



insight

Third Quarter 2023

Get down to business in a place where it feels like Getting away.



Every meeting planner knows that working with the right people can make planning and conducting an event less stressful and more successful. The Springfield Convention & Visitors Bureau is here to help and will be with you all the way.

Contact Lisa Perez to assist with a proposal, site selection and special promotions for new group business to Springfield.



Lisa Perez, CMP, Group Sales Manager
Springfield, Missouri, Convention & Visitors Bureau
Email me to learn more: lperez@springfieldmo.org
or call 800-678-8767



SpringfieldMo.org/Meetings

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2023 BOARD OF DIRECTORS



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Micaela Haymaker



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Matt Amick



Imm. Past President
Morgan Mundell



V.P. Membership
Bill Plank



V.P. Education
Michelle Walters



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Gary Gates



Board Member
Lisa Patten



Associate Board Member
Lisa Perez, CMP

FROM THE PRESIDENT



all is here! It is hard to believe that we are in the last few months of 2023. Thank you to all who attended the Missouri Event Summit in August. The committee's hard work and dedication created a successful event. Attendees were able to talk with properties, cities and attractions around the state about where to hold your next meeting. Special thanks to the sponsors, industry partners and speakers for helping to bring this event back. We have already started talking about plans for next year.

I am looking forward to our Holiday FunFest on Wednesday, December 6. This is shaping up to be a fun event and will be held at the Capital Bluffs in Jefferson City. This event will include a corn hole challenge, membership meeting (including annual meeting and elections) food, drinks along with silent and live auction items. Registration is open on the MSAE.net website, so sign up today!

Have you faced challenges in your work space recently? Much of our world contains plenty of unwelcomed stimuli with multiple computer screens, tablets, phones and dashboards (if you do a lot of traveling). All of these compete with our attention and can create overstimulation. We tend to look for ways to unwind and recharge. Getting out in nature can offer a mental and emotional refuge. Spending time outdoors can boost physical and mental health in a range of ways. You don't need to spend hours of time before these benefits kick in. Studies have shown that as little as 20 minutes a day spent outside can help your health.

Spending more time in nature can help change your mood, reduce stress and improve your physical activity. It can also help with muscle tension, heart rates and improve your sleep. Visiting local parks and trails in your community can provide an ideal opportunity for everyone to get outside every day. Taking a break during your work day and going for a walk or eating lunch at a local park will help clear your mind for a few minutes. Other activities include hiking, bicycling, fishing, kayaking/paddleboarding, bird watching, hunting, swimming and gardening.

My favorite activity in the summer is kayaking with friends and family. The water is so therapeutic for me. I can feel the stress relief immediately. What is your favorite nature activity? If you don't have one, I challenge you to try new things until you find that one that helps you become more physically, mentally and emotionally stronger.

Micaela Haymaker

Director of Operations
at Conservation
Federation of Missouri



MISSOURI SOCIETY OF ASSOCIATION EXECUTIVES



HOLIDAY FUNFEST

PRESENTED BY:



THE HOLIDAY FUNFEST WAS DESIGNED TO BRING ASSOCIATION EXECUTIVES, MEETING PLANNERS AND INDUSTRY PARTNERS TOGETHER FOR A SPECIAL NETWORKING OPPORTUNITY. FOOD & DRINKS PROVIDED.



DECEMBER 6, 2023
CAPITAL BLUFFS EVENT CENTER
JEFFERSON CITY, MO

REGISTRATION FEE: \$100 PER PERSON

- 4:00 PM REGISTRATION BEGINS
- 4:30 PM CORNHOLE COMPETITION & SILENT AUCTION
- 6:30 PM ANNUAL MEETING
- 7:00 PM LIVE AUCTION BEGINS
- 7:30 PM SILENT AUCTION CLOSES

HOTEL ACCOMMODATIONS:

CAPITOL PLAZA HOTEL
415 W. MCCARTY ST.
JEFFERSON CITY, MO 65101 573-635-1234
\$89 + TAX PER NIGHT IF RESERVED BEFORE NOV. 6TH.

SPONSORSHIP OPPORTUNITIES:

UNIQUE SPONSORSHIP OPPORTUNITIES
ARE AVAILABLE ON A FIRST-COME, FIRST-
SERVED BASIS.

EMAIL INFO@MSAE.NET FOR MORE INFORMATION.

UNDER NEW MANAGEMENT



Let's work together to grow MSAE

Change has become such an integral part of our associations, businesses, and personal lives over the last several years. MSAE has experienced the demand for change during and after COVID from both internal stakeholders and external partners. The MSAE Board of Directors is pleased to announce a change in our association management company to handle the administration and strategic direction for the organization. Although we have a new association management company, the names may be quite familiar to you.



Sarah Luebbert,
APR

Vital Strategies LLC, founded by Sarah Luebbert, APR, is joining forces with Kathy Pabst, MBA, CAE, and they will work together as co-executive directors of MSAE. Both have served as MSAE Board Members, led committees, and held the esteemed role of President. They were volunteers for MSAE during some of the toughest years – a true commitment to the vision of MSAE. With their expertise at the helm, we are confident that we can navigate MSAE back to its original mission and be the resource it was always meant to be for you and your team.



Kathy Pabst,
MBA, CAE

MSAE has been a leading organization for association professionals and we will build a strong foundation through hard work, dedication, and teamwork. Just as we do in our own organizations, we appreciate each of you and celebrate your commitment to the advancement of associations in Missouri. We acknowledge that our journey hasn't always been aligned with the expectations of our members. This struggle has taken its toll on our association and we are committed to moving forward and looking to a strong future for MSAE.

We invite you to meet Sarah and Kathy at the Coffee and Conversations on November 16 at Three Story Coffee. They will share their vision for MSAE, including existing programs, reviving past initiatives, and developing new opportunities to change MSAE to the organization to meet your needs as association professionals and industry partners. So, change is good and we look forward to your unwavering support as we rebuild MSAE to be better than ever before.

2023 BOARD RETREAT



The MSAE Board of Directors was warmly welcomed to Springfield for their Board Retreat at the end of September. The Springfield CVB hosted the Board for this whirlwind tour of Springfield, and many of their industry partners joined in including:

- Hotel Vandivort
- Oasis Hotel and Convention Center
- DoubleTree Hotel
- Big Shots Golf
- Finley Farms
- Barley House
- University Plaza Hotel & Convention Center
- Vantage



Big Shots Golf



Finley Farms



Hotel Vandivort



Barley House

EMAIL, THE DEATH OF PRODUCTIVITY

● ● ● ● ● Sarah Luebbert, APR

Open, respond, send. Open, respond, send. Open, respond, send. Many of us do this for hours on end every day, and each time we hit send we feel a little twinge of accomplishment. Then, we look at the clock and four hours have gone by and that project we swore we were going to work on this morning has now been pushed to an afternoon project. We go to lunch (even if that's only a 15-minute walk to the microwave or a quick drive to a place to grab a bite to eat) and when we return, we take one quick peek at our email to see if that one email we were waiting on has been answered. Then, we are sucked back into that evil cycle of open, respond, send. It's now the end of the day and we haven't touched that project for yet another day.

This may seem a little dramatic, but the reality is, the average office worker spends about three and a half hours each day checking their work email.¹ The same research from a Zippia.com article says the average employee checks their email 36 times in an hour.¹ Yes, they are looking at their email inbox once every 1.66 minutes.

For some people, email has become an addiction, whether it's the fear of missing out, because they are bored at work, or simply the fear of a boss or co-worker asking them about an email that was sent. We feel like we have to be tuned in to email all the time. Additionally, each time we hit that "send" button it feels like we have gotten something done. However, most emails usually generate more emails or more things we need to do.

I recently presented to a group about productivity tips. When I suggested they start their day by tackling one or two of their priority items first thing upon arrival and hold off on checking their email until about 10 or 11 a.m., there was an audible gasp in the room. I then asked how many of them work in the customer service department of their business, and nobody raised their hand.

My next question to them was "Then why do you need to open your email immediately upon arriving to work?" I know, those of you reading this are

screaming at me saying we work in associations so yes, we work in customer service. If you aren't screaming that, then why aren't you? Associations are a service industry.

Yes, I know I just contradicted myself, however, if a member needs something immediately from us, they will call the office or our cell phones. Putting off an email for a couple of hours to focus on a project is not going to cause us to lose members. In fact, if we can produce more work that benefits our members, it is likely to grow our membership. Our strategic plans that we all work so hard on can finally start to see progress well before that next check-in/deadline, and those to-do lists can actually get shorter instead of longer.

I'm very aware that many of you are saying, yes, this sounds great, but this isn't realistic. Stop and ask yourself, why isn't this realistic? Why can't you do this? It may take some shifting of your mindset, your boss's mindset or require a little tweak to the office mindset, but it's absolutely something you can do, and I have a few suggestions for you.

Changing from the top down:

Many people think their boss expects them to reply to emails (especially those sent by the boss) immediately, but have you ever asked your boss if this is true? If you have never asked that question, do it. Explain to them that you are trying to get through a list of projects and you would like to check your emails only a few times a day to see if that helps you to be more productive.

If you are the boss, think about this. If you are okay with your team spending less time on email and more time on projects, let them know. Also, while you are talking to the team about this, I would suggest asking team members not to go to another person's office to say "Did you get my email?" What seems like a quick 30-second question ends up turning into a 5-minute conversation, a good portion of which may not be related to work. Additionally, the person they are interrupting may have been in deep work mode on a project and has now been distracted - it will take



them several minutes to get focused again.

Stop the massive amounts of internal email:

How many times have you been carbon-copied on an email you didn't need to know about, or the email was relevant to you and then turned irrelevant? Now you are reading these emails that have nothing to do with you to make sure they don't impact you, then you must delete them all. It's a huge waste of time. My suggestion is to establish guidelines on when to copy co-workers in on emails, and when you should remove co-workers from those emails.

I am also an avid believer that email should be for external communications only. Organizations could consider investing in a project management system and/or a system like Slack, Google Workspace with chat, or Microsoft Teams. There are an endless number of solutions for communicating internally that don't include email. I am happy to expand upon those tools and how to use them properly in a future article.

Shared inbox(es):

If you have never heard of a shared inbox, it's an email inbox that multiple people can access. Many email systems allow for this, or you can find a third-party company that will make an inbox shareable. A shared inbox works best for the email addresses many associations have such as where the "Contact Us" emails go, or the Membership@XYZassociation.org emails are directed to.

In many instances, these general email addresses are directed to a single individual whose job it is to try to find the best person to route that email to. However, by the time the email gets to the correct person, it may have been sent to a few people who were not the correct person, and they respond to the email saying, sorry not me. Then you end up with several responses on a long email chain that has to be deleted before you can actually send the correct email response to the member. Shared inbox services (like Sort'd, Missive, Helpwise, to name a few) allow several people to have access to a single inbox. the bonus - there is usually a comment section included, deadlines can be set,

emails can be assigned to people by tagging those individuals (instead of emailing them), etc. It's a great tool for those general email inboxes. These services also have a feature for you to mark it complete so there aren't more emails being sent to see if the co-worker responded to the question asked by the member.

Set expectations:

Email is important to all of us and until the newest technology comes in to take it away, most of us must use it. It's how we use it and what level of priority we give it that can make a big impact on our productivity. If you have made it all the way to this point in the article, then take a few minutes, shut down your email and think of the best way to implement new email rules in your office or for yourself. This article isn't telling you not to check email, it's simply a suggestion to set parameters for email. Also, here are a few tips you can personally implement:

- Don't open your email first thing in the morning.
- Set designated times of the day to check your email.
- Set your top three to-do items for the day and get those items completed before you open your email.
- Set a timer for 30 minutes, three times a day (or whatever you feel will work for you) and get through as many emails (oldest to newest) as you can in those 30-minute segments. Studies have shown that work expands to the time allowed. If you don't allow a lot of time for email, it will still get finished, just in a shorter timeframe.
- Figure out what time of day your brain works best and designate those times for your projects; the time your brain is less productive, you can spend on email.
- Sometimes by letting email sit for a bit it gets resolved without you ever needing to respond. Doesn't that sound nice!

¹Zippia. "25+ Wasting Time At Work Statistics [2023]: How Much Time Is Wasted At Work" Zippia.com. Dec. 15, 2022, <https://www.zippia.com/advice/wasting-time-at-work-statistics/>



Remembering Nicole Kever Torres


We remember with deep respect and admiration Nicole Kever Torres, a cherished member of MSAE who passed away in October. A resident of Lake Ozark and an employee at Camden on the Lake, Nicole was an active participant in our community.


Born and raised in Jefferson City, Nicole pursued her passion for hospitality management at Missouri State University. Her career journey took her from Oasis Hotel and Convention Center in Springfield to Camden on the Lake, where she served diligently for 13 years.


Nicole's contributions to MSAE as an industry partner member on the board were invaluable. Her dedication, warmth, and enthusiasm left a lasting impression on everyone she encountered.

As we mourn Nicole's loss, we also celebrate her legacy. Her spirit and love for her craft will continue to inspire us.

2024 Lobbyist Directory

 The 2024 Missouri Directory of Lobbyists is currently accepting submissions! Don't miss out on this opportunity to be included in the directory that will be distributed to all Missouri legislators. Submit your information now to ensure your presence in this influential publication.

 The deadline for submissions is December 1, 2023, so make sure to act quickly. The cost to participate is only \$150 per person.

 Don't wait any longer! Take advantage of this chance to connect with key decision-makers in Missouri. Submit your information today and secure your place in the 2024 Missouri Directory of Lobbyists.



Scan the QR code or go to MSAE.net to submit your listing for the Lobbyist Directory.

2024 Membership Renewal Coming to Your Inbox!



MSAE is set to kick off the 2024 membership renewal process soon. Keep an eye out for our emails and printed dues invoice in the coming weeks.

Remember to renew your dues promptly to enjoy our exciting lineup of 2024 events. To ensure your inclusion in the 2024 member directory, please have your dues paid by December 31, 2023.



2024 COFFEE & CONVERSATIONS

JANUARY 11 FEBRUARY 8
MARCH 14 APRIL 11
MAY 9 SEPTEMBER 12
OCTOBER 10 NOVEMBER 14
DECEMBER 12

JUNE - AUGUST
COFFEE CONNECTIONS - OPEN
CONVERSATIONS DURING THE SUMMER,
TO CONNECT!



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