

KSAE 2018 CONFERENCE AND EXPO

DECEMBER 12TH & 13TH

CAPITOL PLAZA HOTEL TOPEKA

WEDNESDAY, DECEMBER 12

8:00-9:00am

Registration and Exhibitor Set-up

9:00-10:00am

GENERAL SESSION: CYBER SECURITY EDUCATION AND AWARENESS

David Marshall, KS Criminal Justice Information Systems

How vulnerable is your personal or business information? What about connected devices “IoT”? Over the past few years, the business community and healthcare sector has seen a steady increase in cyber threats. The “WannaCry” ransomware attack hit worldwide, starting with healthcare facilities in Europe. It did not spread through email, but through older versions of Microsoft Windows. Learn how to protect yourself, your office, and your IT systems from cyber threats by attending.

10:15-11:15am

HIRING THE “BEST” TALENT

Kristina Dietrick, HR Partners

Review the steps for “hiring talent” to find the best job matches for your open positions. This includes, but is not limited to:

Company branding – purpose and mission

Knowing what you are seeking – job descriptions

Advertising

Interviewing – phone and face-to-face

Background checks

Offers of employment

Orientation and onboarding

10:15-11:15am

THE TOP FEATURES YOUR WEBSITE MUST HAVE FOR 2019

Marcus Rangel, Innovative Media Creators

As you approach the new year it's a great time to look at the strategy of your website. The great news is that with your site, you can literally see what is and isn't working with the right online tools. In this presentation, we'll strip out the tech "webby" language and make it plain and simple so that you walk out of this presentation with a few simple ways to improve your website immediately including using video, analytics, the right message, and a clear call to action.

11:15am-1:15pm

KSAE LUNCH AND EXPO

KSAE is pleased to bring exhibitors from the state's best hotels, meeting venues, CVBs, products, services and contractors to help association professionals get the job done.

1:30-2:20pm

SEALED ENVELOPE ASSOCIATION HOT TOPICS PANEL

Bob Williams, Moderator

This session provides a unique opportunity to ask questions anonymously and hear answers from a panel of recently retired association CEOs. Explore how they feel you can best work effectively to carry out your association's mission and enhance your future success.

2:30-3:20pm

UNDERSTANDING YOUR HUSTLE: THE MYTH OF “SELF-CARE” AND HOW TO FIND REST AND BUILD RESILIENCE

Merritt Benz, LCSW, Bedford Therapy Group

Navigating the work/life balance for most professionals is often an elusive and frustrating task. For most of us, we end up hustling harder, doing more in every area of our lives to try and make all the parts equal and at the end of the day end up more exhausted. Often our efforts of trying to “take time for ourselves” can be more stress inducing than work itself. In this workshop we will explore proven concepts and effective methods that provide rest and build resilience - not simply adding more to the “to do” list.

3:30-4:20pm

KSAE MEMBER EXPRESS TALKS

KSAE members are the most innovative, inspiring, and creative leaders in the association industry. Be ready to be inspired by your colleagues presenting a single idea or practical tips in quick talks.

4:30-5:30pm

HAPPY HOUR RECEPTION

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THURSDAY, DECEMBER 13

9:00-10:00am

GENERAL SESSION: LEADERSHIP FROM THE LEDGE: LESSONS FROM A HOSTAGE NEGOTIATOR

Dan Oblinger, Leadercraft

Leadership takes courage. Dan Oblinger is a trained and experienced hostage negotiator who has mastered the art of persuading people in crisis to make great decisions despite the worst circumstances. Laugh and learn as he shares hard-won lessons in leadership. Each lesson has a corresponding real life story of a negotiation when lives were at stake. These vignettes are told with grace, humor, and authenticity. Leadership from the Ledge is a clear call to action for anyone who wants to lead their team towards excellence in any endeavor.

10:15-11:15am

KSAE EXCHANGE EVENT

This “speed dating” business event with efficient, effective one-on-one appointments allowing association professionals and exhibitors to meet one-on-one in a highly productive environment.

11:30-12:30pm

DEVELOPING AN ASSOCIATION-SPONSORED HEALTH PLAN – A KANSAS CASE STUDY

Debra Harmon Zehr, LeadingAge Kansas

Learn about one association’s journey in creation of the first association-sponsored health plan in Kansas since the enactment of KSA 42-2222 in 2014. Important considerations such as rationale for formation, legal underpinnings, plan design, plan member recruitment and experience thus far will be covered

11:30-12:30pm

THE ART OF NEGOTIATIONS

Dan Oblinger, Leadercraft

Listening skills meet their ultimate test in negotiations. Team members will prepare for negotiations in the business world and their personal lives through a guided tour of the world of crisis negotiations. A trained and experienced hostage negotiator will explore the dynamics of negotiation, how to handle demands, and how to make persuasive appeals. The business world is largely comprised of negotiation opportunities to win and keep clients. Learn to use active listening and artful negotiations strategies to succeed.

12:30-1:30pm

AWARDS AND ANNUAL MEETING LUNCH

Join your colleagues to recognize the 2018 Leadership and recognize KSAE’s outstanding association professional and supplier members by celebrating their accomplishments

1:30-2:30PM

VOLUNTEER ACTIVITY FOR SILVERBACKKS