



insight

First Quarter 2024



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Lisa Perez, CMP, Group Sales Manager
Springfield, Missouri, Convention & Visitors Bureau
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2024 BOARD OF DIRECTORS



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Matt Amick



President-Elect
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Imm. Past President
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V.P. Membership
Lisa Patten



V.P. Education
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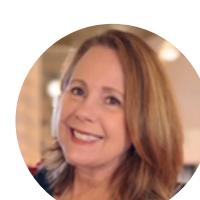
V.P. Communications
April Underwood



Board Member
Dan Kleinsorge



Associate Board Member
Tim Jacobsen



Associate Board Member
Lisa Perez, CMP

FROM THE PRESIDENT



Effective communication is critical to the success of any organization. With numerous modes of communication, we have never had as many channels to share our message with our stakeholders. Yet, with the pace of life today and sheer volume of information delivered to us in an instant, it seems like it has never been more challenging to effectively communicate.

One of my mentors in the association world often keeps it simple when it comes to the topic at hand, “communicate, communicate, communicate.” If you asked my wife or our team at Missouri Soybeans, they would probably say I struggle with this! The fact is communication is at the top of my head every day and, whether it is internal or external, I know it is a challenge faced by associations and industry partners.

Is the valuable work we do reaching our members and customers? Are we providing enough information internally to our stakeholders and committee members to fulfill their roles and responsibilities? Are all staff departments and programs working in synchronicity? Is our messaging being noticed by potential customers and prospects?

We dive into the topic of how to effectively utilize certain communications tactics in this issue of the magazine. This was also a theme at our Meetings, Marketing and Media Mash-Up membership event in February. I hope you were able to join us. We also encourage you to join us at future Coffee and Conversations events. These informal gatherings are meant to help association professionals and our industry partners bounce ideas off each other. While one tactic may work for one organization versus another, brainstorming and sharing ideas in this ever evolving world is paramount to our organizations and professional growth.

Speaking of communication to members and stakeholders, let us know how MSAE is doing in this area. Between the MSAE *Insight* magazine, social media, website, and in-person events, our goal is to provide opportunities to bring more value to your membership through education and peer-to-peer networking. We hope you enjoy this edition of the magazine, and we’ll see you at the next MSAE event!

Matt Amick

Director of Market
Development
Missouri Soybeans



Don’t forget to follow us on our social media channels.



Missouri Society of Association Executives



@msae_net



LinkedIn – Missouri Society of Association Executives (MSAE)

Things You Don't Need for Social Media



It is easy to make excuses for all the reasons you aren't showing up on social media. A lot of times, I find that business owners are letting things that don't really matter hold them back from posting on social media. They are getting in their own way and procrastinating when it comes to social media because they think they don't have what they need to get started.

Here are a few of the things I hear that are holding my clients back from social media:

- Not knowing what hashtags to use
- Not knowing when to post
- Not having a perfectly edited video that they are happy with
- Feeling like they have to be everywhere and not knowing where to start
- Thinking they have to post every single day
- Not having a huge following
- Afraid they have to dance on camera (Hey, I have NEVER done it and don't plan to!)
- Thinking they have to be on their phone 24/7
- Not feeling techie enough
- Thinking they have to have fancy video editing software
- Not being a graphic designer (I am NOT either!)

You don't need all the new and fancy tools to start posting on social media. If you wait for everything to be perfect, you will NEVER post. But what you do need is a strategy. And the main bulk of your strategy comes from your brand.

Before you can begin crafting your social media strategy, you will need to dig deep to uncover the why behind your work and how you're different from your competitors. This brand work process might feel overwhelming at first, (cue the therapy couch) but it allows you to uncover the parts of your business that will allow you to show up AUTHENTICALLY and serve you and your members for years to come. It's after you have clarity on your brand that you can begin develop a posting strategy to meet your members where they are.

So stop worrying about the things that don't matter and focus on the thing that will bring you clarity and help you build confidence online.

Teah Hopper

Social Media Strategist,
Owner, Teah Hopper
Consulting



“But what you do need is a strategy.
And the main bulk of your strategy
comes from your brand.”

Podcasting 101



by Monica Pitts, Chief Creative Officer of MayeCreate Design



The January Coffee & Conversations was about Podcasting and Monica Pitts, Chief Creative Officer of MayeCreate Design, was our guest presenter. Monica is the host of the "Marketing With Purpose" podcast and created a handout for our attendees. This article is a shortened version of that handout.

Why start a podcast?

- Feed your marketing
- Be considered a source of information in your profession
- Educate your audience
- To talk about your industry
- What's happening in your company
- Create an additional benefit for members or clients
- You like to talk and it's easier for you than writing

Fun Podcast Facts

- 50% of people between the ages of 12 and 34 listen to podcasts
- 43% of the respondents to the Statista survey between the ages of 35 and 54 had listened to a podcast in the last month
- The fastest-growing audience for podcasts is 55 and up
- The US accounts for nearly 50% of podcast listeners
- 80% of listeners listen to all or most of every podcast episode that they start

What Tech is Required?

Audio Software

1. Recording and Editing Software

- a. Adobe Audition
- b. May want to try Audacity to start (it's free)
- c. You can also use Garageband

2. Interview Recording Software (if you're going to have guests)

- a. RingCentral, Zoom or Skype
- b. Also services like Riverside.FM or Squadcast
- c. Consider recording back up audio of yourself in the editing software so you have a good quality audio copy for yourself at least...the internet can do weird things.

Microphone

The "Marketing With Purpose" podcast uses the Rode Podcaster - it's USB, good for solo recording or using a recording service to record audio like Skype, Zoom, Riverside.FM or Squadcast. Additional tech accessories recommended include:

- Adjustable Boom Arm
- Shock Mount
- Mic Windscreen (also called a spit guard)
- Research echo reduction (in case you're in a not-so-great room to record)

Human To Do Tech Things

It can be you.

There are online courses to teach you just how to do it.

It can be someone else.

You hire someone to do the editing and mixing down for you. Heck, you could hire someone to do it all!

Who does it?

Some podcast hosting companies offer the service and some companies actually specialize in it. But you will have to review it...so you do need to be involved to some degree.

Cost: Expect editing to range from \$30 - \$1,000/project.

Podcast Host

Like a website, your podcast will need a place to serve as it's host. MayeCreate uses Castos and says "It's great if you have WordPress and want the podcast to integrate with your site and manage it through your website."

Before choosing a host:

- Look at the number of episode limits and time limits before buying - they all control costs in different ways.
- See how it integrates with your website - you want it on your website.

Podcasting 101



- Make sure it is distributed to the networks your audience is on
- Review its tracking capabilities

Show Details

You can use ChatGPT to give you ideas and help you craft all of these things!

1. Podcast Title

- a. 40 characters or less is recommended
- b. Most relate more to the topic of your podcast than your business name

2. Podcast Subtitle

A one-liner description of your show

3. Keywords

5 to 7 keywords related to your podcast topic

4. Podcast description

- a. 1-2 paragraphs about your podcast.
- b. Include keywords
- c. More importantly, write for humans! This is what they'll read before pressing play.

5. Podcast Artwork

3000x3000 pixels and .jpg or .png file format

6. Intro/Outro

- a. Script or recording for both the intro and outro
- b. Optional music to mix in, make sure it's royalty free

Episode Details

ChatGPT can also help you here! It can suggest topics, titles, questions, episode outlines and even more!

1. Title

Do some keyword research before writing your titles but more importantly, write for the humans who are listening.

2. Description

Explain an overview of the episode - this should also be keyword-rich. You can use this for your social posts about the episode AND your emails! Recycle!

3. Photo (optional)

I use a photo because then I have a graphic to add to my site and social media but you don't have to have a unique one for each episode, it's up to you.

4. Transcript

- a. You'll need this to keep things ADA compliant. I use Otter.ai.
- b. YouTube does it automatically
- c. Some hosting services do it for you
- d. Make sure to check that your guest names are spelled correctly and there aren't accidental cuss words (if that's not your thing).

Suggested Frequency

2 per week (104/year) = Pro level mumbo jumbo

1 per week (52/yr) = Ideal

2 per month (24/yr) = Good

1 per month (12/yr) = Minimum

Frequency Considerations

1. Episodes have a **multiplier effect** - The more you put up the faster your downloads climb.
2. **Consistency** is key - it's better to be consistent than have a bunch at once and then none for a long time
3. Consider your **episode length** when determining frequency - how much can your audience justifiably consume?
4. You can adjust it for the **time of year** your audience needs your content most.
5. Go for **quality over quantity**.

Episode Length

1. Consider the **attention span** of your audience.
 - a. I find super short episodes just don't give me enough to chew on...but it's hard for me to listen to a one hour episode in one sitting.
 - b. If your audience does a lot of commuting or listens while working out, then a longer episode may be ideal.
2. They **don't all have to be the same length** but should **cycle through consistently**. For example: Every other week you may publish a 20 min episode solo and on the opposite weeks you might publish a 1 hour guest interview.
3. **Guest interviews** usually go for **30 minutes to an hour**. I always shoot for 45 minutes.
4. **Solo episodes** are usually **20-40 minutes** for me. My goal is always 30 or less.

Welcome New MSAE Board Members



Associate Board Member

Tim Jacobsen



Tim Jacobsen relocated from Arkansas in 2023 where he held the position of Executive Director of the Fort Smith Convention & Visitor Bureau since 2020. Tim is currently the Director of Sales at The Resort at Lake of the Ozarks. Tim served as the Executive Director of the Lake of the Ozarks Convention & Visitor Bureau from 2005 – 2020. Tim has also held positions as General Manager of the Inn at Grand Glaize in Osage Beach; Director of Sales & Marketing at a Walt Disney Property in Orlando, FL; General Manager at Cabbage Key Resort near Pine Island, FL; Director of National Accounts at Gaylord's Opryland Hotel in Nashville, TN; Associate Director of Sales at Hyatt DFW, National Sales Manager at Hyatt Reunion in Dallas; Hyatt Louisville and The Lodge of Four Seasons in Lake Ozark.

Tim is a 1980 graduate of Camdenton R-III Schools and was introduced to the hospitality business while still in high school, working at two Lake Area restaurants and a lakefront resort. Tim attended college at Sam Houston State University in Huntsville, TX.

Tim is a proud father of his 14-year-old daughter, Jayden, and enjoys their time traveling, fishing, boating, motorcycle riding, and many other outdoor activities.



Board Member

Dan Kleinsorge



Dan attended Truman State University and obtained a degree in Political Science in 2008 and later attended the University of Missouri to earn a Masters in Public Affairs in 2017.

Dan has worked on campaigns, in state government, and for nonprofits for 17 years. From late 2011 through 2014, Dan was the Executive Director of Missouri Farmers Care during the organization's first years. There Dan helped ag allies in North Dakota defeat an animal-rights sponsored ballot initiative in 2012 and worked on the passage of Missouri's Right to Farm amendment during 2013 and 2014.

In 2015, Dan went to work for incoming State Senator Dave Schatz, who would later become President Pro Tem of the state senate. For Senator Schatz, Dan worked on a wide variety of legislation including prevailing wage reform, a bill that exempted federal agricultural disaster payments from state income taxes and multiple bills to increase road and highway funding, including Governor Parson's bridge-bonding program that has replaced out-of-date bridges across the state and provided the state funding for the Rocheport bridge replacement.

In January 2021, Dan went to work for the Missouri Limestone Producers Association as its Executive Director.

Welcome New MSAE Board Members



V.P. Communications

April Underwood



A 14-year 911 communications operator veteran, April changed careers and started with the Missouri Association of Insurance Agents (MAIA) in January 2022 as the Education and Events Coordinator. Her role includes planning and executing two large conferences a year and all continuing education classes for the independent insurance agents of Missouri. Her hard work and dedication paid off as she was promoted to Director in October 2023.

April is a 1992 graduate of Jefferson City High School. She is a proud mother of two daughters, 28-year-old, Dakota, who is currently getting her Masters in English Literature and 29-year-old, Kylie, who is an amazing mother to 4 beautiful children.

April has always been very active in the local and state community. She joined the Jefferson City Jaycees in 2005 and has held multiple offices/positions. She started her love of the Lions Club when she attended the USA/Canada Leadership Forum in Des Moines, IA, in September 2021. April currently serves as the 2023-2024 Holt Summit Lions Club President, District Zone Chair, State Convention Co-Chair for 2024, and District Convention Co-Chair for 2023 and 2024. Her boyfriend Jeff and she are very involved with the statewide Missouri Lions Eyeglass recycling program whose headquarters is located in Jefferson City.

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Member News



Meetings, Marketing, and Media Mash-Up

The Mash-Up event was held on February 16 at the Capitol Plaza Hotel. Speakers and topics during the event included:

- Hotel Contracts: Adam Kelly - CONTACT Planning
- Marketing: Heather Carl - Missouri Employers Mutual
- Multimedia: Chris Kuban - Chemistry PR & Multimedia
- Social Media: Teah Hopper - Teah Hopper Consulting

Following lunch, attendees rotated through roundtable sessions to ask questions of the speakers and of each other. Thank you to all who attended!



Cassie Shurtz Promoted To Oasis Director Of Sales

The Oasis Hotel & Convention Center has announced the promotion of Cassie Shurtz to Director of Sales. Shurtz joined the Oasis Hotel & Convention Center in 2023 as Catering Sales Director. Prior to this position, Shurtz worked as Sales and Operations Manager at The Barley House at Moon Town Crossing. Her hospitality career began in 2007, and she has previously served as Banquet Manager for Lodge of the Ozarks and Sales Manager for Raddison Hotel.



Cassie Shurtz



Element by Westin is now open in Springfield!

Intuitively constructed with an efficient use of space and a focus on sustainability, the hotel helps you stay connected, feel alive and balanced while you're away. Our spacious guest rooms welcome guests to unwind and recharge before or after their meetings. At the end of an eventful day in Springfield, relax in the hotel's lobby bar or grab one of their Bikes to Borrow; you can also unwind in the saline pool or maintain your workout routine at Motion Fitness. Wake up to a complimentary Rise breakfast, featuring cooked to order hot items and build-your-own-parfait Chobani Yogurt station. They look forward to helping you be your best self.

What's New with You?

This section is all about YOU - created by you, for you, and about you. So, we need your help to make it as wonderful as possible! We've set up a form for you to submit your updates. Access the form at this link, <https://bit.ly/41saXP5>. Fill it out with any exciting news from your business or organization, add a photo if you like, and voila! Your update will be featured in our next quarterly magazine! 📄

Not sure what kind of updates we're looking for? Here are some ideas:

- 🎉 Welcoming a new employee
- 🧑‍💼 Introducing a new salesperson
- 🏆 Celebrating an employee promotion
- 📍 Sharing a new attraction in your community
- 💻 Launching a new website for your organization
- 🏆 Winning an award (we love celebrating our members!)
- 🏠 Adding to your property

Scan to submit news.



We can't wait to hear from you and feature your exciting updates in a future issue! Let's keep the MSAE community vibrant and connected!



2024 COFFEE & CONVERSATIONS

JOIN THE CONVERSATION THE SECOND THURSDAY OF EACH MONTH

JANUARY 11	FEBRUARY 8
MARCH 14	APRIL 11
MAY 9	JUNE 13
JULY 11	AUGUST 8
SEPTEMBER 12	OCTOBER 10
NOVEMBER 14	DECEMBER 12

TOPICS AND LOCATIONS WILL BE PROVIDED EACH MONTH VIA EMAIL WITH MORE DETAILS. COFFEE & CONVERSATIONS DURING THE SUMMER WILL BE OPEN CONVERSATIONS.





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