

EXECUTIVE *focus*

ISSUE 4
WINTER 2017



in this issue

MEMBER NEWS 5

MAKING EVENTS SOCIAL 7

HOW TO WOW YOUR AUDIENCE 10

HAS HIGH-TECH BECOME A PAIN IN THE NECK 12

ADAPTING TO CHANGE 14



The publication of the Missouri Society of Association Executives



THE BEST PLACE TO WORK IS ALSO THE BEST PLACE TO PLAY

You've got a place. Where 19,000 square feet of meeting space with onsite convention services awaits. Where you can enjoy full-service catering and a multimedia theater room with auditorium seating. And a ballroom with gorgeous views of the Lake of the Ozarks. Where you can stay in a luxury suite. And dance to live music at H. Toad's or relax at Spa 54. Dine. Rent a boat. Shop. Golf. It's all within your reach. At your place on the lake.

Trip Advisor Certificate of Excellence Winner 2012 – 2017



Book your next conference today at 573.365.5620 or visit us at CamdenOnTheLake.com



EXECUTIVE *focus*

PUBLISHED QUARTERLY BY

**Missouri Society of
Association Executives**

PO Box 1574
Jefferson City MO 65102
Phone (573) 659-8898
Fax (573) 635-7823
sboeckman@msae.net
www.MSAE.net

SUBMISSIONS

News items from our membership are welcome. The editorial staff reserves the right to edit and/or reject all materials received. Submissions may be condensed in order to fit the allotted space. Local photographs may be submitted by our members for consideration of cover placement. Please submit photo in high resolution and include a photo release. Deadline for submissions is the 15th of the month preceding publication.

ADVERTISING

Advertising deadline is the 15th of the month preceding publication. For advertising rates or information contact MSAE office at (573) 659-8898. The appearance of advertisers does not constitute an endorsement by the Missouri Society of Association Executives of the products or services featured by such advertisers.



Contents

- | | | | |
|------------|---|-----------|---|
| 4 | From the President
<i>by Keith Sappington</i> | 12 | Has High-Tech Become a Pain in the Neck?
<i>by Steve Sigold</i> |
| 5-6 | Member News | 14 | Adapting to Change
<i>by Angie Ahrens</i> |
| 7 | Making Events Social
<i>by Scott Steinberg</i> | | |
| 10 | How to Wow Your Audience Without Breaking the Bank
<i>by Simon Lockwood</i> | | |

2018 Calendar

Membership Meeting
February 23, 2018, Jefferson City,
Doubletree Hotel

Board Meeting
March 15, 2018, Jefferson City
Mo. Bar Building

Go to www.MSAE.net for
current Calendar of Events

Merry Christmas

Cover



Named one of "America's Best Downtowns" by Forbes magazine, Kansas City is on the heels of a \$9 billion renaissance.



FROM THE PRESIDENT

December is the time of year I believe we all reflect back to the previous 11 months and think "Wow, where has the year gone!" As I sit here and write this message, I can't believe we have already completed, just over the last three months, the MSAE Funfest/

Annual Meeting, the MSAE board retreat and the November membership meeting/workshop and the MSAE Christmas party on December 7th is right around the corner.

As MSAE nears a new chapter beginning January 1st with new management company Lutine Management Associates as announced on December 1st, I want to take this opportunity to thank S&J Management for 25 plus years of carrying the workload for MSAE. Sandy and Abi have done such a great job of working for and representing MSAE as well as helping me with my Presidential duties. I wish all the best for them both going forward.

Change is never easy and is often faced with resistance. I will be the first to admit, I do not like change! Maybe it's because I get in my comfort zone and can coast along in life without worrying what's coming around the next corner. Maybe it's because I don't want to have to try to learn or do new tasks. Maybe it's just because I'm afraid I may fail trying to do something I am not accustomed to doing. No matter what the reasons are, changes are a part of life and we all face them throughout our entire life. While contracting with a new management company after 25 years with S&J Management will definitely be a change, myself and the MSAE Board of Directors are committed to the overall success of MSAE and are confident Lutine Management Associates will continue moving MSAE forward, providing excellent educational opportunities as well as expanding member benefits. This is an exciting time and I look forward to the coming months and years with Ray Saputelli, President Lutine Management at the helm.

The 2018 schedule of events starts with an education workshop February 23rd at the Doubletree Hilton, in Jefferson City. We are also finalizing our workshop April dates and future meetings and workshops for the remainder of 2018 so be watching for those updates coming soon. I hope to see all of you at these events over the next several months.

Finally, I want to wish each and every one of you a joyous Holiday Season and best wishes for a prosperous and happy 2018.

Keith Sappington
President
MSAE

Contacts

BOARD OF DIRECTORS

PRESIDENT/CEO

Keith Sappington

(573) 635-8750 / keith@malarcf.org

PRESIDENT-ELECT

Sarah Luebbert

(573) 636-5151 / sarah@msma.org

SECRETARY/TREASURER

Kathy Pabst, MBA, CAE

(573) 635-0830 / kpabst@mo-afp.org

IMMEDIATE PAST PRESIDENT

Jay R. Hahn

(573) 635-6151 / jay@eyecare.org

BOARD MEMBERS

Emily Kampeter

(573) 634-1145 / emily.kampeter@centralbank.net

Derek Leffert

(573) 556-8116 / derekl@mo1call.com

Lesia J. Litty

(573) 638-2226 / llitty@mobar.org

Kay Samuelson

(800) 711-8983 / ksamuelson@4seasonsresort.com

Casey Wasser

(573) 635-3819 / cwasser@mosoy.org

VP, COMMUNITY/PUBLIC RELATIONS

Sherri Knoll

(573) 761-1001 / sknoll@mada.com

VP, MEMBERSHIP

Anne Fehr

(573) 636-2553 / anne.fehr@mscainfo.com

VP, EDUCATION/PROGRAMS

Cheri Messerli

(573) 636-8151 / cheri@mobankers.com

FOUNDATION REPRESENTATIVES

Jan Neitzert, CPRP, CAE

(573) 636-3828 / jan@mopark.org

Doug Smith

(573) 634-3011 / dsmith@mada.com

FUNFEST CHAIR

Kathy Pabst

(573) 635-0830 / kpabst@mo-afp.org

CHRISTMAS PARTY CHAIR

Brenda Roling

(573) 636-6100

broling@swllc.us.com



Kansas City Marriott Downtown



The Kansas City Marriott Downtown: Kansas City's largest convention hotel, is in the midst of a \$40+ million guest room renovation to all 983 rooms and suites. This latest project follows a \$25 million function and public space renovation completed in mid-2015. The modernization of our guest room product features custom designed décor by Kansas City Blues and Jazz traditions, upgraded bathrooms with backlit mirrors, 50" flat panel HD televisions capable of streaming your favorite entertainment, an enhanced electrical and USB power package, and much more! Completion is projected by the end of 2018.

The Kansas City Marriott Downtown is located in the heart of downtown Kansas City connected to the Kansas City Convention Center and just 2 blocks from the Power & Light Entertainment District.

New director of sales and marketing at Kansas City's largest convention hotel

Dustin Holcumbrink promoted to lead marketing efforts for Kansas City Marriott Downtown



November 8, 2017 – Kansas City, MO – Rusty Macy, general manager, Kansas City Marriott Downtown, today announced the promotion of Dustin Holcumbrink to sales and marketing director for the city's largest convention hotel. "With over 10 years of experience in the hotel industry, Dustin brings a wealth of knowledge and experience to his position as well as a comprehensive understanding of our Kansas City market," said Macy. "We are excited about his new role at our hotel and that we are able to promote from within our team."

Holcumbrink joined the Kansas City Marriott Downtown in 2014 as senior sales manager with responsibility for Midwest and West Coast markets. He was promoted to associate director of sales in 2016. In his new position, Holcumbrink is a member of the hotel's executive leadership team. He is responsible for leading the hotel group sales, transient sales and marketing team. Prior to joining the company, he was associate director of sales at the Hyatt Regency Crown Center in Kansas City. He began his hospitality career in 2006 at Kemper Sports Management in Blue Springs, Missouri, as director of sales and marketing. His resume includes a stint as director of sales and marketing for the Adams Pointe Conference Center and Courtyard by Marriott.

About Kansas City Marriott Downtown: Kansas City's largest convention hotel offers 983 guest rooms and over 93,000 square feet of flexible historic and modern venues spread out through 42 different event spaces in two towers connected by an elevated walkway. Information is available by calling 816-421-6800 or visiting kansascitymarriottdowntown.com.



The Lodge of Four Seasons has new Director of Sales and Marketing

Tom Conner is the newly appointed Director of Sales and Marketing for The Lodge of Four Seasons, working in concert with the lake's new Dynamic Duo - the Brown Family and Troon. The Brown Family owns The Lodge and Troon is a global golf company that will begin managing the resort in 2018.

Tom's hospitality niche is at one-of-kind destination resorts as a team builder and motivator growing sales and guests' quality experiences.

Prior to the hospitality industry Tom owned a wholesale to retail showroom located in the Dallas Trade Mart.

Tom's passion for baseball and having coached the sport for over 20 years enables him to be an encouraging and motivating mentor. Former players include current head coaches at Texas Tech University, University of Oklahoma and a Minnesota Twins relief pitcher.

Plan on being introduced to a new jargon when you speak with Tom - a combination of Southern sayings and

Tom-isms, quotes that will make you think twice and laugh as well. An inspirational and lived by favorite is by Maya Angelou: *I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.*

And, if you ever want to watch Field of Dreams or Nottingham Hill for the umpteenth time, Tom will gladly join you.

Tom enjoys walks with wife Victoria, and collie/hound mix Willie. Willie lived his first 5 years in a humane society prior to his adoption into the Conner family. Now he is 13 and a happy senior pup.

Tom can be reached at: tconner@4seasonsresort.com, 573.365.8795, www.linkedin.com/in/tomconner111



Will You Earn ASAE Power of A Distinction In 2018?

The entry period for the 2018 ASAE Power of A Awards is quickly approaching, and now is the time to start thinking about which of your association programs should be entered.

If you aren't sure what or how to enter, visit the website to view videos featuring past Summit Award winners, as well as for background on Gold and Silver level winners. The official entry form will be available in January.

The Power of A Awards are the industry's highest honor, recognizing the association community's valuable contributions on the local, national and global level. Silver, Gold and Summit level awards will be bestowed by a committee of seasoned industry professionals, and six Summit winners will be recognized at ASAE's Power of A Summit Dinner at the National Building Museum in Washington, DC.

The awards shine a spotlight on the outstanding accomplishments of associations and industry professionals for efforts to strengthen lives, create a competitive workforce, prepare society for the future, drive innovation and make a better world. The competition is open to associations of all types, association management companies that submit applications on behalf of their association clients, and industry partners that undertake initiatives in coordination with associations.

For more information, contact publicpolicy@asaecenter.org.





Social networks are one of today's most popular forms of online communication, as utilized daily by billions of users worldwide. So it's no surprise to find that many meeting and event planners have also jumped on the bandwagon. However, it's important to note that from an organizational standpoint, certain rules of conduct, and best practices with regards to corporate communications, must be observed when conducting outreach via these mediums. But as I note in the new book, *Netiquette Essentials: New Rules for Minding Your Manners in a Digital World*, planning an effective social strategy doesn't have to be difficult. Here I offer several hints and tips that can help your organization communicate more effectively via high-tech channels:

Before launching a social media campaign or presence for your meeting or event, **make a detailed study of the sites, platforms, and services where your desired audience can be found**, and that best align with your business' long-term goals. Focusing attention and presence on these sites will help you maximize outreach efforts and user engagement (and use time and resources most wisely), rather than causing you to be spread thin and participate less effectively across a wider range of vehicles. Frequency and reach are basic marketing principles, as is audience targeting. Concentrating your aim makes it easier to hit your target than employing a shotgun strategy.

Remember that each social network has its own personality. Study the outlets in which your brand will participate, and understand the different nuances so that your message is not simply carbon-copied across each forum. Audiences differ, as do consumption models across social media vehicles: A one-size-fits-all approach won't work here. However, while social vehicles may vary, make sure your message and brand are consistent and cross-promoted across channels. Establish a style guide

Making Events Social

By Scott Steinberg

to maintain consistency of tone, image, and overall user impression.

Ask yourself at every turn: "What's in it for the customers?" Encourage people to communicate and interact with you. Create a two-way conversation that encourages your attendees to want to help you promote your message. Simply blasting information at them is less effective than soliciting their commentary and input.

Be a good resource. Make sure your content is useful and informative, and give visitors tips and links to helpful articles. Likewise, don't be afraid to shout out or partner with outside organizations, individuals, and influencers who share common philosophies and interests that align with your event — win-win is always the way to go. Make sure your content and outreach initiatives are relevant to your customers. This necessitates looking at promotional efforts from new angles, so that the focus is on them, not you.

Make sure your messages meet specific criteria before posting. You should answer "yes" to such questions as: Is the post fun and imaginative? Is it energetic and enthusiastic? Does it draw attention with cool and exciting details? The goal should be to make content inviting, interactive, and accessible — and to deliver a great deal of small, bite-sized items frequently, while encouraging others to interact with you around these pieces of content.

It's all in the presentation. Engaging audiences more interactively and telling stories online is key to promoting a modern meeting or event. The more you can encourage dialogue, and the more you can incentivize others to participate and share, the more you'll find your efforts to surprise and delight others will connect — and the more meaningful any given event or special occasion will be.

Scott Steinberg is an award-winning professional speaker and among today's best-known trend experts and futurists, and the bestselling author of *Netiquette Essentials: New Rules for Minding Your Manners in a Digital World*, *Make Change Work for You: 10 Ways to Future-Proof Yourself*, *Fearlessly Innovate*, and *Succeed Despite Uncertainty*, and *Millennial Marketing: Bridging the Generation Gap*. The founder of *Select* nightlife magazine, and host of *Next Up* on NewsWatch, his website is AKeynoteSpeaker.com.

Christmas



Thank You to Our Sponsors

Holiday Inn Executive Center

Springfield CVB

Tan-Tar-A Resort



Thank You to Our Silent Auction Donors



Branson CVB
Brenda Roling
Camden on the Lake Resort
Capitol Plaza Hotel
Central Bank
Chase Park Plaza Royal Sonesta
Chateau on the Lake Resort
Columbia CVB
Courtyard by Marriott-Columbia
Courtyard by Marriott-St. Louis St. Peters
Discover St. Charles
Hawthorn Bank
Hiltons of Branson and the Branson Convention Center
Holiday Inn Executive Center
Holiday Inn KCI and KCI Expo Center
Holiday Inn South County Center
Jay Hahn
Jefferson City CVB
Kathy Pabst
Kolb Properties
Lead with Liberty
Lesa Litty
Mary Scruggs
Missouri Automobile Dealers Association
Missouri Dental Association
Missouri Soybean Association
Old Kinderhook
Sarah Luebbert/Anne Fehr
Seven Springs Winery
Silver Dollar City Attractions
Springfield CVB
St. Louis CVC
Tan-Tar-A Resort
The Elms Hotel & Spa
The Lodge of Four Seasons
The Wildwood Hotel



How to Wow Your Audience Without Breaking the Bank

By Simon Lockwood, Reprinted from *Successful Meetings*, November 2017

The main objective when you're hosting any kind of conference is to get people to attend, and then for them to leave having heard and learned about what it is you wanted to tell them. Seems simple enough, but these are not always easy objectives. Yet with a bit of imagination — and not necessarily huge amounts of money — you can wow your audiences every time. Here are some ways to do just that:

Use the latest technology

Nothing wows people more than the latest tech being used effectively. While it can seem that anything too up-to-date would come with a hefty price tag, in fact many of the technologies that you might not yet be using are actually becoming more commonplace than you might expect. Technology such as virtual reality headsets, social media interactivity, and live streaming are all becoming more common and can be run at very little cost. All these tools give you the ability to get your delegates more involved with your event and make them feel more of a part of it. If you have a little more to spend, you could also consider things such as an app specifically for your event.

Give away some goodies

As children we all loved leaving parties with a party bag. Adults are no different. They love to have something to take away with them. Be creative with this and the goodie bag could come out of your marketing spend. Shopper bags are increasingly popular and can have your brand or business logo on the outside. This means that whenever one of your delegates uses

the bag, they are a walking advertisement for you. Alternatively, consider something useful like a smartphone case or a USB stick, which people are likely to use again and again. This will then be a continual reminder of your event and encourage them to sign up again next year.

Keep the agenda energetic

People sign up to attend events in the hope that they will enhance their learning and understanding of a topic. As such, your agenda should be focused upon whatever that topic is, but the goal is to address it in a variety of ways by a range of people. Having great speakers is a must, as hearing from someone passionate and knowledgeable about what they are discussing is the sort of thing that people will remember for a long time.

Choose a great venue

One of the best things about going to a conference is that it's a day out of the office, so the last thing people want to do is to go to an office building. Holding your conference somewhere that's eye-catching, visually stunning, and that has a wealth of history means that not only are your guests excited for your event, they are keen to come along just to see where it is being held. London has a huge amount of great conference space, including our space, The Brewery, in the City of London. Based on the site of the



former Whitbread Brewery, the venue has a vast history and has been visited by royalty over the years, so it offers a plenty of atmosphere.

Go where people want to visit

If you're welcoming international delegates, then you want to locate your event somewhere they want to go. With tourists flocking to London every year, there's no better place to hold a great conference. There's easy-to-understand and reliable transport links, accommodation to suit any budget, and must-see tourist attractions like Buckingham Palace and Tower Bridge. Being somewhere people really want to go gives your venue yet another tick on the wow factor list.

Simon Lockwood is creative director at The Brewery, a unique venue located in the heart of the City of London. With extensive experience in events, conferences, exhibitions, and ceremonies it is the ideal venue for events in the U.K. Find out more today at thebrewery.co.uk.



DO THEY GIVE STANDING OVATIONS FOR PULLING OFF PERFECT EVENTS?



A meeting in Branson is about being together.
Being inspired together. Getting work done together.
And having a little fun, together.

Here, you'll find a modern convention center, unique hotels
and resorts, well thought out meeting spaces and a plethora
of recreation and entertainment. In Branson, our job is
to make certain you shine at your job.

Let us help you plan your next event.

Branson[™]
MISSOURI
★

ExploreBransonMeetings.com

417-243-2106 meetings@bransoncvb.com

Has High-Tech Become a Pain in the Neck?

6 Tips to relieve aches caused by electronic devices

By Steve Sisgold, Reprinted from *Smart Meetings*, May 2017

The technological revolution has given us some wonderful tools to work with in our jobs. We use them. We love them. We rely on them. We also pay a big price for every electronic device we use and I'm not just talking about dollars. I'm talking about our health.

With the increased use of so many new electronic devices and software tools, physical exercise for many busy professionals has been reduced.

Most of us spend way too much time in front of one kind of screen or another. Unfortunately, "high definition" does not refer to the effect on our muscle tone. The more engaged we become with computers, smartphones and apps, the less active we become.

Bottom line: Our virtual lifestyles leave our virtual bodies behind, and that can cause physical health problems. Before diving into those problems, let's explore how this change evolved.

Our Evolving Bodies

Evolution has taken us farther from, instead of closer to, our bodies. Mihaly Csikszentmihalyi offers this perspective in his book, *The Evolving Self*.

"After a huge jump in evolution, organisms learned to find out what was going on at a distance from them, without having to actually feel their environment," Csikszentmihalyi writes. "Up to this point, the processing of information was entirely intrasomatic; that is, it took place within the body. We felt, we sensed and we were very aware of what we did and how that affected our body and health. But when speech appeared (and even more powerfully with the invention of writing), information processing became extrasomatic, out of the body."

Csikszentmihalyi adds that processing information now—which mostly takes place outside our bodies, on paper and in computers—causes us to further distance ourselves from our bodies.

Obviously, we won't stop using our high-tech devices; but we can get smarter and learn to use them more efficiently. We can find ways to pace ourselves by taking breaks from technology and nurturing our bodies in the process.



A human head weighs approximately 12 pounds when balanced above the spine. As the neck bends forward and down, the pressure increases, placing a greater demand on the cervical spine. At a 15-degree angle, the cervical spine must support approximately 27 pounds. At 30 degrees, it supports 40 pounds, and so on. Our trapezius muscles kick in to compensate, which strains the back muscles. Overworked back muscles weaken the stomach muscles, which truncates the breath.

Experts say these muscle strains can reduce lung capacity by a whopping 30 percent. This domino effect spreads throughout every part of the body, until eventually it becomes painful to type text messages.

If your posture is suffering because of too much smartphone texting, you may have a "text neck" problem. Dr. Kenneth K. Hansraj, chief of spine surgery at the New York Spine Surgery and Rehabilitation Clinic, describes "text neck" in simple terms: "It's the burden that comes with staring at a smartphone the way millions do for hours every day."

Over time, this type of poor posture can lead to premature wear and tear on the spine, degeneration and even expensive surgery. All of these issues create more stress on the body, mind and pocketbook.

Tom DiAngelis, president of the American Physical Therapy Association's Private Practice Section, concurs. "Just look around you; everyone has their heads down," DiAngelis told CNN last year, noting the text neck effect is similar to bending a finger all the way back and holding it there for about an hour.

"As you stretch the tissue for a long period of time, it gets sore, it gets inflamed," DiAngelis said.

Overextending the neck can result in pinched nerves and even herniated disks, which degrades the neck's natural curve.

6 Whole-Body Solutions

These six practices can help.

- 1. Be aware of your body:** When you are talking on the phone or using your computer, make some adjustments if necessary. This will lessen the strain, decrease muscle and joint aches, and keep you more alert and energized.
- 2. Keep your head up:** Don't lean into your devices. Bring your mobile phone and other electronic gadgets closer to your body. (If necessary, send yourself a text as a reminder not to look down or lean into your mobile phone or laptop.)
- 3. Take stretch breaks:** Slowly, stretch your neck backward and around. Gradually, lean your head back as far as you can to counterbalance hours of neck strain from looking down at computers and mobile phones. You can also lower your right ear toward your right shoulder and lower your left ear toward your left shoulder to work out neck kinks. Next, slowly turn your head to the right and left to keep knots from forming.
- 4. Do spot-checks:** Every 30 minutes, take a spot-check and notice if you are straining your neck or eyes. Get up and walk for at least a minute or two to rest your eyes, shoulders and neck.
- 5. Embrace the whole body:** Take a body awareness test such as the one at wholebodyintelligence.com to learn about the connection (or disconnection) to your body, posture, etc.
- 6. Be kinder to your neck and overall health:** Today's high-tech devices are amazingly productive, but using them should not hinder your health and happiness.

Steve Sisgold has appeared on major radio and TV networks and shows, including PBS, *Oprah* and *Monte*. He holds an M.A. in marketing, a B.S. in business and a certification in body-centered psychotherapy. His book, *What's Your Body Telling You?*, from McGraw-Hill, was No. 1 on Amazon.com in several categories; and his most recent book, *Whole Body Intelligence*, launched as the No. 1 Hot New Release on Amazon.com.



Welcome Members

Marjorie Beenders
The Beenders Walker Group

Lauren Brown
Missouri Pharmacy Association

Travis Fitzwater
Missouri Pharmacy Association

Stephen Foutes
Missouri State Medical Association

Kari Hayes
Missouri Telecommunications Industry Association

Krista Lepper
The Missouri Bar

Dawn Nicklas
Scenic Missouri

Zach Pollock
Association of Missouri Electric Cooperatives

Jen Sampsell
Conservation Federation of Missouri

Robyn Silvey
Missouri Pharmacy Association

Tina Torgerson
Westin St. Louis

Steve Walker
Central Missouri's Lake of the Ozarks Golf Council

MSAE welcomes the following individuals to membership!

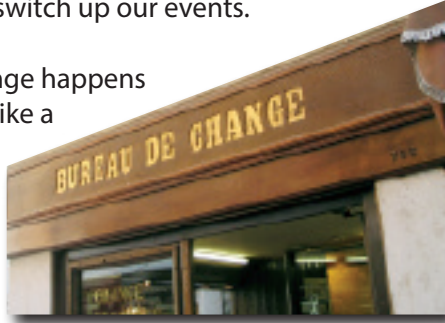
To invite a colleague to join MSAE, ask them to complete an easy, online application.

Adapting to Change

By Angie Ahrens, Reprinted from *Association.Connections.com*

Change. Whether you're for it or against it, it happens. I tend to keep a "change is good" mentality and am always looking for ways to switch up our events.

But sometimes change happens on a bigger scale—like a company rebrand. Connect, formerly Collinson Media & Events, went through two major changes in 2016,



(Did you hear we were acquired by U.K.-based Tarsus Group in December?) Change may be thrilling to me, but it evokes challenges in creating brand consistency.

When we changed our company name, for example, all our event names changed too. Connect became Connect Association. On the positive side, since we kept "Connect" as part of the name, some on-site collateral could be reused (like the life-size Connect letters you saw at our 2016 show).

A rebranding was the perfect time to change other pieces of our events. Take our education this year, which was staggered by different time blocks and levels of expertise. In 2017, you'll continue to see a shift in presentation styles, speakers and how information is delivered.

As we go into our second year as Connect, we are still working to ensure our marketing materials are updated accordingly, as well as getting the word out to attendees, suppliers and partners about our new name. It's a process that takes time.

At the end of the day, if you're going through a rebranding, remember not to change too much. A rebrand should not take away from your company's mission. Don't alter so much you end up losing who you are as an organization.

HOW ARE YOU DEALING WITH CHANGE? SHARE WITH US ON TWITTER, @_CONNECTASSOC.



Angie Ahrens, CMP, is director of meetings and events at Connect, overseeing the programming of all Connect events including the annual Connect Marketplace.

OUR METROPOLITAN CITY COMES WITH A HEALTHY DOSE OF SMALL TOWN HOSPITALITY.

TRUE TO LIFE. TRUE TO US.

Plan your event at
SPRINGFIELDMO.ORG/MEETINGS



Look no further,
The Lodge
has everything any
MSAE
member needs or
Wishes for!

for Meetings

22 Meeting Rooms
64,000 Square Feet of Space
20,000 Square foot Convention Hall
358 Guest Rooms and Suites

for Relaxation

4 Swimming Pools
Fitness Center
Spa Shiki
5 Restaurants
5 Bars

for Fun

3 Top Rated Golf Courses
Boat & PWC Rentals
Trap Shooting
Tennis Court
Parasailing
Disk Golf
Fishing



315 Four Seasons Dr. | Lake Ozark, MO 65049
(800) 711-8983 | www.4SeasonsResort.com



EXECUTIVE
focus

PO Box 1574
Jefferson City MO 65102
www.MSAE.net

Prsrt Std
U.S. Postage
PAID
Jefferson City MO
Permit No 364



LAKE OF THE OZARKS
TAN-TAR-A RESORT
GOLF CLUB, MARINA &
SWEDISH WATERPARK

Memorable Meetings are Made Here

Contact us for a site visit to experience Tan-Tar-A!

(573) 348-8550 • sales@TAN-TAR-A.com • www.TAN-TAR-A.com • 494 Tan Tar A Drive • Osage Beach, MO • Lake of the Ozarks