say this ruling has secured the longevity of ACA for years to come.

On the insurance company side of the health care sector, products continue to change and the insurance carriers continue to find ways to cut costs by both consolidation and exiting markets. More carriers are adding new plans to offer their clients and prospective clients. Self-funding and shared-funding options are becoming more readily available to mid-size and small employers while the number of insurers offering ACA based health care coverage continues to shrink. For example, Aetna purchased Coventry Health Care on May 7, 2013. While the purchase occurred in 2013, the two companies have operated separately until July of this year. Since then, Aetna is transitioning the vast majority of Coventry policyholders to Aetna’s platform of coverages at their renewal date. In addition, Anthem announced this summer its intent to purchase CIGNA while Assurant announced its intent to wind down its major medical operation and exit the health insurance business.

Individuals and employers are being faced with more IRS reporting and other financial and insurance requirements within ACA, which is causing more confusion and complications in the market place. The Richmond Times

Dispatch reported in August about 1.8 million households who received federal financial subsidies for their health insurance now have problems with their tax returns and therefore their financial subsidies could be in jeopardy next year. Mid-size employers are gearing up for the 2016 employer mandate and are being forced to make the ultimate decision to either a) offer “affordable health insurance” that meets the “minimum essential coverage” requirements to its employees or b) pay a tax penalty. Many employers will be renewing, or beginning to offer, health insurance coverage to their employees on December 1. Regardless of your need I want to help you. As the endorsed health insurance agency for VSAE, I encourage you to contact me with any questions you may have.

HEALTH CARE CORNER



MONTY DIZE
President, Asset Protection
Group, Inc.

As employers begin to prepare for increased regulation and consolidation within health care markets in 2016 and beyond, the amount of ACA related taxes that are pushed to employers and individuals continues to rise. More insurance carriers are offering self-funded and shared-funding programs to all sizes of employers, which potentially creates a share in profits and the ability to escape some of the tax burdens with ACA fees.

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him at (804) 423-7700.



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BOARD NOMINATIONS

VSAE needs your leadership!

The Nominations Committee is now accepting nominations for the **2016 VSAE Board of Directors**. The board, comprised of 15 directors, helps set the strategic direction for VSAE.

The committee is looking for candidates who want to give back to the association community and have input in the future direction of VSAE.

If you meet the qualifications to serve (member in good standing for 3 years or more and have been involved in a broad base of activities) we encourage you to apply.

Visit vsae.org/leadership to download a Candidate Form. Complete this and return it to the VSAE office. Applications are due by November 20.

Should you have any questions about the process please call **Brandon Robinson, CAE**, at (804) 249-2234 or write him at brandon@vsae.org.



Don't forget to mark your calendars for VSAE's holiday extravaganza, the **Holiday Luncheon & Silent Auction** on Friday, December 4 at the Richmond Marriott Downtown.

As we prepare, we ask that you begin pitching ideas for potential auction items for our highly anticipated Silent Auction. Show VSAE colleagues and friends your company's commitment to quality educational programming and place your company in front of more than 300 members who buy your products and services.

A portion of the money raised will go to Bikes for Kids, a program supported by the Richmond Area Bicycling Association (RABA) and managed by VSAE's own Andrew Mann. Every year RABA raises money to purchase bicycles to donate to area Christmas Mothers so they in turn can give them to kids less fortunate in our community.

Please visit vsae.org/silentauction to learn more about pledging your gift!

Who can donate?

Anyone! To increase participation, the Silent Auction Task Force has established a Silent Auction Fund which will be used to purchase additional auction items. Those who contribute to the fund will be listed in the *Association Press* newsletter and in the on-site program.

What should I donate?

Any contributions are greatly accepted and can give your company great exposure for a great cause. Typically, we suggest pledging an item that highlights your company's expertise.

Whether it be a get-away weekend trip, tickets to an event, a delicious meal on the house, or even a cash donation to the Silent Auction fund, we welcome it!

Who Should I Contact?

For more information, call **Tracie Grady** at (804) 249-2244 or write her at tracie@vsae.org.

FALL CAE STUDY GROUP

Have you considered taking the next step in your career and obtaining the **Certified Association Executive** credential? If so, VSAE wants to help you.

If you qualify for the exam or are close and want to explore it, we encourage you to participate in the VSAE CAE study group this fall. 100% of past VSAE members who have fully participated in the study group have passed the exam.

If you are interested in this great opportunity to invest in your future, contact **Kathleen Bozis, CAE**, at kbozis@msv.org.



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EXPLORING EXPO

2015 Educational Symposium & Expo

Virginia's can't-miss Expo event of the year for anyone in the association industry is just around the corner. Here's an inside look at the numbers for this highly anticipated event.

ATTENDEE STATS



With over 63 booths, you're sure to find something to improve your association, business, or other aspect of your career.



184 Average number of attendees and potential networking opportunities at the Expo since 2010.

EDUCATIONAL CONTENT

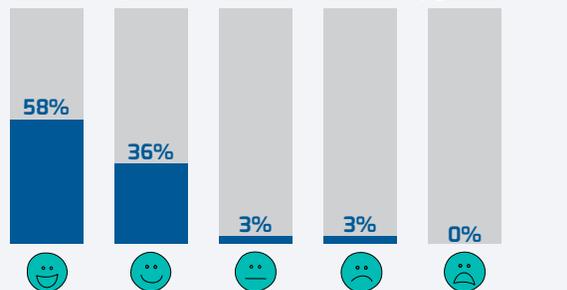
"John [Martin's] presentation *alone* is worth the price of admission."

- Steve Yeakel, CAE, VA Association of Community Banks

Here's what others had to say about keynote speaker John Martin:

Helpful for any industry. Excellent.
Very helpful. Informative.
One of VSAE's best programs.
Best seminar I have attended recently. Timely content.
Eye-opening.

From a survey after John Martin's 2009 presentation to VSAE members, **94%** of respondents reported that Martin's style and content was **excellent to very good**.



Don't miss out! Register today at vsae.org/expo/

VSAE IN THE COMMUNITY

By **Denise Creasman**, Sales Manager
Renaissance Portsmouth Hotel

The Community Services Committee has been busy this year.

We had the fortunate opportunity to host several events throughout the year for several organizations including Hanover's Habitat for Humanity, Richmond's FeedMore, and YMCA Bright Beginnings. These organizations continue to help improve the lives of children and adults in the Richmond community.

It is amazing to watch VSAE members put together 800 "backpacks" at FeedMore for children in less than two hours. Excitement is already ramping up for our next volunteer event at Innsbrook After Hours, where we will be serving concert-goers from the beer truck.

The Community Services Committee is also involved in collecting donations at each VSAE Monthly Luncheon & Seminar for additional charities that are recommended to us by fellow members. Our goal this year is \$3,000 with \$1,856 raised to date. Please consider donating at an event and get a chance to win a great raffle prize.

We encourage all members to join committee members at an upcoming volunteer event. There is nothing like feeling the reward of making someone else's life a little brighter.

We also encourage anyone that is associated with a charity or who knows a charity in need of volunteers or donations to reach out to **Tracie Grady** by writing her at tracie@vsae.org or by calling her at (804) 249-2244.

Upcoming community service events will be noted on the website. Be sure to register to participate on September 17 at Innsbrook After Hours to volunteer at the Hunter Hayes concert.



CLOCKWISE FROM TOP: Volunteers at FeedMore's Summer Feeding Program gather after preparing meals for local daycares; **Sherrri Halloran** and **Sandra Peterson** gathering breakfast items for a local daycare; **Grace Wilson**, **Kim Law**, and **Michele Moker** show off their Community Service shirts; **Linda Loving** and **Denise Creasman** team up with a shopping cart. **Cheryl Morales** and **Kim Law** check lists & boxes; VSAE President **Wilmer Stoneman, III**, helping to pack 800 backpacks for disadvantaged children.

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DISRUPTION: It's So Hot Right Now

ABOUT THE AUTHOR



ELSBETH RUSSELL
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Anytime I start to hear a word, phrase or idea over and over again, I immediately default to what has become, for me, a classic line from the Ben Stiller, Owen Wilson and Will Ferrell movie, *Zoolander*. It's "so hot right now."

As a parent to preschoolers, I'm no stranger to the concept of disruption, but the term as it relates to the association landscape first started popping up on my radar a few months ago. I saw it on a blog here or there, we even featured a story on it in the March/April issue of TSAE's Association Leadership magazine.

Then, as I attended the 2015 ASAE Great Ideas Conference in Orlando it became immediately clear. Disruption is so hot right now.

One of the very first sessions of the conference was titled, "Association Disruption: New Possibilities and Competition." Then there was the Monday morning session on "Disruptive Trends" in learning. Even the morning spinning class was dubbed, "Disruptively Innovative."

So what does all this disruption mean? It appears that there are different types of disruption in the association community. There's the kind that shakes us out of the status quo, to new and better things, and then there's the kind that may threaten the whole future of our associations (but in a good way, I promise).

LITTLE QUAKES

The first kind of disruption I've identified is smaller, but it's more than the tap on your office door when you're right in the middle of a big project. It's the realization that you've got to do more and you need to find that next big idea.

In the session "Einstein, Disney & Gates: Leveraging 'Aha' Moments to Evoke Change in Your Association," Margaret Little, the Senior Director of Strategic Initiatives for the National Retail Federation (NRF), shared how her team's work to highlight their industry's entrepreneurial spirit to lawmakers and the community at large resulted in the inception of a successful annual event.

NRF's Retail's Night Out was developed by the team as a celebration of Small Business Week and came to be as a result of some window-gazing during a late afternoon meeting. The window of the NRF offices, which overlook The Park at CityCenterDC in Washington, D.C., helped to bring about the insight that the association could partner with neighboring stores, helping to build community within the industry.

The key to this disruption is that it occurred because the NRF staffers took a moment to relax and allow their brains to decompress from the work of the day. In fact, Little's fellow presenter Sheri Singer says that "Aha" moments like this require that the brain have the correct mix of chemicals, and most often occur during relaxation periods.

YOUR BIG MOMENT

For the Emergency Nurses Association (ENA), the disruptive moment occurred when news of the Ebola outbreak started pouring in and taking over the international dialogue. In her session, "SPIKE Your ROI: How to Maximize Reputation and Get Results," author Adele Cehrs shared how the association saw the Ebola outbreak as an opportunity to advocate for its members.

ENA used the attention that Ebola cast on the entire health care environment, to bring the concerns of emergency nurses to the public, legislators and other professional health care organizations. ENA was able to partner and build relationships with other associations and public entities, to make their association stronger, and the group was even invited to the White House twice to be recognized for its efforts.

Cehrs and other speakers on the topic of trends and our keyword—disruption—agree the key is to be prepared. Watch for the moment when your association is most relevant, whether on a local, national or international stage, and make sure you're ready to act. It may sound opportunistic, or like capitalizing on someone's misfortune, but by using an event that is already in the public eye, you can help to further position your association as the primary source of support for members and the community at large. This allows you to showcase the parts of your industry that are truly helpful.

CONTINUED ON PAGE 12



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EXECUTIVE CUP RESULTS

All good things must come to an end, and unfortunately such was the case at this year's Executive Cup as AENC finally prevailed over the VSAE team and won the cup for the first time since 1999.

Despite the loss, the event was a big success thanks in large part to the hosts from **Pinehurst Resort**, Jack Bickart and Tiffani Sheppard.

Team VSAE is already looking forward to bringing the Cup back to Virginia when Wayne Kearney, Jeff Ford, and the entire team at **The Omni Homestead** host the event in 2017.

TEAM VSAE ROSTER

Steve Akridge, *VA Automotive Assn.*
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Ryan Dunn, *VA Chamber of Commerce*
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NEWPORT NEWS TOURISM DEVELOPMENT OFFICE

In Newport News, you don't have to look far to find the vitality of a big city coupled with the hospitality and charm of a small town. The city is home to the largest employer in Virginia (Newport News Shipbuilding) and the U.S. Army's largest transportation unit. It is also the headquarters for more than 20 international firms and two national laboratories. So it should come as no surprise that Newport News has meetings down to a science!

NEWPORT NEWS MARRIOTT AT CITY CENTER

Newport News Marriott just completed a renovation of its 256 guest rooms, including extensive upgrades to their presidential and junior suites. The lobby has also been renovated and was opened up to give guests the freedom to enjoy food, beverage and time with friends and colleagues in a variety of seating and dining areas.

The Newport News Marriott hotel is part of a modern conference center that provides the latest technology for corporate events. The conference center can accommodate 1,600 guests reception-style. Its grand ballroom is one of the largest in Newport News, with seating for 880. The conference center has 25,217 square feet of total meeting space with choices of 23 meeting rooms, including 12 break-out rooms. Overlooking the impressive City Center 5-acre fountain, this hotel is the ideal location for business, as it is found in trendy City Center at Oyster Point – the heart of business, shopping, and entertainment in Newport News.

SPECIAL VENUES

When you have your reception, corporate party, banquet or celebration of any kind for up to 800 people at the Virginia Living Museum, your guests will party among the animals. The Virginia Living Museum can also help meeting planners brainstorm creative ideas for off-site meetings and events to turn conferences into amazing life experiences.



For example, groups can participate in a fun “Are You Smarter than an Elementary School Student?” scavenger hunt. This is a great way for people to meet each other, move around, and get talking. Just imagine how much fun it would be for your group to break into teams and search the museum's exhibits, trying to answer such questions as, “How many eggs does a male seahorse typically carry in its pouch?”

And The Mariners' Museum is no stranger to hosting some of the region's most exclusive events. Whether renting the entire 120,000-square-foot facility or one of their stately event rooms or courtyards, your event will set sail for fun.

Additionally, Newport News is home to more than 30 parks, including Newport News Park – a 7,700-acre oasis that is nine times larger than New York City's Central Park. Park activities include fishing,

boating, archery, hiking, biking, golfing, disc golf, and even a ropes course – a great team-building activity.

And to complete the requirements for a great meeting, Newport News also offers unique shopping opportunities and award-winning, creative dining experiences!

WANT MORE INFO? CONTACT:

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MEMBERS ON THE MOVE

The **Virginia Agribusiness Council** office has moved to a new location. They are now located at 1025 Boulders Pkwy, Suite 111, North Chesterfield, VA 23225.

Todd Mawyer, President/CEO of TK Promotions, Inc. and his wife Meredith welcomed Georgia Lynn Mawyer on Tuesday, July 28 at 7:49 p.m. Georgia weighed 7lbs 15ozs and measured 20.5 inches long. She and Meredith are both doing great!

The **2015 Pinnacle Awards** were recently released, and three of VSAE's members were selected to receive this prestigious award by readers of Successful Meetings magazine. A Pinnacle Award celebrates hospitality excellence by identifying CVBs, hotels, and conference centers that set the standard for others to follow. You can find a full list of winners at www.successfulmeetings.com.

2015 Pinnacle Award Winners

Hotel & Resort Award Winners

- Colonial Williamsburg Hotels
- Salamander Resort & Spa

CVB Winners

- VisitNorfolk

The **Society of Government Meeting Professionals** (Old Dominion Chapter) will hold their November Chapter Meeting on November 4 at the DoubleTree by Hilton Richmond - Midlothian. The program topic will be focused on Cyber Security.



DISRUPTION: IT'S SO HOT RIGHT NOW
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THE BIG BOOM

While the smaller disruptions most likely happen in your association pretty regularly, the other kind of disruption is the big, once-in-a-lifetime kind of change. It's the kind that can make or break your industry and your association.

It's also the kind that, through diligence in dealing with the smaller disruptions, your association can use to grow and transform. Keeping your eyes open to the changes, both in your industry and in society as a whole, can make or break your future.

This is where making changes like adapting to a mobile website platform, revamping your content strategy, crowdsourcing your educational programming or gamifying your event networking all come together to prepare your association for more seismic disruptions.

CONCLUSION

So what are you doing to prepare your association for the future? What little steps or big initiatives have you put in place to make sure you keep your stake in the industry? Remember: Disruption ... it's so hot right now. And it's going to happen in your association whether you like it or not.

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