SCSAE Annual Conference
June 5-7, 2016

The Art of Association Management

“Art is something that is created with imagination and skill and that expresses important ideas or feelings”

Sunday, June 5

3:00 PM  Conference Registration

6:00 PM  Welcome Reception on Ballantyne’s South Lawn
- Sponsored by the Columbia Doubletree by Hilton
- DJ sponsored by the Hilton Head Marriott Resort & Spa and Myrtle Beach Marriott

7:00 PM  Dinner and Awards
The Association executive & associate of year will be recognized during the dinner.
- Dinner sponsored by the Rock Hill/York County CVB and the Francis Marion Hotel

9:30 PM  Hospitality Suite
- Sponsored by the Marriott Columbia

Monday, June 6

7:30 AM  Breakfast, Marketplace Exhibits | SCSAE Business Meeting
- Breakfast sponsored by the Hyatt Regency Greenville, Marriott Greenville, Charleston Marriott and North Charleston Marriott

9:00 AM  OPENING KEYNOTE
Passing the Amazon Test: Thinking Differently about Value Creation
Jeff De Cagna, FASAE, Principled Innovation
Start the day being challenged to think differently about creating value for your members and customers. Among the world’s leading companies, Amazon has set the standard for creating high value customer experiences through on-going innovation, and association stakeholders will measure their association experiences against this standard. To thrive in this challenging context, association decision-makers must identify the next practices that will make it possible for their organizations to pass “The Amazon Test.”

9:50-10:15 AM  Refreshment break/Visit Marketplace

10:15-11:45 AM  Concurrent Sessions
Passing the Amazon Test (continued)
Jeff De Cagna, FASAE, Principled Innovation

Take a deeper dive into this fascinating topic and leave with an actionable understanding of what it will take to build your organization to thrive now and in the future.

Reuse, Reformat and Reinvent: Getting Maximum Impact from Your Association’s Content
Reba Campbell, Deputy Executive Director, Municipal Association of SC

Is your association’s website full of valuable information that people just don’t know is there? Do you post a great resource then never mention it again? Learn how to strategically reuse, reformat and reinvent to leverage existing content across multiple platforms for maximum impact.

Technology and Cyber Security in Plain English
Chris Jenkins, CEO, SC Association of CPAs

Technology utilization continues to grow, and with it so do the risks. Cyber security has become a frontline issue, and with that, we see additional regulation regarding securing personal information. This session will supply a plain English version of all the technology security technobabble you hear every day. Get insights on how to better secure your data, your organization’s data, and help your members do the same. Topics include PCI compliance, data security, and an overview of today’s most common security threats.

12:00-1:30 PM

Best-in-the-Business Awards Luncheon
Enjoy a fabulous lunch and be a part of the Best-in-the-Business award winning association programs, projects and initiatives!

Concurrent Sessions

1:45 – 3:00 PM

Embracing the Board’s Duty of Foresight
Jeff De Cagna, Principled Innovation

For association leaders – that means the Board, CEOs/Executive Directors and senior staff -- the continual change in our world creates both opportunity and responsibility. The opportunity is to imagine an amazing future for those we serve. The responsibility is to to prepare our organizations and members for whatever may come next. Through the consistent practice of foresight, association we can explore emerging directions and make the bold decisions required to create a viable future.

In this session, participants will learn about the “duty of foresight,” why it is so critical to building their organizations to thrive and how they can help their boards fully embrace it.

Building a Campaign to Move People to Action
Amanda Loveday, Senior Project Manager, NP Strategy (NPS)
Association professionals often lead campaign-type initiatives to achieve organizational goals. This could be galvanizing members to get involved in public policy, implementing a strategy to achieve membership growth or getting members to donate time or money to a project the association supports. This session will walk you through the steps to build an effective campaign to inspire people to act!

Are you keeping up with Technology?
Chris Jenkins, CEO, SC Association of CPAs

What's new? What's cool? What works? This session will review a wide range of current and future technology trends. From consumer electronics to apps, we've got you covered. Stay on the leading edge of technology and find benefits for your association and your membership.

Evening Activity
Dine-around: Make your own plans to gather with friends and colleagues for dinner out in the Ballantyne Village or in nearby South Park.

9:30 PM
Hospitality Suite
➢ Sponsored by the Charleston Area Convention and Visitors Bureau

Tuesday, June 7

8:00 AM
Breakfast – Visit Marketplace
➢ Sponsored by the Hilton Garden Inn/Charleston Waterfront

8:30-10:00 AM
Roundtable Discussions
Each roundtable will feature a topic and content expert leading the discussion. And you’ll get to choose several during this session. Informal, informative and fun.

10:30-11:30 AM
CLOSING KEYNOTE
The Art of Leadership

The Honorable Kevin Shwedo
Executive Director, SC Department of Motor Vehicles

Drawing on years of leadership experience and with a special delivery style, Col. Shwedo will speak on the art of leadership and navigating challenges effectively.

11:45 AM
Conference closes, until next year!