

**2018 ISHAE WINTER CONFERENCE**  
**December 3 – 5, 2018**  
**Le Méridien**  
**Denver, Colorado**

**Monday, December 3, 2018**

8:00am – 12 noon **ISHAE Board Meeting**

*Open to CEO's. Please RSVP to Chris Pappas at [cpappas@ishae.org](mailto:cpappas@ishae.org) in advance.*

12:00 pm – 1:00 pm **Registration**

1:00 pm – 2:30 pm **The Art of Being Heard**

***Speaker: Laurie Guest***

*Who should attend? All Attendees*

Do you ever wish you had just the right words to handle situations at work? Whether you need the perfect words to handle difficult members, language to deal with challenging staff or simply the guts to say what the others need to hear, this session can help you be heard. During this highly interactive program you will take common scenarios and learn how to phrase the communication in way that increases your influence with coworkers, association members, or even your own family.

After you learn this skill, you'll have less stress, fewer miserable moments, and more confidence. There will be less tension and more cooperation with those who utilize the tools learned today.

2:30 pm – 3:00 pm **AAHOA**

Speaker: Chip Rogers

*Who should attend? All Attendees*

3:00 pm – 4:00 pm **How to Work with Your Local Government to Ensure a Level Playing Field Between Traditional Lodging Providers and AirBnB-style short-term rentals**

Speaker: Ulrik Binzer, Founder and CEO of Host Compliance

*Who should attend? All Attendees*

With the rapid growth of vacation rental platforms like Airbnb, VRBO, Flipkey and Homeaway, many local governments have been caught flat footed attempting to deal with the impact of an industry that was essentially non-existent a decade ago. By attending this session you will gain an understanding of the short-term rental phenomena and how the proliferation of short-term rentals across all types of communities is impacting the traditional lodging industry, quality of life, housing affordability, and community safety. Specifically, attendees will:

- Gain an understanding of the scale, scope and growth of the short-term rental industry across all types of communities in North America
- Learn how the proliferation of short-term rentals is impacting the traditional lodging industry
- Get a detailed understanding of how AirBnB-style short-term rentals are currently regulated (or not) and how this differs from the rules that traditional lodging providers have to comply with
- Gain an understanding of how local regulations and enforcement policies can significantly reduce the negative side-effects associated with short-term rentals
- Learn the best practices for working with local governments to incorporate lodging industry concerns into local short-term rental regulation and STR enforcement policies
- Learn about the best ways to overcome the compliance and enforcement challenges in order to level the playing field between traditional lodging providers and short-term rentals

4:15 pm – 5:15 pm ***The CEO as Chief Salesperson***

*Speaker: Ken Gosnell*

*Who should attend? CEO's*

CEOs wear many hats and fulfill a variety of different roles in organizations. One essential function that every CEO should master is that of a Chief Sales Officer. In this session, Chief Sales Officer Ken Gosnell will discuss how CEOs can grow their influence and their organizations by understanding the 4 behaviors of leadership sales. Through an engaging style, Ken will challenge attendees in practical ways to use influence skills in the area of sales, relationship building, and marketing. This session will empower and inspire you to be more active and engaged in this one vital area of success of every great association.

4:15 pm – 5:15 pm ***Selling the Invisible***

*Speaker: Jay Handler*

*Who should attend? Membership*

How is selling memberships in your association similar to fighting corruption in Afghanistan? How does a backyard BBQ in South Africa translate to a stronger membership base in my hometown? How can I take lessons learned dealing with political tensions in Pakistan and apply them to the hotel industry here?

This session will teach membership directors a brand-new approach to selling the oftentimes invisible or intangible benefits of their organization. In this session, Jay will take lessons learned selling another intangible product...radio advertising...for 15 years, and combine them with best practices from his membership-based client organizations across the world.

Following this session, attendees will have a better understanding of why people join, why they stay and why they leave. Additionally, they'll be prepared to use Jay's system to recruit, engage and retain their investors long-term.

6:00 pm – 7:30 pm ***Opening Reception***

*Who should attend? All Attendees*

**Tuesday, December 4, 2018**

7:30 am – 8:30 am ***Networking Breakfast with Partners***

9:00 am – 3:30 pm ***Partner Tabletop Marketplace***

Network with partners at this tabletop marketplace. Learn about their products and how they can benefit your association and members. Take this time to thank them for their support of ISHAE!

8:30 am – 9:45 am ***Taming the E-mail & E-mail Etiquette Beasts***

*Speaker: Randy Dean*

*Who should attend? All Attendees*

Every day, managers, leaders, and professionals are getting buried under a continuing stream of both useful and useless e-mail. Without a system for getting “control of the beast”, professionals spend much of their work (and personal) time spinning wheels and losing valuable productivity. In this session participants will:

- Learn how to control of your e-mail “beast” as well as create and receive better quality e-mail communications.
- Learn a proven system for taming your e-mail account, with strategies for keeping your inbox efficient and under control by building and administering a personal "e-mail processing system”
- Learn how to get rid of all those “quick little” e-mails once and for all, prioritize your most important messages, and mitigate or even eliminate much of that annoying junk and spam.

Learn how to get emails to be read, deconstruct a good e-mail, discuss several "problem" e-mail types, and talk about the right way to use e-mail for critical and/or urgent communications.

9:45 am – 10:00 am ***AH&L EI Update***

*Who should attend? All Attendees*

10:00 am – 10:15 am ***Break***

10:15am – 11:45 am ***The Association Success Toolkit: 7 Proven Strategies to Get More Done and Grow Your Association***

*Speaker: Ron Rosenberg*

*Who should attend? CEO's*

These are exciting times for association professionals. There are so many opportunities available for you to grow and prosper. Yet sometimes the weight of your daily responsibilities, the difficulties of finding knowledgeable and qualified staff, and the multitude of choices in terms of technology and resources...make it difficult to know which way to turn.

In this highly interactive and entertaining program, you'll discover proven, in-the-trenches, easy-to-implement strategies that will help you identify and overcome your own limiting beliefs, create an environment for becoming hyper productive without burning yourself out, and generate multiple streams of income while focusing on what you do best.

In this highly interactive program, you'll discover proven, in-the-trenches, easy-to-implement strategies that will help you:

- Identify and overcome limiting beliefs that prevent you from achieving real results
- Create an environment for becoming hyper productive without burning yourself out
- Generate multiple streams of income while focusing on what you do best
- Create systems to eliminate unnecessary work and inconsistent results
- Adapt your business model to changing times and new technologies
- Surround yourself with people who will support your goals and not drag you down

Attendees will walk away with a success strategy plan they'll complete during the session with specific and proven ideas they can implement immediately when they return to the office.

10:15 am – 11:00 am **Hunting Big Game – how to win large members**  
*Who should attend?* Membership

11:00 am – 11:45 am **Membership Best Practices**  
*Who should attend?* Membership

12:00 pm – 1:30 pm **Awards of Excellence Luncheon**

1:45 pm – 2:45 pm **Partner Speed Dating**  
*Who should attend?* All Attendees

2:45 pm – 3:00 pm **Break**

3:00 pm – 4:00 pm **The Guest Encounter: Better Service, Better Performance, Better Results**  
*Speaker: Laurie Guest*  
*Who should attend?* Membership

What happens when a member encounters your association? Every encounter makes an impression and holds the power to nurture your relationship or nick it, to build your business or bruise it. In this session, Laurie shares her insight to help you improve customer service as it relates to the hospitality industry.

Attendees will learn:

- Three different categories of encounters and how each impacts your success
- Ways to self-assess customer service levels
- High-impact opportunities to shine that the competition is most likely missing

3:00 pm – 3:45 pm **CEO Session**  
*Who should attend?* CEO's

4:00 pm – 5:00 pm ***E-mail Productivity Strategies for Sales Professionals***  
*Speaker: Randy Dean*  
*Who should attend?* Membership

In this follow up course to the Taming E-mail & Email Etiquette class, Randy Dean, MBA, The E-mail Sanity Expert®, will share specific strategies that will help client & sales professionals to be more productive and efficient in the client relationship/professional sales process. Randy will show how to use tools in MS Outlook, Gmail, and/or Smart Phone e-mail programs to speed up and automate outgoing client and sales-related communications. Randy will also discuss commercial e-mail automation and formatting/template tools and sophisticated strategies like funnel creation/management, automated e-mail database communications, and more. Learn about how to know how often to send messages to keep top of mind without becoming an annoyance or distraction for your clients/customers. See how e-mail, when used properly, can be a powerful tool for enhancing and building both relationships and long-term sales.

3:45 pm – 5:00 pm ***Overcoming Obstacles to Effective Leadership***  
*Speaker: Jay Handler*  
*Who should attend?* CEO's

What's getting in the way of long-term, sustainable growth for your Association? How can I be more effective leading the organization when I'm already starved for time, money, man-power and more? How do I streamline processes to improve the overall health of our group?

If you've been in this industry for more than a few months, you've probably had DOZENS if not HUNDREDS of moments where you wish you could clone yourself. You've missed out on opportunities to grow because you simply didn't have the resources necessary to take advantage of them. You've burned the candle at both ends for so long that you sometimes wonder if you can do any more.

You CAN! This program will help attendees identify and implement systems they can utilize within their organizations that will significantly increase their ability to lead and manage effectively. We'll talk about process improvement, time management and resource development, and we'll talk about ways to identify and overcome the obstacles we don't see coming.

6:30 pm – 8:30 pm **Dinner**

**Wednesday, December 5, 2018**

7:30 am – 8:30 am ***Networking breakfast with partners***

8:30 am – 9:00 am **United Healthcare Update**

*Who should attend: Lodging Associations only – not joint states*

9:00 am – 10:00 am **The Pyramid of Personal Growth**

*Speaker: Ken Gosnell*

*Who should attend? All Attendees*

What does it take to achieve breakthroughs in performance? When leading an organization or even ourselves, it can often be challenging to find the areas of focus that bring about significant change and breakthroughs to reach peak performance. In this session, Ken shares the 4 Foundations of personal growth. These foundations will guide attendees to find clarity, enhance performance, gain focus, and lead more effectively. As a result, organizations experience breakthrough growth in revenue and transformation in corporate culture.

10:00 am – 10:15 am **Break**

10:15 am – 10:45 am **AHLA Update**

10:45 am – 11:15 am **ISHAE Business Meeting**

11:15 am – 12:30 pm ***Getting to the Heart of Member Satisfaction***

*Speaker: Ron Rosenberg*

*Who should attend? All Attendees*

The current association climate is making it more challenging than ever to get new members...and even tougher to keep the ones you already have. But it doesn't have to be this way. Marketing and customer service expert Ron Rosenberg will share proven service strategies to help you develop instant rapport with your members, enhance member loyalty and increase retention rates, and turn your existing members into your best salespeople.

In this highly interactive and entertaining session, discover:

- 3 approaches to service that can transform your association
- The secret to establishing instant rapport that will help you get more members
- The long-term value of a member and its importance to your bottom line
- 12 specific strategies to enhance member loyalty and increase retention
- How to turn your existing members into your best salespeople

12:30 pm **Summit Concludes**