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Fall 2017

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Connections is published for the
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Fall 2017

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We can't wait to see you at the upcoming MSAE
Fall Conference

See pages 10 - 15 for all the details.

MSAE MISSION STATEMENT

MSAE strives for the success of association executives by providing leadership, professional development and networking opportunities and seeks to promote the role of associations in Mississippi.



April Lunch & Learn

MSAE members filled The Hilton Jackson Penthouse for the April 12, 2017 Lunch & Learn where a panel of five distinguished University and College Directors and Coordinators, representing Mississippi State University, The University of Mississippi and Millsaps College, discussed: "Will Hiring an Intern Work for Me?"

Karla Hooten, MSAE President, (MS Association of Broadcasters) opened the meeting. Amy Wilson, Executive Director MSAE, made announcements and recognized the retirement of Larry Houchins, (The MS Bar) whose face and influence have been with MSAE from its organization. When Larry joined MSAE, meetings were held at the Ramada Inn, Jackson and members filled one table. Today's meeting had over 72 members in attendance.

The panel spoke individually, yet with a collective message that hiring an intern has great value for the intern and for the business hiring. The interns gain practical hands-on experience and build confidence while helping associations and other businesses during their busy season and on possible research projects. Hiring an intern also gives an opportunity for a business to evaluate the value of hiring that individual as a full time employee. They may also reap the benefit of having (generally) a technical savvy college student to share knowledge on latest programs and applications.

Questions lead to an extended conversation and input from all members of the panel and the MSAE group.

Tunica CVB sponsored the Luncheon and giveaways, both Tuesday night at the Old Capitol Inn, Rooftop Terrace and a Tunica Blues overnight package, won by Ellen Sullivan on Wednesday. Tunica CVB's Bill Canter, Director of Sales, Mary Catherine Webb, Sales Manager & Kim Thomas Gleason, MGM Properties Regional Sales Manager made introductions at the start of the luncheon.

Panelists:

Christy Wright

Recruiting Coordinator with the Career Center at The University of Mississippi

Maria Mulrooney

Graduate Assistant for Internships, The University of Mississippi

Scott Maynard

Director, The Career Center at Mississippi State University

Taylor Williams

Millsaps College Center for Career Education

Jim Taylor

Associate Professor of Nutrition and Hospitality Management, The University of Mississippi



Get Ready To Laugh

Comedienne Rita Brent was born and reared in Jackson, Mississippi. She began her entertainment career as a musician at 18 years old, performing all over the world, from Mississippi to Europe. She also served as a drummer in the 41st Army National Guard Band for nine years. She ended her service in the armed forces as a Sergeant.

While at her alma mater, Jackson State University, Rita pledged Delta Sigma Theta Sorority Inc., and began her radio broadcasting career at 88.5 WJSU FM. Shortly after graduating, she became a morning radio show host and producer for Mississippi Public Broadcasting. After years of building respective careers in music and radio broadcasting, Rita responded to what she believes was the voice of God, urging her to do stand-up comedy in 2013.

Since then, she's been the opening act for legendary comedians such as Dick Gregory, Jay Anthony Brown, and Sommore, to name a few.

Rita is currently on tour with and under the mentorship of comedian/radio host/television star Rickey Smiley. And you can hear her filling in for "Da Brat" on the nationally syndicated "The Rickey Smiley Morning Show."



Rita Brent is performing for MSAE attendees at the Thirsty Hippo on Thursday evening of the Annual Conference

Most recently, Rita was one of four comedians from Mississippi selected by comedy mogul Kevin Hart to be featured on his television show "Hart of the City," set to air in late 2017 on Comedy Central.

In June of 2017 she made the bold decision to leave radio and pursue comedy full time.

With much dedication and divine guidance, Rita Brent is working toward becoming the next "big thing" from Mississippi.



Managing Board Leaks

By Bob Harris, CAE

upon the principle the association can be bound by inaccurate statements or commitments made by volunteers.

Corporate Law

Directors must understand they are trustees of the corporation governed by state law. Authority and limits are prescribed by the law. Speaking without explicit authority may be an infraction.

Duty of Loyalty

One of the fiduciary principles is duty of loyalty. The duty of loyalty has three key components: (1) the director must not use opportunities for personal gain, (2) must avoid engaging in transactions without board approval, and (3) must maintain the organization's confidential information.

Established Policy

It should be in writing who has authority to speak. The policy may state that nobody may usurp the official authority of the chief elected officer, or his or her designees, to represent the organization.

Organizational Chart

An org-chart depicts lines of communication and hierarchy. Directors should respect established lines of communication, recognizing there are persons with that responsibility.

Ground Rules

Boards often establish ground rules outside the requirements specified in bylaws and policies. The ground rules might include starting on time, respecting volunteers and staff, expectations of guests in attendance, and advising that all discussions and handouts are confidential.

Commitment Form

A commitment form for directors is recommended. It requires a signature to affirm understanding

of topics such as confidentiality, conflicts of interest and anti-competitive acts.

Agree to Disagree

Discussions in board meetings can be robust. Not everyone will agree on the decisions. But the only thing board members should state after the meeting in public is, "I support the decisions of the board." Opinions should be voiced in the meeting, not after the meeting.

Stationery

Providing volunteers with stationery or business cards might imply they have full authority to speak for the organization. Most organizations restrict use of letterhead to the staff and do not provide business cards to volunteers.

Board Censure

If infractions continue the board should address the problem. By a motion of the board they may express disapproval or censure the director's behavior.

The most common question among executive directors is how to handle volunteers who disrespect confidentiality. It is the role of the chief elected officer to approach directors who leak information. Though it is difficult to "fire" a volunteer, there are times when breaching confidentiality and causing risk outweighs the value of a volunteer.

Note: Bob Harris, CAE, provides governance tips and templates at www.nonprofitcenter.com.

Bob will discuss some of these and other issues during his sessions at the MSAE Fall Conference. To have your current or past board member challenge addressed in this session, submit your confidential "Rouge Board Member" scenario to awilson@msae-net.org or mail to P.O. Box 12467 Jackson, MS 39236 by September 22, 2017. You and your organization will remain anonymous and confidential.

We can't wait to see you at the upcoming MSAE Fall Conference

Lake Terrace Convention Center in Hattiesburg
Wednesday, October 4 – Friday, October 6, 2017!
Register online at msae-net.org

Host Hotels:

Home2Suites King Studio Suites:
IP Rate \$129, Executive Member Rate \$109 - 601-261-3800

Hampton Inn Double Queen Rooms:
(this is connected to Home2Suites)
IP Rate \$129, Executive Member Rate \$109 - 601-268-0606

Best Western Premier
\$99.99 for King Room, \$105.99 for King Suite and Double Queen
601-909-6658

**Deadline for room reservation at all hotels is
Wednesday, September 20th**



ANNUAL CONFERENCE
OCTOBER 4-6

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All that
JAZZ

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Award-winning Red Carpet Services
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.....
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Photo Area at the Hattiesburg Zoo • Themed Cocktails • Animal
Encounters provided by Hattiesburg Zookeepers • Speakeasy
Photos with the Sloths • International Themed Food Stations •
Cooking Demonstration by Master Chef Finalist Katie Dixon
.....



Registration

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MISSISSIPPI SOCIETY OF
ASSOCIATION EXECUTIVES

Celebrity Chef Appearances

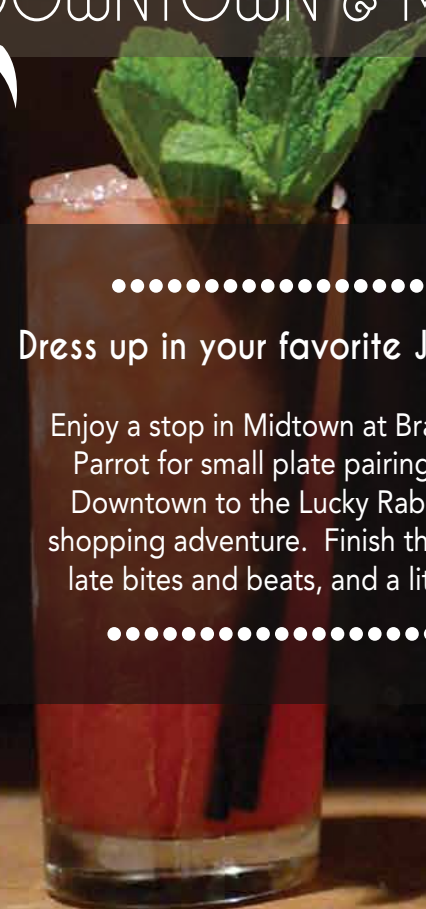


KATIE DIXON & ROBERT ST. JOHN

Anti-Prohibition Jazzy Pub Crawl
DOWNTOWN & MIDTOWN HBURG

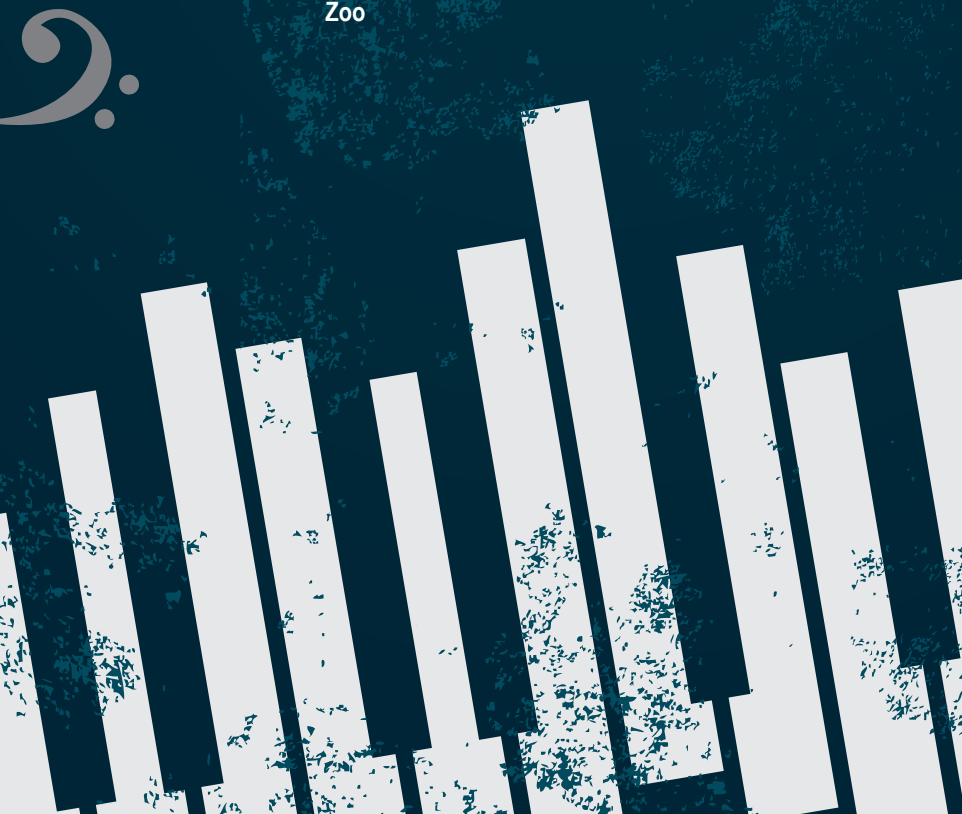
.....
Dress up in your favorite Jazzy gear on the Trolley

Enjoy a stop in Midtown at Branch Cocktail Bar and Purple
Parrot for small plate pairings with cocktails, then head
Downtown to the Lucky Rabbit for a private foodie and
shopping adventure. Finish the night at Thirsty Hippo with
late bites and beats, and a little karaoke among friends.
.....



MSAE CONFERENCE
DAY 1
Wednesday, October 4, 2017

- 11:00AM – 12:00PM LAKE TERRACE CONVENTION CENTER Registration Opens (Create Your Brown Bag Lunch)
 Big Warm Welcome from VISITHATTIESBURG
- 12:00 – 12:30PM “All That Jazz” General Opening Session
- 12:45 – 2:00PM Executive Educational Session,
 How will You Shape Your Association for the Future,
 Bob Harris, CAE
 (Industry Partners set up Exhibit Hall)
- 2:10PM – 3:10PM Trade Show/Speed Dating and Mimosas
- 3:15PM - 4:15PM General Session
 Active Shooter Protocols & Precaution Training,
 Max Fenn, Protective Security Advisor, US Dept. of
 Homeland Security
- 4:30PM Return to Hotels
 Home2 / Hampton Inn/ Best Western Premier
- 5:15PM– 6:00PM Executive Members
 Special Sponsored Reception at Best Western
 Premier
- 6:00PM – 9:30PM A Roaring 20’s Social Under the Stars at Hattiesburg
 Zoo



We can't wait to see you at the upcoming MSAE Fall Conference.

October 4 - 6

Lake Terrace Convention Center

Hattiesburg, MS

PROGRAMS & SPEAKERS

Bob Harris

Bob has 30+ years experience with associations, chambers and other non profits. His seminars are interactive, focused on core-knowledge and organizational (realistic) capacity. He utilizes case studies, trends and headlines for board orientation, training, strategic planning, staff training and consulting. He is the author of Association Management 101 Online©; creator of the Association Self-Auditing Process© and co-author of Building an Association Management Company.



He is known around the world for sharing best practices and promoting sustainability of associations and chambers. His specialties include strategic planning, board roles and responsibilities, and staff training.

Bob Harris sessions

- o **Board Roles** – Every organization relies on a board of directors; it takes a balanced partnership of board governance and staff management. But too many directors believe they won't have to do anything when they get on the board; or their job is to "fix the association." The session provides the tools for board development and dispels board myths that distract.
- o **How will You Shape Your Association for the Future** – Chances are the association of the future is in the room today --- but it's not any one association. A quick survey will show some associations are adapting to maintain relevance. Let's talk about market share, structure, golden handcuff benefits and the reputation of associations.

Max Fenn

Max Fenn serves as Protective Security Advisor for the US Dept. of Homeland Security, Office of Infrastructure Protection, based in Jackson, MS. He supports state homeland security efforts and contributes to the development of the national risk picture by assisting with the identification, assessment, monitoring, and minimizing of risk to critical assets at the local level. He has over 20 years of federal service, to include the US

Department of Justice, specializing in anti- terrorism and security programs. He served in the armed forces from 1980-1998 with the US Marine Corps and US Army Special Forces (20th Group), in combat and peacekeeping operations in Beirut, Lebanon, the Persian Gulf War, and the Republic of Haiti. He holds a bachelor's degree in Political Science from the University of Mississippi, the ASIS Certified Protection Professional certification, and serves as a board member on the Mississippi State Veterans Affairs Board.

Max Fenn sessions

Active Shooter Protocols & Precaution Training

The session will provide an overview of characteristics of an active shooter event, in the areas of planning, response, and recovery. Topics highlight historical active shooter events, statistics, potential indicators, protective measures, and management considerations. The material is reinforced through the viewing of the DHS Run, Hide, Fight video. DHS resources for Active Shooter Preparedness will also be discussed.



You know you want it!!

Silent Auction at MSAE Fall Conference

View Silent Auction items at registration and during Trade Show Speed Dating on Wednesday, October 4th and Thursday, October 5th

Bidding begins at the Silent Auction Reception Thursday, October 5th from 5:30 pm – 6:45 pm at Lake Terrace Convention Center.

To donate an item to the Silent Auction, return the Silent Auction Form (located at msae-net.org) to awilson@msae-net.org

Proceeds from the MSAE Silent Auction will benefit Children's Organ Transplant Association, Inc.

See more information about that charity on Page 26

MSAE CONFERENCE DAY 2 Thursday, October 5, 2017

- 8:15AM – 8:55AM **Conference Registration & Breakfast on the Terrace**
Lake Terrace Convention Center
- 9:00 AM – 10:00 AM **MSAE Opening/General Session**
Working Across Generational Lines
Tom Wagner, Wagner Consulting Group
- 10:10AM – 11:10AM **Exhibitor Meet & Greet and Bloody Mary Bar**
Silent Auction Items Sneak Preview
- 11:15AM - 12:15 PM **Two Breakout Sessions:**
- o *Executive Session: Board Roles: What do you Do when Bad Behaviors Interfere with Good Governance(Dealing with that Rogue Board Member)*
Bob Harris, CAE
 - o *IP Session: Shake up Events with On-trend Flavors, Barrie Schwartz, CMP*
- 12:30PM - 1:30PM **A Southern Palate & the Blues Robert St. John- Chef,**
Restaurateur, Cooking Demonstration and Musical Entertainment
- 1:30PM - 2:30PM **Two Breakout Sessions:**
- o **Benchmarking for the Future of your Association,** Kevin Whorton, President, Whorton Marketing & Research
 - o **Who Runs The World? How a Millennial can Create Change,** Barrie Schwartz, CMP
- 2:30 – 2:45: **Final Sneak Peek at Silent Auction Items**
- 2:45PM – 4:45PM **Optional Educational Session**
Hands-on Advanced Social Media
(Separate Registration Required by September 15th)
Thomas Broadus & Team / VisitHburg assist
- MemberClicks AMS Operations
(Appointment based meetings) OR
- 2:45PM – 5:00PM **HBURG Activities or Afternoon on your own**
- Dress Up in your favorite Jazzy gear on the Prohibition Trolley – Costumes Welcome / Jazzy Gear Provided*
- 5:30PM – 6:45PM **Silent Auction Party and Reception at Lake Terrace**
Convention Center
- 6:45PM – 10:00PM **Jazzy Pub Crawl**

PROGRAMS & SPEAKERS

Tom Wagner

Tom Wagner helps people deal with change. Since 1993 Tom Wagner has helped leaders successfully overcome their biggest challenges. Wagner Consulting Group provides hands-on assistance as organizations prepare for ownership and leadership succession, develop employee management skills, and solve strategic problems.

In addition to helping business leaders navigate succession issues, Tom coaches executives in companies ranging in size from Fortune 500 to small business. He is also expert at team building, designing and leading retreats, and delivering customized soft skill training to employees.

He is an active member of the American Council of Engineering Companies, Mississippi Engineering Society, and Associated Builders and Contractors of Mississippi.

Wagner Session

For the first time in human history we have four generations working side by side. This diversity creates leadership challenges because of divergent core values and communication preferences, to name just two issues. Success managing a mixed generation group requires discovering a common purpose around which people can unite. Wagner will discuss these and other hurdles and effective ways to address them thus, improving the workflow and communication.

Barrie Schwartz



Barrie Schwartz is My House Social's founder and creative force. Originally from Detroit, Barrie made the move to New Orleans in 2011 and has worked hard to build a beloved brand

in the city that she loves. She was recently named as one of Connect Corporate's 40 Under 40 Meeting Architects changing corporate events in 2017 and Zagat's 30 Under 30 Rockstars Redefining the Industry. Thrillist called her "the food truck whisperer" in their article spotlighting 19 Insanely Cool Food Jobs. Barrie is committed to disrupting a corporate events industry currently dominated by stale one-size-fits-all catering and food services by bringing innovative chefs and food trucks together to collaborate on unique menus for her clients' events. In a world where millennials are increasingly valuing the story behind and sourcing of their food, Barrie understands that high touch, on-trend customization is everything and that clients want a menu -and an experience- with personality and color.

Barrie Schwartz Sessions

Who Runs The World? How a Millennial Can Create Change:

Barrie Schwartz shares her vision of creating new vitality to corporate events. She will share how she moved her business from a dream to reality.

Shake up Events with On-trend Flavors

The Road Less Traveled: On being a Millennial's journey into the is bridging corporate events and inventive street food

- o High-touch, customized catering diversifies the typical one-dimensional event fare and empowers culinary entrepreneurs. How can brands and planners incorporate on-trend street food into their events?
- o Bridging on-trend street food and brands, planners, and individuals with high-touch, customized catering, empowering culinary entrepreneurs and diversifying the usual one-dimensional food landscape at events. This session will provide tangible ideas for breaking the industry mold.



Kevin Whorton

Kevin Whorton is President of Whorton Marketing & Research a consulting firm that has worked with 325 associations over the past 12 years. He has 29 years of non-profit experience including serving as research director for National Association of Home Builders and

American Society of Health-System Pharmacists, VP of Marketing for NACDS, and head of fundraising for Catholic Relief Services.

Among his major accomplishments are raising \$250 million in donations over three years for CRS, increasing SHRM membership by 40% in 18 months, and co-founding and launching a successful drug industry web portal for NACDS.

As a volunteer, he served 18 terms on ASAE Councils and Committees, chaired its Membership Development Committee, and also served in officer roles for ASAE's Marketing Section Council and the Direct Marketing Association.

Kevin attended the University of Maryland PhD program for Economics on a Presidential Fellowship, completed his PhD coursework in Industrial Organization at George Mason University, and studied retail execution at the Kellogg School.

Kevin Whorton Session

Evidence-Based Management: Benchmarking to Guide Your Associations' Future

Often, managing our associations consists of discussion and debates on what to do, with our leaders and/or staff. How much actual information are you able to incorporate into these discussions and decisions to ensure that you are growing, succeeding, and increasing engagement over time?

In this session we will discuss:

- o Simple ways to use the data you have to build stronger relationships with current, prospective, and former members and customers.
- o How to use what you know about your market, members, and customers to develop a stronger revenue base, increase your market position and penetration.
- o How to collect valuable data to fill in your knowledge gaps so that more information=more power.
- o How to analyze your own data and compare it to other peer organizations to identify new areas of opportunity in program development, increasing membership and attendance, and greater overall engagement.

MSAE CONFERENCE DAY 3 Friday, October 6, 2017

- 8:45AM - 12:30PM **Collect Silent Auction Payments /Item pickup**
- 9:00AM – 10:00AM **General Session: E-Writing @ Work: Instantly Effective Email Tips for Super-Busy Executives, Mandi Stanley, CSP**
- 10:15AM – 10:30AM **Coffee Break & Donut Shots**
- 10:30AM – 11:00AM **City Gameplan & UpTempo Motivation from Hattiesburg Mayor Toby Barker**
- 11:00AM – 12:00PM **Closing Session: Polish Your Presentation Skills (and clean up any first-impression “oops”), Mandi Stanley, CSP**

Optional Post Conference Activity: Chicken, Waffles and FAM!! / 12:30 PM - 2:00 PM Brown bag 'Grab & Go' with Visit Hattiesburg FAM Tour offered of each Hattiesburg Venue. Special Promotions given to executives on the FAM Tour (Pick your locations)



PROGRAMS & SPEAKERS

Thomas Broadus

Broadus serves as the Director of Digital Strategy for The Focus Group. Thomas works with clients including Wild American Shrimp, The People's Bank, and The Gulfport-Biloxi International Airport to provide strategies and training on digital marketing to help his clients stay on the forefront of the digital landscape. Thomas has a degree in business management and a Masters in Mass Communication, both from the University of Southern Mississippi.



Thomas Broadus Session

Digital Marketing - Calling all social media users and association marketers!

Facebook, Instagram, Twitter and more.... are you a newbie, an expert or somewhere in between? Brush up your digital media skills or learn a few new tricks of the trade in this interactive session with Thomas Broadus from the Focus Group. Two back-to-back sessions are available that share valuable information and tips on today's social media platforms from #beginner to #digitalboss! Lap tops welcome.

Mandi Stanley

With more than 21 years of experience on the seminar circuit, Certified Speaking Professional Mandi Stanley works primarily with executives who want to boost their professional image by becoming better speakers and writers. She has traveled throughout North America entertaining and educating more than 50,000 seminar participants.



Some of her repeat clients include: Campbell's Soup, United States Air Force, McDonald's USA, Nuclear Energy Institute, Kimberly Clark's World Headquarters, Godiva Chocolate, and the NFL.

In 2003, Mandi was designated a CSP, Certified Speaking Professional. Fewer than 9 percent of all worldwide speakers have earned this designation, and Mandi is the first Mississippian in history to receive this honor through the National Speakers Association.

Mandi is the award-winning business author of The No-Panic Plan for Presenters, which was named a Finalist in the Career category at the IBPA in New York.

Mandi Stanley Sessions

No-Panic Presentation Skills for Executives: How To Speak Confidently and Compellingly Anywhere, Anytime

During this content-rich, highly interactive session, you will discover—and even practice—what you need to know for speaking up and standing out in various professional environments. Learn how to communicate your ideas with clarity, confidence, and power as we discuss:

- o First and foremost, how to adequately prepare for both internal and external presentations
- o How to organize your thoughts—and not ramble
- o How to pinpoint your message while at the same time seeking buy-in
- o The only secret to stopping vocal fillers, including the distracting credibility-robbing “ums” and “uhs”
- o Keys to identifying and eliminating nervous habits and jitters
- o How to use mapping to prepare your message

- o Nonverbal know-how: Eye contact exercises, “Speaker Charades,” and the “Ricky Bobby Syndrome”

Write It So They Read It: Instantly Effective Email Tips for Super-Busy Executives

Nobody's reading your emails.

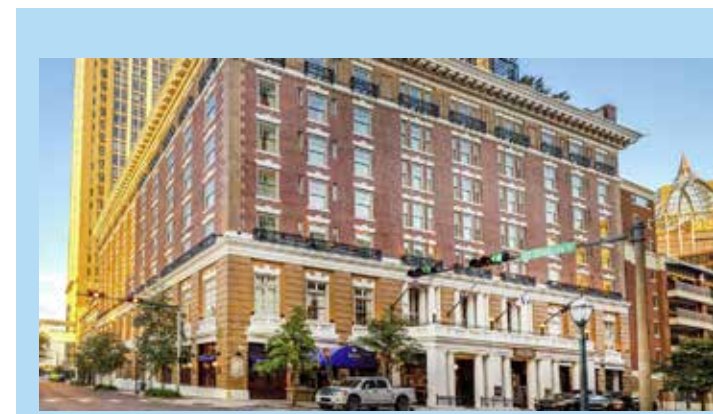
It's true. You're writing these memos and sending emails—and no one's reading them. You're emailing important project updates and attaching minutes from meetings, but when everyone shows up, it's quickly evident no one has even read the email or opened the attachment. They received it, but they didn't read it.

That's a problem—and a huge time waster.

In addition, many association executives today tend to multi task with email. Any emailed correspondence bearing your organization's name must be absolutely error free. Even a careless mistake in an email can damage an association's reputation and can make an entire work group look bad.

Solutions lie in this fast-moving interactive session targeted for anyone responsible for overseeing outgoing correspondence and email throughout the business day. Learn:

- o Four sure ways to get people to actually read your email
- o The top seven credibility-robbing email mistakes and how to avoid them
- o The importance of a complete email subject line—and how to write one consistently every time
- o How to obliterate sloppy, lazy, lax email
- o How to get a grip on your inbox with a few time management tips.



Save the Date
MSAE 2018 Fall Conference
Location:
**The historic and beautiful Battle House
Hotel & Conference Center, Mobile, AL**
October 7 - 10, 2018

AFFORDABLE

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jdarling@mspress.org



April Member to Member



The Rooftop Terrace at Old Capitol Inn was the perfect location to enjoy the beautiful early Spring weather and relax. Prior to the M2M reception, as TheLOT members met on the rooftop and several MSAE CEOs and Lobbyists met in the courtyard by the koi pond. They enjoyed time to recap some of their feats, and a few frustrations, during the Legislative session and reflect on MSAE's past and future.

After the small groups concluded, they gathered together joined be even more MSAE members.

Dozens of MSAE members took in the rooftop view of Downtown Jackson, while relishing the unique reception fare prepared by Old Capitol Inn's Chef Bruce. Tunica CVB co-sponsored the reception with Old Capitol Inn. Representatives from Tunica's sales team offered great door prize giveaways and most stayed past the designated reception time to enjoy the music and sunset.



THELOT

LEADERS OF TOMORROW



TheLOT met just before the April Member-2-Member Reception at the Old Capitol Inn Rooftop Terrace. Samantha Hill, Marketing Coordinator for the Mississippi Municipal League, prepared a presentation entitled "The Effective Use of Social Media." She reviewed Social Media Policies, Online Etiquette, Different Platforms Available and Which Content Works Best On Which Platform, Posting Schedules, Content Creation, Message Branding and Member Engagement!

Needless to say, she had little time to cover the depth of the information during this interactive and lively discussion. The group of a dozen or so brought their tablet, laptops and ideas to the gathering as well.

July Lunch & Learn & Member to Member

Dragos and Tupelo Convention and Visitors Bureau sponsored the Member2Member reception Tuesday, July 11, 2017. The constant influx of Members and Industry Partners, along with the good food and refreshments,



made for a pleasant evening of mingling with business associates. Wednesday's speaker, Memphis Jones and his wife, Heather, warmly greeted and joined groups - naturally building enthusiasm for participation in Wednesday's Lunch and Learn. Tupelo generously gave gifts to winners lucky to have their business card drawn, both Executives and Industry Partners. Thank you Dragos and Tupelo CVB for providing the facilities and ideal atmosphere for a relaxing evening.



MSAE had a slight change of venue Wednesday July 12, 2017. While still at the Hilton Jackson on County Line Road, the luncheon was moved downstairs to the Wellington. Every table on the floor was set, the room filled with a bustling crowd of eighty members and guests.

Wednesday's Lunch and Learn began as usual, with prayer, buffet, introduction of (many) new members and guests, and brief announcements to the group. Then Jan Pannell, Sales Manager of Tupelo Convention and Visitors

Bureau, introduced Memphis Jones, International Artist, Minister, Musician, Music Historian, Motivational Speaker, and previous



MSAE performer at the Tupelo 2015 Conference Car Museum event. With Jan's prior working history with Memphis and Heather, she lead her introduction with, "You can't put Memphis in a box." Memphis proceeded with: "Commitment to Excellence is Key to Achievement!"



Memphis shared morsels of how his interest and career in music evolved. He told stories of singing Elvis' "I Can't Help Falling In Love With You", in the presence of Priscilla Presley, while at the same time - playing his guitar and singing to MSAE Members. He spoke of being a Minister and meeting both his wife, and a good friend and business colleague, at age twelve. Years later... the relationships continue to make resounding impact.

Mark James, a songwriter hall of fame member and the writer of multiple Elvis songs was interjected into the afternoon's session as the songwriter behind Elvis that probably not one MSAE attendee remembered.



Mark James excelled as a song writer that powered Elvis, B.J. Thomas, and Willie Nelson. He was great as a back up guy. One of Memphis' points included: "Do what we are built to do. Fame doesn't make us happy!"

As Memphis continued to share inspirational stories, his music filtered through... singing a rendition of Johnny Cash's, "I Hear that Train A Comin'," and Tony Orlando's, "Knock Three Times". The audience laughed at his stories and sang along to his music.



The afternoon wrapped up with the ten Tupelo partners, each offering a gift. Karla Hooten, Peggy Lockhart, Sonya Mullins, Charles Elliott, Dan Gleason, Sarah Link, and Becky Beard were a few of the recipients winning one of: Dwight Yoakam ticket package, Cookbook, Hotel packages, Tupelo Downtown shopping dollars, Lunch & Learn and October Conference registration.



September Lunch & Learn

Effective Use of Social Media from the Millennial Perspective & Expertise!

TheLOT Chairperson Samantha Hill will lead this session.

Samantha Hill graduated in 2013 from Mississippi State University where she earned her Bachelor of Arts degree in Communication with a concentration in Public Relations. During her time at Mississippi State, Samantha participated with the Center for Study Abroad, traveling to Ireland to study the public relations and marketing strategies of Ireland's top international companies.

In June of 2013, Samantha joined the staff of the Mississippi Municipal League when she was hired as Marketing Coordinator. In her position, Samantha serves as editor of the League's quarterly publication Mississippi Municipalities, manages the MML's social media activity and the MML website, and develops all printed and collateral material. She is currently actively involved in the Public Relations Association of Mississippi (PRAM), as well as the Mississippi Society of Association Executives (MSAE) where she has worked with other young professionals to create the Leaders of Tomorrow (TheLOT), a sub-group of MSAE dedicated to developing young professionals' leadership abilities and expanding their network of established professionals across the state.

The interactive presentation will cover the following high points:

- o Different Platforms Available and Which Content Works Best for Each
- o Posting Schedules
- o Social Media Policies
- o Last and Not Least, Member Engagement and Content Creation!

You are encouraged to bring your laptop, tablets or other devices!

Also make plans to attend:

Tuesday, September 12, 2017

King Edward Historic Hotel, Downtown Jackson

- o 4:00 pm- Focus Groups will take part in a service project to aide in Storm Recovery in Texas. All MSAE Members and guests are encouraged to participate!
- o 5:00 - 6:30 pm Member-2-Member Reception, sponsored by Visit Natchez!





Spring Seminar

The MSAE Spring Seminar may have been short on time, but was packed with programming and a relaxing evening event.

The seminar got off to a relaxing and uplifting start as Darienne Mobley, Certified Professional Coach, addressed the attendees on her past experience as an association executive and tourism professional, and the many lessons learned over her 35 years of experience. She entertained as she boldly shared her missteps and hiccups and inspired in sharing how she recovered from some of those and other professional and personal victories.

For most of the association professionals, the following sessions took a less-than-fun turn, but the information was extremely informative. Hawley Robertson, Senior Attorney for the Elections Divisions at the Mississippi Secretary of State's office addressed standards and filing requirements in regards to Licensed Lobbyists. Several of those attending had questions which Ms. Robertson was prepared to address. She also listened to observations and suggestions from attendees, which may be considered in assisting in streamlining some of the processes.

Then continuing in the legal aspects of running an association that has a state Regulatory or Licensing Board, the lively discussion was led by a strong panel of professionals. Al Sage, President of Sage Advice, Robert Dozier, Executive Director of MS Independent Pharmacies Association, Stephanie Sills Lee, Executive Director of MS State Board of Contractors and Russ Latino, Americans for Prosperity - Mississippi, first offered the various perspectives on the potential process, procedures and affects

when House Bill 1425 becomes law. Once again this was very interactive with participants weighing in with their thoughts, followed by a plethora of questions.

All-the-while in the meeting room next door the laughter and applause could be heard from the session, Targeting Your Marketing Message in Today's Oversaturated Environment,

presented by Paige Hunt, Director of Marketing & Business Development, The Ramey Agency. Paige explained how the average consumer is daily exposed to thousands of advertisement and promotions. She shared how to position your brand to stand out in the sea of messages.

Another program of interest to all attendees was credit card security and protecting credit card data

Continued on next page →



within your organization. Rickie Ward, Vice President of Customer Experience with MemberClicks presented the "dry" topic as accurately as possible, but adding a few lighter moments to keep to discussion moving.

The Thursday evening event: Cathead Vodka Distillery was a fun way to clear the mind of the information overload of the day's educational programming. Most toured the only vodka distillery in Mississippi as other played a few round of darts and corn hole. The food truck served delicious fare. Bessie and her family showed MSAE members some of the best food and southern hospitality!

After an eventful evening at Cathead, several went on the Old Capitol Inn Rooftop Terrace for a cool breeze, music, nightcap and a view of the city lights.



Lindsey

After enjoying a hot Southern Breakfast, the group was informed and forewarned about the Perks and Pitfalls of Travel Expenses by none other than MSAE member Charles Lindsey, CPA. Lindsey has a knack for taking the boredom out of a serious topic. Through his energetic presentation, Lindsey outlined the requirements for proper reporting of expenses and reducing the chance of requesting reimbursement for expenses that should be considered personal and not business.

As a final wrap-up of the seminar, Darienne Mobley motivated the group of professionals to become more organized, goal oriented and time efficient in both the workplace and personal endeavors. She offered realistic tools and tactics to achieve these goals.



How to Deal with a Difficult Board Member:

4 Tips

By Callie Walker

Every once in awhile, a difficult board member comes along. And that can make your job HARD (and not to mention, incredibly unenjoyable). So what do you do? How do you handle the situation when you're both clearly invested in your roles? Here are a few tips:

01 Always tie everything back to your organization's "why"

Let's say your board member disagrees with just about everything you say. You can't get anything approved or accomplished. If that's the case, instead of focusing so much on the "what," try tying everything back to your organization's "why." Here's an example: Let's say you're pushing for a more seamless check-in process at your association's next event. (The thing is, though, that costs money). Well, instead of focusing SO much on the new process and/or software (which you'll still need to cover - don't get us wrong), try emphasizing the importance of those shifts - happier attendees, which will, in turn, lead to return attendees. Your board member might still shoot the idea down, but by highlighting the "why," other people will see where you're coming from and that you have the organization's best interests at heart.

member), it might be time to confront them - privately and respectfully. Do NOT talk about the board member behind their back. This will create a negative work environment and more problems down the road.

Instead, ask them for a little time to chat. Express your feelings and see if they're picking up on similar vibes. Even if you're frustrated, listen to what they have to say and where they're coming from. This is your opportunity to mend the situation, so be open, honest, and receptive.

04 Reframe your mind-set

This one's listed last because we realize it's not really what you want to hear. But let's say the first three tactics don't work. Well at that point, you really only have three options: 1) Leave (if it really is that bad); 2) Spend every day frustrated and upset (not ideal); or 3) Reframe your mind-set.

Do you see the clear winner? Now this is obviously easier said than done, but here are a couple of tips to help you reframe your thinking:

Despite what you don't like about the board member, think about the positives they bring to your association. Maybe they have a negative attitude, but they have a great network of contacts your association can tap into. Or maybe they're loud and not the best listener, but they know how to take initiative and get things done. Focusing on these positives helps ease the pain (and frustration) of those lesser appealing qualities.

Keep in mind this is temporary. If all else fails, remember that at some point, their term will probably end. There IS light at the end of the tunnel, so deep breaths - and patience!

02 When appropriate, have group discussions

If you're pitching an idea like the one mentioned above, try doing it in a group setting (if it's appropriate). If your board member really is an outlier, other people will be there to back your idea - or at least see where you're coming from.

Now this doesn't automatically mean things are going to be smooth sailing, but you can pack power in numbers (to an extent). Don't gang up on the board member, but do plead your case with an audience nearby.

03 Confront the board member head-on - respectfully (and listen!)

If things are getting worse and you're growing increasingly unhappy at your job (because of this board



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National Association Compensation & Benefits Survey



Members of MSAE participated this spring in a biannual salary and benefits survey of association executives and personnel.

The survey is coordinated by a group of state societies of association executives with support from Whorton Marketing & Research of Silver Spring, MD. Over 1,300 associations from across the U.S. participated, including members and non-members of 26 SAEs.

The national study compares compensation across states for 39 positions.

The complete survey is available to MSAE Executive Members, and is available for purchase by non-members.

Below is information from the survey Executive Summary

Executive Compensation

- o CEO/ED annual salary mean salary: mean of \$133,508, median (midpoint) of \$120,000. The mean (average) annual change in salary was 3.7%, up from \$128,754 in the previous year.
- o However, overall salaries remained almost identical from 2015, after increasing sharply from 2013.
- o Our report captures average total compensation (including bonuses, overtime, etc.) for the first time in 2017. For CEO/EDs, this was a mean of \$143,234 and a median of \$125,000.
- o CEO/ED salaries by size: The mean CEO salary in our smallest budget size range (<\$400k budget) is \$73,567; rises sharply to \$110,703 for those in the \$400k to \$1 million budget range; \$144,934 for \$1-\$2MM; \$179,680 for \$2-\$5MM; and \$249,189 for >\$5MM budgets.

Other Staff Positions

- o Other staff, highest salaries: The highest-paid positions include Subsidiary EVP/VP/Director (\$117,047), Attorney (\$112,966 mean salary), COO/Deputy Director (\$104,407), Government/Lobbying VP/Director (\$97,529), CFO/VP/Director of Finance (\$95,633), and CIO/VP/Director of IT (\$90,841).
- o Other higher-paid positions in terms of annual salary include Research/Statistics VP/Director (\$86,264), Foundation EVP/VP/Director (\$84,367), Education VP/Director (\$79,417), Marketing VP/Director (\$78,800), HR Director (\$78,583), Communications/PR VP/Director (\$75,312), Membership VP/Director (\$70,539), and Meetings/Conventions VP/Director (\$70,414).
- o Lowest salaried positions include Receptionists (\$32,507), Bookkeeper/Accounting Clerk (\$37,985), Administrative Assistants (\$39,195), and Coordinators

- o for Membership (\$39,257), Meetings (\$42,531), Education (\$43,311), and Publications/Communications (\$44,041).
- o Annual increases vary by position. For CEO/EDs, mean salaries rose 3.7% compared to previous year's salary. The highest mean increases were for COO/Deputy Directors (6.9%) and Research/Statistics VP/Director (6.4%), followed by 5% changes for Foundation EVP/VP/Directors, CIO/VP/Directors of IT, and PAC Coordinators. Membership VP/Directors and Managers, Marketing VP/Directors, and Sponsorship Director/Managers each saw average salaries increase 4.4% or higher. At the other extreme, salaries were stagnant for Website and Grants/Contract Managers, HR Directors, Ad Sales Reps, Subsidiary EVP/VP/Directors, and AAs.
- o Salary changes were primarily based primarily on merit and to a lesser extent cost of living. Few organizations based them on across the board raises, promotions, incentive plans, or length of service.

Insurance and Benefits

- o Annual leave: staff with a minimum one year of service receive a mean of 73 hours of annual vacation and 66 hours of sick leave, or 97 hours of paid time off if the organization uses a PTO system.
- o This level rises to an average 159 hours of vacation and 73 hours of sick leave, or 167 hours of PTO at the highest level of experience (typically 15+ years).
- o Medical insurance is generally offered through a PPO (47%), or sometimes an HMO (22%), High-Deductible Health Plan (17%), or Health Savings Account (15%).
- o Coverage under the PPO is often extended to children (54%) and spouses (56%), and sometimes other family members (11%), while 41% cover only the employee.
- o Under an HMO, 54% cover only the employee, 42% cover children, and 45% cover spouses.
- o Employers currently cover a mean of 84% of PPO and 86% of HMO premiums for the employee, and more than 35% for dependents. Employers cover a mean of 68% of employee premiums with an HSA and 82% for a High Deductible Health Plan.
- o 54% report no changes and 25% have increased deductibles in health insurance in the past year, while 12%-15% have increased employee share of co-pays, changed carriers, changed types of plans offered, or increased out-of-pocket maximums.
- o 58% offer a 401k, while 16% offer a simple IRA, 14% a SEP, and 7% a 403(b).
- o Mean maximum employer contribution is 6.0% of salary. Employees become eligible after 12 months..

- o The basis on which benefit is defined is percent of salary (50%) or a 401(k) match (31%), with 11% still having a defined contribution. Vesting is generally immediate (58%) or 100% after 3 or 5 years (24%).
- o CEOs benefits are commonly paid professional membership dues (77%), provided mobile/cell phones (76%) or purchase (59%), a bonus (56%), reimbursed for professional certification/licensure (48%), and time off for external volunteer boards/committees (42%). Only 17% allow personal compensation from outside sources.

Participant Profile

- o Scope: 60% are state, 16% local, 7% regional/multi-state, and 17% are national/international organizations.
- o Structure: 41% are trade, 31% individual member only, 18% are hybrid (organizational/individual) membership organizations, 4% are AMCs and 6% other such as philanthropic, fraternal, or CVBs.
- o Average annual gross revenue is a mean of \$2.57 million and a median of \$950,000. Salary plus benefits is a mean \$1.04 million and a median of \$424,000. Employee health insurance is a mean of \$93,000.
- o Membership size is a mean of 8,656 and a median of 800 overall. Organizations with individual members report a median of 1,400 and those with company members report a median of 250.
- o 69% are 501(c)6, 22% are 501(c)3 and 6% other IRS classifications.
- o 40% report having foundations and 17% a for-profit subsidiary.
- o 26% report 0-2 FTE (full-time equivalent) staff, while 32% report 2.1 to 5.0 FTE, 21% 5.1-10 FTE, and 22% more than 10 FTE staff.
- o Gender in top positions has shifted; now 49% of CEO/EDs and 66% of COO/Deputy Directors are female.
- o CEO/EDs report a mean of 10.6 years in position. Editors, Expo Managers, COOs, CFO/Finance Director/VPs, IT Director/VPs, and Subsidiary EVP/VP/Directors each have 10 or more years on the job.



Note: Kevin Whorton will be a speaker at the MSAE Fall Conference October 4-6. Please see page 13 for more information about his session. Kevin will also be available to discuss additional details about the Compensation and Benefits Survey.

MSAE Silent Auction is back!

Let buzz and excitement build as you get a glimpse of the silent auction items during the Speed Dating Trade Show. You will get an additional view of the items after Thursday sessions conclude. Then the bidding will begin and end at the first stop of the Dine-around/ Pub crawl. This year's proceeds will go to support Children's Organ Transplant Association. Read on to see how this will benefit a long-time and dedicated MSAE member, Penni Quave, whose granddaughter needs a full liver transplant.



Ashtyn was born on June 3, 2004; 11 months later she would be diagnosed with Congenital Hepatic Fibrosis (CHF) and Autosomal Recessive Polycystic Kidney Disease (ARPKD), and told that eventually, she would need both a liver and kidney transplant.

Because of the enlarged organs associated with these diseases, Ashtyn has never been able to participate in physical activities. She was eventually able to participate in some non-contact activity such as band and she is the manager of the girls' softball team at her school. Ashtyn loves to sing and dance and participates in the dance team at school.

In January of 2017, Ashtyn showed the first signs of progression. There is no treatment for the vessels in her stomach and spleen other than a full liver transplant from a deceased donor.

On April 5, 2017, Ashtyn was placed on the liver transplant list. As a result, volunteers in Gulfport, Mississippi are working with the Children's Organ Transplant Association to raise \$75,000 to assist with transplant-related expenses.

New Members & Membership Updates

Lloyd Spivey
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Courtney Robinson Garcia, Special Events Coordinator
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