

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

1:30 – 2:45 PM



Maggie McGary is online community & social media manager at the American Speech-Language-Hearing Association (ASHA). Maggie is responsible for developing and implementing the association's social media strategy, as well as managing their online communities. She was named the Angerosa Research Foundation's 2011 Publishing Trendsetter, an award recognizing innovation that advances association publishing. Maggie is a member of ASAE's Technology Section Council, as well as an active member of The Community Roundtable, a peer network of community, social media and social business practitioners

In addition to over 10 years' experience in the association world, Maggie is a blogger whose guest posts have been featured on numerous blogs including The Washington Post, SocialFishing and Social Media Today. Maggie blogs about social media at Mizzinformation.com, and you can find her on Twitter @maggielmcg.



Jeanne Sheehy, MBA is vice president and chief marketing officer (CMO) for Bostrom. Sheehy brings 20 years of marketing and communication experience to Bostrom; and is a recognized expert in integrated marketing communications, global marketing, social media, mobile and Web site strategy.

Sheehy joined Bostrom's team in 2002 as marketing director. She was promoted to CMO in December 2004. In addition to the day-to-day marketing and communications operations for the corporation, Sheehy serves as executive director for two of Bostrom's clients, the Council of Medical Specialty Societies (CMSS) and the Tile Roofing Institute (TRI). Sheehy has implemented strategic marketing plans for clients, which have included new branding initiatives, redesigned Web sites with content management systems (CMS), non-dues revenue generation implementations, social and mobile media strategy and increased membership.



Patrick Dorsey, Avectra's VP of Marketing, is the chief evangelist for the company's on-demand Social CRM and Online Community/Professional Networking solutions. He wears purple every day. You can find Patrick on Twitter @PatrickFDorsey. Learn why Avectra has been chosen by more associations than any other AMS since 2008, visit www.avectra.com.



Kelly Flowers is the Principal at GrowthVine, LLC, and specializes in creating innovative mobile and social strategies with not-for-profits and associations. GrowthVine's strategies help organizations create engagement with their members, provide key benefits to their constituents, and enable organizations to use the latest in mobile & social technology to attract new members and audiences. Kelly is an active member and volunteer leader with ASAE, and has contributed to their publications in the area of member engagement and technology, led various webinars for ASAE. She has also been a speaker on mobile technology at the National iMIS User's Group ([NiUG](#)) conference, [ASAE's Membership & Marketing Conference](#), and participated in [IAEE's Social Media Task Force](#) that published a white paper on "How to Properly Use Social Media to Enhance and Promote your Event." Kelly Flowers is the Principal at GrowthVine, LLC, and specializes in creating innovative mobile and social strategies with not-for-profits and associations. GrowthVine's strategies help organizations create engagement with their members, provide key benefits to their constituents, and enable organizations to use the latest in mobile & social technology to attract new members and audiences. Kelly is an active member and volunteer leader with ASAE, and has contributed to their publications in the area of member engagement and technology, led various webinars for ASAE. She has also been a speaker on mobile technology at the National iMIS User's Group ([NiUG](#)) conference, [ASAE's Membership & Marketing Conference](#), and participated in [IAEE's Social Media Task Force](#) that published a white paper on "How to Properly Use Social Media to Enhance and Promote your Event."