

**2016**

January	<b>MEMBER ORIENTATION – Hilton Richmond Downtown</b>
n/a	<b>How to Get the Most Out of Your VSAE Membership</b>
.25	<b>Lunch: Virginia Politics 2016 – Dr. Robert Holsworth</b>
February	<b>The Secrets to Engaging Disengaged Employees</b>
2.5	<b>Lunch: Top 5 Strategies to Engage Disengage Employees –</b>
.25	<b>Dr. Heather Williamson</b>
March	<b>Volunteer Excellence: Creating Opportunities for Amazing Volunteer Experience – Lowell Aplebaum, CAE</b>
2.5	<b>Creating WOW – 5 Marketing Secrets to Cut Through the Clutter &amp; Pack the House at Your Next Event</b>
April	<b>Lunch: #NoFilter: 3 Communication Secrets to Build High-Trust Relationships With Your Fans – Meredith Oliver, CSP</b>
.25	
May 1–3	<b>ANNUAL CONFERENCE– Westfields Marriott Washington Dulles</b>
1.0	<b>Opening Keynote – Crucial Conversations: Tools for Talking When Stakes are High – Candace Bertotti</b>
1.25	<b>Crucial Conversations: A Deeper Dive – Candace Bertotti</b>
1.25	<b>The Six Rs of Association Thrivability Part 1/Part 2 each – Jeff De Cagna</b>
1.25	<b>Financial Management and Leadership for your Non-Profit Organization 101/201 – Monique V. Ford, CPA</b>
1.25	<b>Best Practices Government Affairs Leaders – Panel</b>
	<b>IGNITE Presentations</b>
1.0	<b>Closing Keynote – Zap the Generational Gap! – Meagan Johnson</b>
June	<b>Bring Your Value Proposition to Life</b>
2.5	<b>Lunch: 5 Ways to Use Creativity to Increase Membership Value</b>
.25	<b>– Hanah Holpe</b>
July	<b>AMC RETREAT – Renaissance Portsmouth Hotel</b>
5.0	
August	<b>MEETING PLANNER SUMMIT – Embassy Suites Hampton</b>
8.0	
Sept.	<b>How to Get your Members to Scream Your Name and Beg for MORE!</b>
2.5	<b>Lunch: What's Your UBER? – Tom Morrison</b>
.25	
Sept.	<b>CEO RETREAT &amp; SENIOR STAFF RETREAT – Kingsmill Resort</b>
8.0	
October	<b>EDUCATIONAL SYMPOSIUM &amp; EXPO – Greater Richmond Convention Center</b>
1.0	<b>2016 and the Transformation of American Politics – C. Lawrence Evans</b>
1.5	<b>A Discussion on Leadership... Programming That Is</b>
	<b>– Susan Motley, CAE, Courtney Fleming, Lauren Gilbert, and Susan Horne</b>
1.5	<b>Email Marketing: The Workhouse of Online Communications</b>
	<b>– Kelly Clark</b>
1.5	<b>Technology Trends and the Effects on Associations – Reggie Henry</b>
1.5	<b>DOL's New FLSA Requirements: Legal Overview – John Scalia</b>
Nov.	<b>Being Strategic about Your Strategic Planning</b>
2.5	<b>Lunch: Building Organizational Resiliency – Floricane</b>
.25	
Dec.	<b>AWARDS LUNCHEON &amp; SILENT AUCTION – Hilton Richmond Hotel &amp; Spa – Short Pump</b>

**2015**

January	<b>MEMBER ORIENTATION – Hilton Garden Inn Richmond Downtown</b>
n/a	<b>How to Get More Out of Your VSAE Membership</b>
.25	<b>Lunch: Virginia Politics 2015 – Dr. Robert Holsworth</b>
February	<b>Last Competitive Advantage...Overcoming Team Dysfunction</b>
2.5	<b>Lunch: Overcoming Team Dysfunction – A Conversational Case Study – Jan Bazow</b>
March	<b>Relationships, Rapport and Influence</b>
2.5	<b>Lunch: Insights on Building Relationships, Rapport and Influence – Laura Boone</b>
April	<b>Breakfast: I Know What Our Members Want, Who Needs Research?</b>
.25	<b>Melting the Iceberg: Transforming Data into Better Decisions – Larry Seibert</b>
2.5	
May 3–5	<b>ANNUAL CONFERENCE– Wyndham Virginia Beach Oceanfront</b>
1.0	<b>Opening Keynote – Bambi vs. Godzilla: Dealing with Difficult People– Bruce Christopher</b>
1.25	<b>The Psychology of Success– Bruce Christopher</b>
1.25	<b>Content Marketing &amp; Social Media– Scot Oser &amp; John Chen, CAE</b>
1.25	<b>5 Common People Management Mistakes &amp; How Not To Make Them– Claudia St. John</b>
1.25	<b>Lobbying Best Practices: A Panel Discussion</b>
1.25	<b>SIGs</b>
1.25	<b>Closing Keynote – Let’s Talk Strategy – Tara Rethore</b>
June	<b>Experiencing Social Media Overload?!?! – Corey Pearlman</b>
2.5	<b>3 Social Media Musts for Association Executives – Corey Pearlman</b>
July	<b>AMC RETREAT – Susan Motley, CAE – The Founder’s Inn &amp; Spa</b>
Sept.	<b>The Board–Savvy Executive</b>
2.5	<b>Cementing the Board Chair–CEO Working Relationship – Doug Eadie</b>
Sept.	<b>CEO RETREAT &amp; SENIOR STAFF RETREAT – Aaron Wolowiec – Keswick Hall</b>
Oct.	<b>8.0</b>
October	<b>EDUCATIONAL SYMPOSIUM &amp; EXPO – Greater Richmond Convention Center</b>
1.0	<b>Opening Keynote – The 2020 Game Plan – John Martin</b>
1.5	<b>Online and Upward – Jeff Cobb &amp; Celisa Steele</b>
1.5	<b>The Future of Association Management Software – Mark Sedgley</b>
1.5	<b>My LinkedIn Life – Victoria Ipri</b>
1.5	<b>Meeting Planner Roundtable – VSAE’s Meeting Planner Shared Interest Group</b>
Nov.	<b>Who Wins The Social Revolution? – David Saunders</b>
2.5	<b>Lunch: #BoldBrandsWin – David Saunders</b>
Dec.	<b>HOLIDAY LUNCHEON &amp; SILENT AUCTION – Richmond Marriott Downtown</b>

2014

January	<i>MEMBER ORIENTATION – OMNI Richmond Hotel</i>
	n/a <b>How to Get More Out of Your VSAE Membership</b>
	.25 <b>Lunch: Virginia Politics 2014</b> – Dr. Robert Holsworth
February	2.5 <b>Creating Strong Connections</b> – Terrie Glass
	.25 <b>Lunch: Building on Your Strengths: The Key to Success</b> – Terrie Glass
March	2.5 <b>From Insight to Action: 6 New Ways to Think, Lead and Achieve</b> – Gabriel Eckert, CAE
	.25 <b>Lunch: Take a Fresh Look at Leadership: Engaging the Next Generation</b> – Gabriel Eckert, CAE
April	2.5 <b>Values Based Leadership: A Case Study</b> – Mark Fernandes
	.25 <b>Lunch: Values Based Leadership: Life on Purpose</b> – Mark Fernandes
May 5–7	<i>ANNUAL CONFERENCE– The Boar’s Head</i>
	1.5 <b>Opening Keynote – Serve to Be Great: Leadership Insights from My Journey as Prisoner, Monk and Social Entrepreneur</b> – Matt Tenney
	1.25 <b>The Path Forward for Emerging Association Professionals</b> – Panel Discussion
	1.25 <b>The Ultimate Success Habit: How Mindfulness Improves Performance Profitability and Well Being</b> – Matt Tenney
	1.25 <b>Take the WORK out of Networking: A Guide to Better Results</b> – Jim Roman
	1.25 <b>Building Brand Relevance</b> – Kelly O’Keefe
	1.5 <b>Closing Keynote – Grow Your Association – The Tools, Trips, Tricks &amp; Traps</b> – Kordell Norton
June	2.5 <b>The Art &amp; Science of Negotiation</b> – Richard Coughlan
	.25 <b>The ABCs of Accountability</b> – Richard Coughlan
July	<i>AMC RETREAT – Hilton Garden Inn Virginia Beach Oceanfront</i>
	6.5 <b>Best Practices For AMCs</b> – Sue Pine, CAE
Sept.	<i>VSAE DAY – Wyndham Virginia Crossings Hotel &amp; Conference Center</i>
Sept.	8 <b>CEO RETREAT</b> – Colonial Williamsburg Hotels
October	<i>EDUCATIONAL SYMPOSIUM &amp; EXPO – Greater Richmond Convention Center</i>
	1.25 <b>Opening Keynote – Contended Cows Give Better Milk</b> – Richard Hadden, CSP
	1.5 <b>The Solution Room: Burning Issues Resolved</b> – Aaron Wolowiec
	1.5 <b>Strategic Planning Debunked: 5 Myths, 5 Facts, and 5 Places Where Magic is Involved</b> – Sarah Milston
	1.5 <b>Engaging the Next Generation Today: A Fresh Look at Your Multigenerational Staff &amp; Members</b> – Shira Harrington
	1.5 <b>Marketing Your Meeting in Partnership with the Location</b> – Panel Discussion
	1.5 <b>Continue the Conversation: Contended Cows Give Better Milk</b> – Richard Hadden, CSP
October	1.25 <b>NEW LOBBYIST ETHICS LAW</b> – David Poole
Nov.	.25 <b>Breakfast: Delivering Each Day</b> – Jeff Ukrop
	2.5 <b>Creating Optimal Experiences</b> – Jeff Ukrop
Dec.	<b>HOLIDAY LUNCH/SILENT AUCTION</b> – Richmond Marriott Downtown

**2013**

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January	<i>MEMBER ORIENTATION – OMNI Richmond Hotel</i>
	n/a <b><i>How to Get More Out of Your VSAE Membership</i></b>
	.25 <b><i>Lunch: Virginia Politics 2013</i></b> – Dr. Robert Holsworth
February	2.5 <b><i>You CAN Teach a Pig to Sing: Non-Traditional Sales Seminar to Maximize Your Relationships</i></b> – Mary Jane Mapes, CSP
	.25 <b><i>Lunch: Relationship Currency: How to Benefit from Psychological Reciprocity</i></b> – Mary Jane Mapes, CSP
March	2.5 <b><i>Strategy 101: The Process Is More Important Than the Plan</i></b> – John Sarvay, Floricane
	.25 <b><i>Lunch: Leadership and Self-Deception</i></b> – John Sarvay, Floricane
April	2.5 <b><i>Avoiding the Public Relations Cliff: Lessons Learned from the University of Virginia (UVA) Board and President Crisis</i></b> – Susan Gaston, Gaston Group and Joel Rubin, Rubin Communications Group
	.25 <b><i>Lunch: Reinvention: Reframing Your Brand</i></b> – Susan Gaston, Gaston Group and Joel Rubin, Rubin Communications Group
May 5-7	<i>ANNUAL CONFERENCE– Kingsmill Resort</i>
	1.0 <b><i>Opening Keynote – Let’s Get Engaged</i></b> – Jeff Tobe, CSP
	1.25 <b><i>Get Your Head in the Cloud: Cloud Computing</i></b> – Craig Dellorso
	1.25 <b><i>Excellent Apps for Association Excellence</i></b> – Reggie Henry, CIO
	1.25 <b><i>The Value of Values: Linking Strategy &amp; Decision Making</i></b> – Dr. Richard Coughlan
	1.25 <b><i>Making Relevance Relevant in Your Association</i></b> – Kevin Whorton
	1.75 <b><i>Closing Keynote – Igniting Human Potential Through Values-Based Leadership</i></b> – Mark S. Fernandes
June	2.5 <b><i>Critical Financial Management Issues for Nonprofits</i></b> – James D. Cole, CPA
	.25 <b><i>Lunch: Top Three Issues Facing Nonprofits Today</i></b> – James D. Cole, CPA
Sept.	2.5 <b><i>Being Indispensable – Increasing the VALUE of Your Membership</i></b> – Jim Roman
	.25 <b><i>Lunch: Four Drivers to Organizational Excellence</i></b> – Jim Roman
October	<i>VSAE DAY – Royal New Kent</i>
Nov.	<i>FALL EDUCATIONAL SYMPOSIUM &amp; EXPO – Greater Richmond Convention Center</i>
	1.5 <b><i>Opening Keynote – Analysis of VA Election Results</i></b> – Dr. Tom Norris
	1.5 <b><i>Case Study: Finding Elusive Social Media ROI</i></b> – Ben Martin, CAE
	1.5 <b><i>The Land of Social Media: Navigating the Twitterverse</i></b> – Tina Lambert, CAE
	1.5 <b><i>Money Talks: Budget-Driven Meeting Planning to Impress Your Boss and Advance Your Career</i></b> – Janeé Pelletier, CMP
	1.5 <b><i>Volunteer Victories: How to Recruit, Retain and Maintain Effective Leaders</i></b> – Holly Duckworth, CMP, CAE
Dec.	<b><i>HOLIDAY LUNCH/SILENT AUCTION – Hilton Richmond Hotel &amp; Spa-Short Pump</i></b>

**2012**

January	<i>MEMBER ORIENTATION – OMNI Richmond Hotel</i>
n/a	<b><i>How to Get More Out of Your VSAE Membership</i></b>
.25	<b><i>Lunch: Political Insights: 2011 Elections &amp; Their Affect on 2012</i></b> – Dr. Robert Holsworth
February	2.5 <b><i>Goodwill and Crisis PR: Getting Your Name into and Out of the News</i></b> – Patty Briguglio, President, MMI Public Relations
.25	<b><i>Lunch: What’s the Status of Healthcare in the Commonwealth</i></b> – William A. Hazel, Jr., MD, Secretary of Health & Human Resources, Commonwealth of Virginia
March	2.5 <b><i>Social Media Strategies that Work for Today’s Associations</i></b> – Libby Hall, Digital Strategist, Flint Interactive
.25	<b><i>Lunch: Top 5 Social Media Tips You Can Use Today</i></b> – Libby Hall
March	<i>ON THE ROAD... HAMPTON ROADS – Organization Management Group Offices</i>
2.5	<b><i>The Top 85+ Things That Can Bite an Executive in the Behind and Ruin Their Day</i></b> – Ed McMillan, CPA, CAE
April	2.5 <b><i>Preventing Today’s Workplace Issues from Placing Your Organization in Employment Law Jeopardy</i></b> – Robert J. Barry, Kaufman & Canoles
.25	<b><i>Lunch: History of Workplace Harassment</i></b> – Robert J. Barry, Kaufman & Canoles
April	<i>ON THE ROAD... CHARLOTTESVILLE – OMNI Charlottesville</i>
2.5	<b><i>The Top 85+ Things That Can Bite an Executive in the Behind and Ruin Their Day</i></b> – Ed McMillan, CPA, CAE
May	<i>ANNUAL CONFERENCE – The Homestead</i>
1.0	<b><i>Opening Keynote – Do it Well. Make it Fun. The Key to Success in Association Management</i></b> – Ron Culberson, MSW, CSP
1.5	<b><i>Mon. Breakout – small Association BIG Innovation – How being small just might be your biggest opportunity!</i></b> – Melissa & Tom Laughon
1.5	<b><i>Mon. Breakout – Fostering the Capacity – and the Resolve – to Innovate</i></b> – Arlene Pietranton, PhD, CAE
1.5	<b><i>Mon. Breakout – Associations by Design: Using Design Thinking to Re-imagine Your Association</i></b> – Scott Steen, CAE, FASAE
1.5	<b><i>Mon. Breakout – creating a Compelling Association Story – How to Communicate Change, Innovation and Value to Members</i></b> – Scott Wayne, MA
1.0	<b><i>Closing Keynote – Making Innovation a Priority for Your Association</i></b> – Jeff De Cagna, FRSA FASAE
3.0	<b><i>Tues. Breakout – Business Model Thinking for Association CEOs</i></b> – Jeff De Cagna, FRSA FASAE
1.5	<b><i>Tues. Breakout – Attracting and Engaging Younger Members – What Some Virginia Associations are Doing to Accomplish This</i></b> – Panel Discussion by VSAE’s Emerging Association Professional SIG
June	2.5 <b><i>Using Advocacy as a Membership Driver</i></b> – Panel Moderator: Mark Herzog, CAE, Executive Director, VA Biotechnology Association
.25	<b><i>Lunch: Update From Capitol Hill</i></b> – Jim Clarke, CAE
Sept.	2.5 <b><i>Leading Your Association and Helping It Grow: Partnering with Your Members for Both Their Success and Yours</i></b> – Mark Levin, CAE

- .25 ***Lunch: How to Create the Brand You Want for Your Organization*** – Mark Levin, CAE
- October .25 ***Breakfast: Cybertunity’s Knocking*** – David Pearce Snyder, provided by Powell Kohne Associates
- 2.5 ***The New Normal*** – David Pearce Snyder
- Nov. ***EDUCATIONAL SYMPOSIUM & EXPO*** – Greater Richmond Convention Center
  - 1.0 ***Keynote – Today’s Political Landscape and the Impact on Tomorrow*** – Michelle Bernard, Bernard Center for Women
  - 1.5 ***AM/PM Breakout – Emerging Technologies for Nonprofits!***– Kim Mahan, IntelliGraph, Inc.
  - 1.5 ***AM Breakout – It’s a Brave New World – Current Legal Issues for Meetings, Conventions and Tradeshow*** – Jonathan Howe, Howe & Hutton
  - 1.5 ***PM Breakout – Association Law Update – The Good, The Bad, and The Ugly*** – Jonathan Howe, Howe & Hutton
  - 1.5 ***AM/PM Breakout – Leadership: Using Power of Possibility–Thinking with Your Organization*** – Cathy Smalley Pales, Ed.D., Powerful Purpose Leadership, LLC
  - 1.5 ***AM/PM Breakout – Treasure Hunting: Smart Strategies for Growing Ad, Sponsorship and Other Non–dues Revenue*** – Scott Oser, Scott Oser Associates
- Dec. ***HOLIDAY LUNCH/SILENT AUCTION*** – Hilton Richmond Hotel & Spa–Short Pump

**2011**

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January		<b>MEMBER ORIENTATION – OMNI Richmond Hotel</b>
	n/a	<b>How to Get More Out of Your VSAE Membership</b>
	6	<b>Lunch: Virginia Politics 2011 – Dr. Robert Holsworth</b>
February	1,7,9	<b>How to Increase Sales in a Sluggish Economy – Laura Posey</b>
	9	<b>Lunch: Effective Marketing for Insanely Busy Business Owners</b>
March	1,9	<b>Bracing for the Next Economic Revolution – A Futurist’s Perspective – Brad Dawson</b>
April	1,2,5	<b>Succession Planning: Not What To do But HOW to Do It Successfully! – Doug Moran</b>
May		<b>ANNUAL CONFERENCE – Renaissance Portsmouth</b>
	2,9	<b>Leopardology – The Hunt for Association Excellence in a Tough Global Economy! – Kivi Bernhard</b>
	1,2,7,9	<b>Warrior Management – Building Your Association Empire – Brad Dawson</b>
	9	<b>The Only Marketing Formula You’ll Ever Need to Know – Lara Posey</b>
	2	<b>The Power of Laughter – Glenn Strange</b>
	1,2,5	<b>Getting Your Leadership to Focus on Strategy – Stephanie Peters, CAE and Panel</b>
	1,3,5	<b>How to Plan Your Entire Year on One Sheet of Paper in 20 Minutes – Laura Posey</b>
	2,9	<b>Re-Energizing Organizations! Finding your Second Wind in a Warp Speed World Jack McCall</b>
June	7	<b>Moving Beyond Satisfied Members to Loyal Members – Larry Seibert</b>
Sept.	2,7,9	<b>4 Idea Exchange Forums: CEOs, Membership, Fundraising, and TBD</b>
October		<b>MEETINGS &amp; EVENTS EXPO – Greater Richmond Convention Center</b>
	9	<b>Breakout – Creating a Digital Content Strategy for Meetings: Engage Attendees, Speakers &amp; Sponsors – Adele Cehrs</b>
	8,9	<b>Breakout – Last Minute is Here to Stay: How Planners &amp; Hotels Are Dealing With This New Reality” – Panel w/ Bob Ramsey as Moderator</b>
	8	<b>Breakout – Leveraging Partnerships To Create Sustainable Meetings &amp; Events – Christopher Wood and Al Hutchinson</b>
	2	<b>Keynote – Dream Like A Champion – Dick Durrance II</b>
Nov.	1,2,4,5	<b>Race for Relevance: Five Radical Changes for Associations – Mary Byers</b>
Dec.		<b>HOLIDAY LUNCH/SILENT AUCTION – Hilton Richmond Hotel &amp; Spa–Short Pump</b>

**2010**

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January	6	<b><i>Virginia Politics 2010</i></b> – Dr. Robert D. Holsworth
March		<b>ASSOCIATE SEMINAR</b>
	7,9	<b><i>Sharpening Your Salesmanship in These Tough Economic Times</i></b> – John Kennedy
March	1,8	<b><i>Where to Find Non-Dues Revenue Dollars in a Down Economy</i></b> – Nancy Frede
April	1,3	<b><i>E-mail Management and Other Time Saving Tips</i></b> – Brian Kush, CPA, CISA, CITP
May	1,2	<b><i>What Bernie Madoff Couldn't Steal From Me</i></b> – Matt Weinstein
	7,9	<b><i>Nine Member Types and Target Marketing for Associations</i></b> – Dale Paulson, Ph.D.
	5,7	<b><i>Turning Members into Advocates!</i></b> – Tom Barrett
	8	<b><i>Lunch with Entertainment</i></b> – The O'Shea Report, Tim & Kris O'Shea
	5	<b><i>Changing Expectations in Not-For-Profit Governance</i></b> – Jerry Jacobs, Esquire
	2	<b><i>The Power of Emotional Intelligence: What Is It and Why Does It Matter?</i></b> – Tom Barrett
	2	<b><i>Overcome Any Adversity: Discover the Power to Fly Through Obstacles and Be the Hero</i></b> – Noah Blumenthal
June	2,7	<b><i>Professional Ethics: It Does Make a Difference</i></b> – Christopher Bauer, PhD, HSP, CFS
Sept.	1,3,8,9	<b><i>Social Media – Developing and Implementing a Strategic Communication Plan</i></b> – Mark Herzog (Moderator), Tina Lambert and Ben Martin
October	8	<b><i>Remembering Yesterday Can Show the Way to Successful Contract Negotiations Tomorrow</i></b> – Jonathan Howe, Esq.
	1	<b><i>Financial Governance for Today's CEO</i></b> – Bob Patterson (Moderator) with 3 panelists
	8	<b><i>How to Put WOW Into Your Meeting without Breaking the Bank!</i></b> – Steven Williams (Moderator) with 2 panelists
	2	<b><i>General Session: Progress Challenge: Working &amp; Winning in a World of Change</i></b> – Dean Lindsay
Nov.	7	<b><i>Member Retention: Methods and Means</i></b> – Melody Jordan-Carr, ASAE Director of Member Relations
Dec.		<b>HOLIDAY LUNCH/SILENT AUCTION</b> – Richmond Marriott Downtown



**2009**

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January	<b><i>Virginia Politics 2009</i></b> – Dr. Robert D. Holsworth
February	<b><i>Beyond Attrition: Contract Clauses You and Your Clients Should Understand</i></b> – Jim Goldberg – <b><i>Associate Seminar</i></b> <b><i>New IRS Form 990</i></b> – Jim Goldberg – <b><i>Lunch</i></b>
March	<b><i>Financial Workshop</i></b> – Edward J. McMillan, CPA, CAE
April	<b><i>Managing Employee Performance in Small Organizations</i></b> – Sarah Harvey
May	<b><i>Tougher Than the Times™: Thriving Through Change and Challenge</i></b> – Rolfe Carawan <b><i>Social Media and Brand Management</i></b> – Karen Post <b><i>How Associations Can Provide World Class Service</i></b> – Michael Guld <b><i>Lunch with Entertainment</i></b> – The Mentalist, Tim Conover <b><i>50 Cool and Free Ways to Grow, Market and Brand Your Association</i></b> – Karen Post <b><i>How to Build Your Convention Attendance</i></b> – Michael Guld <b><i>Cope by Developing a Comic Vision</i></b> – Tim Gard
June	<b><i>The Decision to Volunteer: Why People Give Their Time &amp; How You Can Engage Them</i></b> – Reginald Henry
September	<b><i>Hard Times, New Opportunities: How America's Leading Associations are Using the Recession to Advance their Organizations Today and Prepare for Tomorrow</i></b> – John W. Martin and Elizabeth McLaughlin
October	<b><i>How to Do More for Le\$\$ with Your Event Food &amp; Beverage Plan – Without Lessening “The Experience”</i></b> – Dave Gabri <b><i>How to Use Social Media to Drive Attendance to Your Meetings or Events</i></b> – Nhat Pham <b><i>What Keeps You UP at Night? A Moderated Discussion for CEOs</i></b> – Moderator Bob Ramsey, CAE, with Tom Hardiman, CAE and Alan Entin, Ph.D., ABPP <b><i>General Session: It's the End of the World As We Know It and I Feel Fine</i></b> – Warren Macdonald
November	<b><i>Rightsizing &amp; Maximizing Your Membership Marketing</i></b> – Scott Oser and Kevin Whorton
December	<b><i>HOLIDAY LUNCH/SILENT AUCTION</i></b>