



2011 AMC Institute Community Conference



August 6, 2011
**Renaissance
St. Louis
Grand Hotel**
**St. Louis,
Missouri**

7:00 AM **AMC Institute Registration Desk Opens**

Landmark Foyer

7:30 – 8:45 AM **Networking and Roundtable Discussions Breakfast**

Landmark 4

Sponsored by Washington Marriott Marquis

We've listened to you... each of you! The Roundtable Discussions have consistently received high evaluation scores and we received feedback that these engaging discussions amongst peers are what make our meetings as dynamic as they are. But, we've also heard that more unscripted networking time with your friends and colleagues is something you'd like to see more of. Breakfast this summer will encompass both!! Look for a topic set at some of the tables that sparks your interest and plan to have an engaging conversation with other attendees. Or, simply pull up a chair at an unmarked table and sit back and enjoy a little breakfast at your leisure while you catch up with old friends or make new ones before the full day begins.

8:45 – 9:00 AM **Welcome Remarks**

Landmark 4

9:00 – 12:00 PM **General Session**

The Future AMC Model

Landmark 4

Presented by: Glenn Tecker | Chairman and Co-CEO, Tecker Consultants

Do you feel it? Are you seeing it? Are you making changes to adapt to it?

What will the AMC Model look like in 3, 5, even 10 years?

As the saying goes, the train of change is coming down the track – are you ready to get on the train?

Clearly there are already demographic changes in the volunteer base of associations, rapid advances in technology and social media, and in corporate and association staffing trends. The competitive landscape is shifting – many businesses are trying to behave more like associations and many associations are trying to behave more like business. Can AMC's be the beneficiaries of these dynamics? Wouldn't it be great to get a glimpse into what the future holds?

These are just a few of the issues potentially impacting Association Management Companies now and in the future. Glenn Tecker, of Tecker International LLC, will facilitate this thought-provoking session. Advanced survey data will be shared with participants. Tecker will lead participants through thought-provoking discussions that will explore the challenges and opportunities that lie ahead for AMCs, along with solution strategies.

A not-to-miss session for those in the AMC Community who want to know what lies ahead.

Mobile Event App provided by [busyevent](#)

12:00 – 2:00 PM **Lunch featuring Tim McCormick**

Landmark 4

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ESPN analyst and former NBA player Tim McCormick has created a proven Game Plan for success in the business world that focuses on the secrets that premiere professional athletes use to reach their highest goals and achieve career excellence. You do not want to miss this dynamic speech!

2:00 – 3:15 PM **Concurrent Sessions** **Managing Content to Enhance Client Value**

Landmark 1

Presented by: Becky Rasmussen | Director of Content Management, Drake & Company

According to the Growth Paradox, "The smaller you are the BIGGER you must look, and the bigger you are the SMALLER you must get." Content management allows AMC association clients to raise their profiles as thought leaders, while building and serving niche communities. Which begs the question: Who's your AMC's "Chief Content Officer"? Regardless of the size or structure of your AMC, it's more important than ever to have someone at the helm of your clients' content strategies. (And if you don't have content strategies in place for your clients, then all the more reason to attend this session!) Content marketing is not about creating award-winning publications or becoming a social media superstar – it's about developing and re-imagining content that engages audiences, adds value for members and positions your clients as thought leaders in their industries. Learn ways to make the content you produce more compelling, relevant and interactive, while improving the return on investment for your AMC's clients.

AMS – Avoiding the Potholes

Landmark 2

Presented by: **Loretta Monterastelli Deluca** | CEO, DelCor Technology Solutions

In this fast-paced session, an industry expert will cover some of the must “do’s” and “don’ts” of selecting and implementing an Association Management System (AMS) to help you avoid the inevitable bumps and potholes along the way. Should you always issue an RFP? Do you need to augment your staff to increase the likelihood of success? What are the top mistakes organizations make during this process? Bring your questions and some answers too! You’ll walk away better equipped to successfully face this exciting (and daunting) task!

Legal Issues Impacting Association Management Companies and Their Clients

Landmark 3

Presented by: **Jonathan T. Howe, Esq.** | Partner, Howe & Hutton, Ltd.

Hear from an attorney experienced in advising your association clients about the legal issues that those clients encounter, issues that your AMC is responsible for being able to recognize and refer to legal counsel when necessary.

3:15 - 3:45 PM Networking Break

Landmark Foyer

Sponsored by **Avecra**

**AMC Institute thanks
and recognizes the members
of the AMC Community Conference
Planning Task Force for their
outstanding efforts in planning this
program.**

**Fred Stringfellow, CAE,
King Stringfellow Group, Inc.**

**Jonathan Strauss, strauss event &
association management**

**Trudie Bruner Rowello, CAE,
Fernley & Fernley, Inc.**

Steve Drake, Drake & Company

**Beth Quick Andrews, CAE,
Q & A Business Solutions**

**Robert Waller, Jr., CAE,
Association Headquarters, Inc.**

3:45 – 5:00 PM CONCURRENT SESSIONS

Breakouts by AMC Size

Members Only!

Love the idea of networking with your peers but wish you had additional time to sit one-on-one with company representatives that face the same challenges as you do on a day-to-day basis? This is your opportunity! Based on consistent member feedback, we’ve slotted this time to allow you to have open discussions with your peers. A facilitator will get things started by asking what is on your mind and the free-flowing exchange of information and ideas will begin. Get ready to learn and grow!

Smaller AMCs (10 Employees or Less)

Landmark 1

Presented by: **Jonathan Strauss** | President, strauss event & association management

Mid-Size AMCs (11-35 Employees)

Landmark 2

Presented by: **John Francis** | President, The Harrington Company

Larger AMCs (More than 35 Employees)

Landmark 3

Presented by: **Robert Waller, Jr., CAE** | President, Association Headquarters, Inc.

For Your Information

Attention CAEs and aspiring CAEs! Do you need continuing education credits for ASAE’s CAE Program? Your attendance at an AMC meeting or educational offering will provide you with one continuing education credit for each clock hour of programming.

The 2011 AMC Community Conference will feature a paper-free environment. All handouts, including registration lists will be available on both the ASAE and the AMC Institute websites prior to the meeting and available for you to print and bring with you. No handouts will be available onsite.

What’s Included in Registration?

- All educational sessions on Saturday from 7:30am—5:00pm
- Beverage breaks, Saturday breakfast and lunch
- Admittance into ASAE The Center for Association Leadership’s Welcome Reception on Saturday evening
- A One-Day Pass into the Expo Hall on Sunday



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Get to Know AMCs to Earn Business

Landmark 5

Session Chairs: **Paul Wehking** | Vice President of Strategic Accounts, Omnipress and **Donna Kelley, CMP, CASE** | Association Account Executive, Marriott Global Sales Organization

Panel/Split session format with content delivered by:

Gary Baker, CMP | National Sales Manager, Mohegan Sun

Josh Gold, CAE, CMP | Senior Sales Manager, Disney Resort Destinations

Donna Kelley, CMP, CASE | Association Account Executive, Marriott Global Sales Organization

Robert McLean, CAE | President, REM Association Services

Brian Riggs | Assistant Vice President, Association Headquarters, Inc.

Paul Wehking | Vice President of Strategic Accounts, Omnipress

Betsy Wintringer | Director of Marketing, Association Management Center

This session is for Associate Members and those interested in becoming Associate Members of the AMC Institute. Participants will gain key understandings of what AMCs are, how they operate, how decisions get made and how to best approach them for business opportunities. Participants will also learn how to effectively promote the AMC model when and where appropriate.

The two areas of focus for the panel discussion are:

1. Getting to Know the AMC model
 - Understand what the AMC model is and how it may differ for small, medium and large AMCs
 - Learn typical AMC structures and decision making
 - Learn the pressures and objectives that AMCs operate under
 - Learn how to do your homework before calling into an AMC
 - Learn 10 tips for effectively working with AMCs
2. Scratching Each Others Backs
 - Learn how to effectively promote the AMC model in your sales efforts when appropriate
 - Learn how to make your company visible to the right staff at AMCs
 - Participants will get an Associate Member Toolkit as part of attending this session.

AMC Institute Accreditation – Did you know it is all about Best Practices?

Landmark 6

Presented by: **Suzanne Pine, CAE** | AMC-National Accounts, Philadelphia Convention & Visitors Bureau and AMC Institute Accreditation Task Force Chair

Dozens of AMC Institute Accreditation Workshops and Study Groups have been hosted over the last several years and 65 AMCs have already achieved AMC Institute Accreditation. I'm wondering why your AMC's name isn't on the list.. Is it because you think it is too time consuming, too expensive, or just irrelevant? Perhaps you started the process and never made it to the finish line or are undergoing the re-accreditation process for the first time - either way this session is for you.

Now that the ASAE AMC Accreditation no longer exists, the AMC Institute Accreditation Program is the ONLY one of its kind. Plan to join us for this informal and interactive session to find out for yourself that the AMC Institute Accreditation Program is all about adhering to AMC Best Practices. We'll answer your questions, share samples, and give practical advice on how to effectively work through the process to becoming an AMC Institute Accredited AMC. We hope to see you there!

5:15 – 6:15 PM

Hilton Networking Celebration

Hilton St. Louis at the Ballpark

Join your colleagues and friends of the AMC community for a chance to unwind and reflect on the day's learning. Transportation from the Renaissance St. Louis Grand Hotel to the Hilton St. Louis at the Ballpark will be provided.

Thank you to our 2011 AMC Community Conference Sponsors

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The Westin Mission Hills
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