

## Keynote Speaker

Andy Steggles, Higher Logic

Mobile and Social Strategy: It's More Than Apps and Friend Requests



Andy Steggles is the author of “Social Networking for Non-Profits” (<http://higherlogic.com/snfnp>), published by ASAE. The book focuses on how to increase member engagement in a mobile and web 2.0 world. He is also the Chief Operating Officer & Social Strategist for Higher Logic, LLC, a social media and mobile software company for associations and nonprofits. Prior to joining Higher Logic, Andy spent 10 years serving as the Chief Information Officer at the Risk & Insurance Management Society, Inc. (RIMS) where he headed among other things, their social strategy initiatives.

---

## Lunch Moderator

Joel Poznansky, Publisher, *Association TRENDS*

The “A Ha” Lunch

Bring your best idea to the lunch to share with your peers. *Association TRENDS* publisher, Joel Poznansky will take your ideas and tie them together for an “A Ha” discussion on new and innovative ideas to grow your association’s membership. The table with the best idea will win Starbucks cards for the table.