



## Program

- 7:00 AM – 8:00 AM**    **Table tops set up**
- 8:00 AM – 9:00 AM**    **Registration, Continental Breakfast, Table Tops**
- 9:00 AM – 9:15 AM**    **Welcome**
- 9:15 AM – 10:15 AM**    **Opening Keynote:**  
*Mobile and Social Strategy: It's more Than Apps and Friend Requests*  
Andy Steggles, Chief Operating Officer and Social Strategist, Higher Logic  
**Sponsored by:** Marketing General, Inc.
- 10:15 AM – 10:45 AM**    **Break**
- 10:45 AM – 12:00 PM**    **Concurrent Sessions**

**Growth in Membership:** Learn from this panel how they have grown membership in the past for their associations.

- a. Erik Schonher, Vice President of Marketing, Marketing General , **Moderator**
- b. Barry Pilson, Director, Marketing and Membership, Teachers of English to Speakers of Other Languages (TESOL)
- c. Andrew Goldschmidt, CAE, Director, Membership Marketing, National Association of Counties (NACo)
- d. Sarah Karle, Membership Manager, US Green Building Council

**How to Grow from Our Successes and Failures:** Speakers will share some of their key challenges as related to growing their memberships, what they have tried, impacts experienced resulting from those solutions, and lessons learned.

- a. Vinay Kumar, President, Vinay Kumar Associates , **Moderator**
- b. Christy Jones, CAE, Director, Membership, American Association of University Women (AAUW)
- c. Yianni Konstantopoulos, Business Development Director, Blue State Digital
- d. Lauren Glickman, Social Media and Online Advocacy, American Wind Energy Association (AWEA)



**12:00 PM – 1:30 PM**

**The “A Ha” Lunch – Discover a new idea or two from peers during lunch. Moderated by Joel Poznansky, Publisher, *Association TRENDS***

- a. Each table will have a topic with a conversation facilitator. Collect the one “A Ha” idea from each table and Association Trends will tie them together.

**1:30 PM – 2:45 PM      Concurrent Sessions**

**Growth in Member Engagement:** Associations whose cornerstone benefit is "access to information" are struggling to remain relevant to members as resources become more and more available for free online. Enhancing your organization’s relevancy starts with creating a personal connection and humanizing your organization via content sharing. Growth in member engagement comes in many forms: conferences, online learning, social media, newsletters and listervs, etc. This panel will address the best practices of engaging and retaining members so they grow with the association and derive value from it. Takeaways include tactics to humanize your association to members; case-study examples of proven strategies to bolster engagement online; and techniques to spark idea and feedback sharing around your annual meeting.

- a. Adele Cehrs, President, Epic PR Group, **Moderator**
- b. Miranda Barrett, Vice President of Membership Development, Entrepreneurs’ Organization
- c. Miriam Miller Wolk, CAE, Senior Director of Membership, United Fresh Produce Association
- d. Mike Hatch, President, HATCH Marketing

**How to Grow: Ideas and ROI for the Social and Mobile Association**

Good ideas and measuring return in social media go hand-in-hand. This session will provide you with tactics you can implement immediately, strategies for tomorrow and a simple formula to measure success and build a healthy social media engagement funnel

- a. Maggie McGary, Online Community & Social Media Manager, American Speech-Language-Hearing Association (ASHA), **Moderator**
- b. Jeanne Sheehy, VP and CMO, Bostrom
- c. Kelly Flowers, Mobile Strategist, GrowthVine.com
- d. Patrick Dorsey, VP Marketing, Avectora

2:45 – 3:15

Break



**3:15 PM – 4:30 PM      Concurrent sessions**

**Special Note:** Attend of these last two sessions and be entered to win one of two fabulous professional gift baskets valued at \$1,800 each! You must be present to win.

Each basket contains:

- One (1) year subscription to **Association TRENDS Informed Executive** (value: \$719)
- Four (4) 2012 **DMAW lunches** (value: \$160)
- One (1) one-year **DMAW membership** (value: \$199)
- **Maximum Engagement** by David Gammel and **Race for Relevance: 5 Radical Changes for Associations** by Harrison Coover and Mary Beyers, donated by Avectra (value: \$58.90)
- Marketing General's Inc.'s **2011 Membership Benchmarking Survey** (value: \$99)
- **Radio with earbuds**, donated by National Association of Counties (NACo) (value: \$10)
- One (1) **\$500 Vaya Mobile gift certificate** towards the cost of any Vaya Mobile product/service
- And much more!

**Growth of Event Attendance:** Dig into how associations can grow event attendance beyond the usual gimmicks and giveaways. A stellar panel will discuss how they have grown their events without the gimmicks and giveaways.

- a. Jane Dahlroth, CEM, CMP, Meetings, Conventions & Exhibits Manager, American College of Medical Genetics (ACMG), **Moderator**
- b. Jane Berzan, President, JMB Business Solutions
- c. Alexis de la Rosa, Account Manager, Fixation Marketing
- d. Robert Pignato, VP of Marketing, American Wholesale Marketers Association (AWMA)

**Growth Means Changes in Infrastructure:** When securing a new CRM to improve the infrastructure of an association, does marketing and meetings have a seat at the table with IT for this discussion? Who speaks for the members? Who speaks for the staff? Hear first-hand case studies from associations who have changed their infrastructure as a result of growth while engaging all stakeholders. This panel will give their insights as to who must be at the table for this important milestone for an association.

- a. Elizabeth Sherrill, Sr. Consultant, Cooper Consulting, **Moderator**
- b. Loretta DeLuca, CEO, DelCor Technology Solutions
- c. George Breeden, Sr. Director of Product Marketing, TMA Resources
- d. Thad Lurie, Chief Information Officer, American Wind Energy Association (AWEA)
- e. Patrick Haller, Senior Director, Marketing, Aircraft Owners and Pilots Association (AOPA)



### **Getting to Association Day**

Gallaudet University is located at 800 Florida Avenue, NE, Washington, D.C. 20002-3695 parking is FREE to attendees. **Click here to download your Parking Pass.**

### **Metro Shuttle Service**

Gallaudet provides free shuttle bus service for visitors to the campus. [Click here to download your Shuttle Pass and Schedule.](#) The shuttle picks up and drops off passengers at both the New York Ave/Florida Ave/Gallaudet University and the Union Station Metro stops (both on the Red line). There are plenty of round trips per day to accommodate your needs between the metro stops and the campus.

### **AMTRAK**

Arrive by train into Union Station, use the Gallaudet University shuttle from the Union Station Metro stop.

**Dress for the Day:** Business Casual