

# THE CONVENTION COMMITTEE INVITES YOU TO EXPERIENCE ISAE'S 2015 ANNUAL CONVENTION

Thank you to the 2015 Convention Committee for all of your hard work in planning this year's convention!

Co-Chair: Ashley Vezzoso, *Visit Evansville*

Co-Chair: Kelsey West, *Accent on Indianapolis*

Kelby Dolan, *KelbyDolan.com*

Lauren O'Neill, *Indiana Apartment Association*

Gabe Espinosa, *Tau Kappa Epsilon Fraternity*

Kristine Petkovich, *The Westin Indianapolis*

Michelle Horly, *Tropicana Evansville*

Genevieve Pickle, *Schahet Hotels*

Lindsey Knight, *Indiana Commercial Board of Realtors*

Gail Smith, *JW Marriott*

## SCHEDULE AT A GLANCE



### Tuesday, July 21

5:30-7:00 p.m. Registration  
7:00-9:00 p.m. Convention Kick-Off Party

### Wednesday, July 22

8:30 a.m.-2:30 p.m. Registration  
9:30-11:30 a.m. CEO-Only Deep Dive  
9:30-10:30 a.m. Deep Dive Sessions Part 1  
10:45-11:15 a.m. **NEW!** Fast Break Sessions  
11:15 a.m.-12:15 p.m. Deep Dive Sessions Part 2  
12:00-2:00 p.m. CEO Lunch & Roundtable  
12:15-2:00 p.m. Shared Interest Group (SIG) Lunch  
2:00-2:30 p.m. **NEW!** Fast Break Sessions  
2:30-4:30 p.m. Community Service Project  
2:30-4:30 p.m. **NEW!** Cornhole Tournament  
6:00-7:00 p.m. Shared Interest Group (SIG) Reception  
6:00-7:00 p.m. CAE Reception  
7:00-9:00 p.m. Annual Convention Bash  
9:00-10:30 p.m. Last Call After Party

### Thursday, July 23

7:00-10:30 a.m. Registration  
8:00-8:45 a.m. Breakfast & Expo  
8:45-9:45 a.m. Opening Keynote  
10:00-11:00 a.m. Breakout Sessions  
11:15 a.m.-12:15 p.m. Breakout Sessions  
12:15-1:15 p.m. Lunch & Annual Meeting  
1:30-2:00 p.m. **NEW!** Fast Break Sessions  
2:00-3:00 p.m. Closing Keynote

## SPECIAL THANKS TO OUR 2015 ANNUAL CONVENTION SPONSORS

Platinum



Event Hosts



### Event Sponsors & Exhibitors (as of 4/29/15)

Bartha	Markey's Exposition Services
Belterra Casino & Hotel	Markey's Rental & Staging
Blue Chip Casino	Mighty Lotus
Crowne Plaza Indianapolis Downtown	Pam Speaks!
Union Station	Renaissance Indianapolis North Hotel
Evansville Convention & Visitors Bureau	SeminarWeb
Excel Decorators	Stevens & Stevens
Grand Wayne Convention Center	Tropicana Evansville
Hamilton County Tourism	Visit Bloomington
Horizon Convention Center & the Courtyard Marriott	Visit Indy
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Indianapolis Public Library	Willow Marketing
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“ Learn what's important in the world of associations. ”

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## JOIN US IN EVANSVILLE

Expand Your Knowledge Base  
Enhance Your Organization  
Develop Your Professional Network

[isae.org/2015-conv](http://isae.org/2015-conv)

Share Best Practices

Cultivate Relationships

Learn New Trends in the Association Profession

JULY 21-23  
**ISAE**  
**2015**  
CONVENTION  
EVANSVILLE

## KEYNOTE SESSIONS

### OPENING KEYNOTE

#### Creating a Healthy Association Ecosystem



Gabriel Eckert, CAE, *Executive Director, BOMA Georgia*

We are all familiar with the importance of healthy ecosystems in nature, but what are the essential elements of a healthy association ecosystem?

Through this dynamic and interactive presentation, you will learn how to identify and strengthen the eight essential elements in your association.

Sponsored by Stevens & Stevens  
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### CLOSING KEYNOTE

#### Emotional Intelligence—Learn How to Boost Your Business EQ



Brooke Billingsley, *Co-Owner and CEO of Perception Strategies, Inc.*

Emotional intelligence is the “something” in each of us that is a bit intangible. It affects how we manage behavior, navigate social complexities

and make personal decisions that achieve positive results. Join Brooke for the closing keynote where she will share how emotional intelligence can boost your business EQ.

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## FAST BREAK SESSION TOPICS

Social Media

Sponsorship Sales

Affordable Event Trends

Productivity

Advocacy

## DEEP DIVE SESSIONS

#### The Neuroscience of Marketing

Bryan Gray, *President/CEO, MediaSauce*

Hear Bryan discuss how to integrate the latest applications in brain science with a persuasion-based messaging model to help your organization craft your competitive advantage, or compelling why, to drive better, faster and ongoing engagement.

#### CEO Challenges

Gabriel Eckert, *Executive Director, BOMA Georgia*

In this CEO only workshop, join Gabriel Eckert for a facilitated conversation on the challenges you are facing as an association executive. Please bring one or two challenges you or your association are dealing with currently to discuss.

## BREAKOUT SESSIONS

#### Lighten Up—Using Mindfulness to Awaken the Leader Within

Alyssa Pfennig, CAE, *Executive Director, Mighty Lotus*

#### Demonstrating Value to the Choosiest of Members

Aaron Wolowiec, CAE, CMP, *Founder & President, Event Garde*  
Kim Harwood, *Founder, Results at Hand Software*

#### Making Your Meeting RFP Attractive

Kristen Spriggs, *Vice President of Member Development, National Association of Mutual Insurance Companies (NAMIC)*

#### Your Staff Engagement Temperature—How to Raise that Temperature

Kim Stoneking, CAE, *Facilitator, Corporate, Executive & Individual Coach, Vantage Group*

For a complete listing of sessions, descriptions and speaker bios, go to [isae.org/2015-conv](http://isae.org/2015-conv).

## REGISTRATION & PRICING

Register Online: [isae.org/2015](http://isae.org/2015)

ANNUAL CONVENTION	BEFORE 7/3	AFTER 7/3
<b>Members</b>		
First Registration .....	\$220 .....	\$240
Second Registration.....	\$190 .....	\$210
Third Registration & Beyond.....	\$95 .....	\$110

#### Non-Members

First Registration .....	\$320 .....	\$340
Second Registration & Beyond .....	\$290 .....	\$310

### CORNHOLE TOURNAMENT

#### Members

Individuals.....	\$30 .....	\$40
Team of Two .....	\$50 .....	\$55

#### Non-Members

Individuals.....	\$50 .....	\$60
Team of Two .....	\$60 .....	\$65

### ANNUAL CONVENTION BASH ONLY—JULY 22

#### Members & Non-Members

Convention Bash Only.....	\$60 .....	\$70
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The community service project is free to all participants.

### HOTEL & TRAVEL INFORMATION

#### Tropicana Evansville

421 NW Riverside Drive

Rate: \$99/night

Book by: July 7

Book online: [isae.org/2015-convention/hotel-information](http://isae.org/2015-convention/hotel-information)

Book by phone: 1-800-342-5386, group code GISAE15

#### Le Merigot Hotel

615 NW Riverside Drive

Rate: \$139/night

Book by: July 7

Book by phone: 1-800-342-5386, group code GISAE15