



SCSAE Annual Conference

June 4-6, 2017

Embassy Suites Greenville Golf Resort and Conference Center

Sunday, June 4

3:00 PM	Conference Registration	Grand Ballroom Prefunction
4:00 & 5:30 PM	Shuttle Departs for Downtown Greenville	Main Entrance, Embassy Suites
6:00-7:00 PM	Welcome Reception ➤ <i>Sponsored by the Hyatt Regency Greenville</i>	Hyatt Regency Greenville
7:00 PM	Dine-arounds Make your own plans to gather with friends and colleagues for dinner out in the Downtown Greenville.	
9:00 & 10:00 PM	Shuttle back to the Embassy Suites Greenville	
9:30-11:30 PM	Hospitality Suite ➤ <i>Sponsored by the Marriott Columbia</i>	Congaree Room, Embassy Suites

Monday, June 5

Handouts: To view handouts for the presenters, please go to the Annual Conference page on www.SCSAE.org. Attendees will enjoy complimentary WiFi in meeting rooms.

7:30 AM – 12:30 PM	Conference Registration	Grand Ballroom Prefunction
8:00-8:45 AM	Breakfast & Visit the Marketplace	Atrium/Grand Ballroom
8:45-9:00 AM	SCSAE Business Meeting ➤ <i>Breakfast sponsored by the _____</i>	Grand Ballroom
9:00-9:50 AM	OPENING KEYNOTE Leadership in Life: How to make a difference at work AND at home Paul E. Butler, Paul Butler Presentations <i>This motivational presentation will cover what it takes to be a good professional and highlight the power of being a good person. I will illustrate how to take individual talents and apply them to the group setting to make an unstoppable and productive team. It is my belief that the ability to lead is present in everyone,</i>	Grand Ballroom

regardless of their rank in an organization or irrespective of their situation in life. There are common characteristics that respected people and effective leaders share - most of these traits are developed by the individual rather than through the position they hold. This presentation will cover some of these most important leadership traits, as well as how each individual can use the lessons of yesterday to overcome the challenges of today and capitalize on the opportunities of tomorrow.

9:50-10:00 AM	Refreshment break/Visit Marketplace	Grand Ballroom
10:00-10:50 AM	Concurrent Sessions	
	1. Building Relationships	Florence Bill McCrary, CEO, Sandler Training South Carolina
	2. Social Media Tips and Trends	Columbia Jessica Kalbarczyk, VisitGreenville SC
	3. Governance	Charleston Chuck Ewart, President, The Ewart Group
11:00-11:50 AM	Concurrent Sessions	
	1. Building Relationships	Florence Bill McCrary, CEO, Sandler Training South Carolina
	2. Social Media Tips and Trends	Columbia Jessica Kalbarczyk, VisitGreenville SC
	3. Governance	Charleston Chuck Ewart, President, The Ewart Group
12:00-12:30 PM	Best-in-the-Business Awards Reception	Atrium-Promenade
12:30-1:45 PM	Best-in-the-Business Awards Luncheon	Grand Ballroom
	➤ Luncheon sponsored by _____	
2:00 – 3:30 PM	Choosing the Most Powerful Apps for being the Most Effective and Successful - No matter what your Job!	Columbia/Charleston
	Ellesor G. Holder, Gray Marketing & PR	
	<i>In this session, you will learn how to take advantage of the best apps and tools on the internet today for taking control of your email, work, daily communication and even personal life. Yes, you can get in sync with all that the world is throwing at you. We'll discuss and look at a variety of tools and apps that you can start using almost immediately...resulting in greater productivity and efficiency. We'll discuss each one and show you how you can impress your clients or bosses. You'll walk away saying, "Wow, I am going to use that now!"</i>	

3:30 – 5:45 PM	Open Networking	
5:45 – 6:30 PM	Awards Reception	Atrium-Promenade
	➤ Reception by the _____	
5:45 – 6:30 PM	Awards Dinner	Grand Ballroom
	➤ Dinner sponsored by the	
	<i>Following dinner SCSAE will install the 2017/18 Board of Directors and present the Association Executive & Associate of Year Awards.</i>	
9:30 – 11:30 PM	Hospitality Suite	Congaree Room, Embassy Suites
	➤ Sponsored by the _____	

Tuesday, June 6

8:00 – 9:00 AM	Breakfast – Visit Marketplace	Atrium/Grand Ballroom
	➤ Sponsored by the _____	
9:00 – 9:50 AM	Roundtable Discussions	Grand Ballroom
	<i>During this 50-minute timeframe, choose to attend any of these informative roundtable discussions. Be prepared to learn and to share!</i>	
	1. Hotel Contracts/Concessions/Addendums Cindy Beckham, Hilton Head Marriott & Meghan Huebner, IIABSC	
	2. Sponsorships/Fundraising/PAC Fundraising	
	3. Employment Policies and Issues	
	4. Member and Board Engagement	
	5. Strategic Planning and Budgeting	
9:50-10:20 AM	Refreshment Break	Grand Ballroom
10:30-11:30 AM	CLOSING KEYNOTE	Grand Ballroom
	Leadership	
	Chuck Ewart, President, The Ewart Group	
11:30 AM	Door prizes and adjourn	

SCSAE is a CAE approved provider. The Annual Conference meets the requirements for fulfilling the professional development requirements to earn or maintain the Certified Association Executive credential. Full participation in the conference will earn 6.0 CAE hours.