

SPEAKER PROFILE

Lowell Aplebaum, CAE

Lowell Aplebaum, CAE, is the CEO and strategy catalyst for Vista Cova. Aplebaum earned his B.A. in sociology and M.A. in informal education, with a focus on experiential approaches, from Columbia University and has worked for over 15 years with associations and non-profits in all 50 states and across six continents. He is a volunteer for the American Society of Association Executives (ASAE) and serves as the incoming-Chair of the CAE Commission. "There is nothing I love more than seeing an organization, striving to do good, actually achieve its best," he says.

Opening Session

Down with Networking; Up with Building Relationships
Sunday, Dec. 2, 3:00 pm

Our associations may produce the highest quality programs, products and services, but what makes us different from any retail store is the community of colleagues any member can find. What we call networking is the cement that holds together the bricks of our non-dues revenue lines of value. Yet, for all associations tout as being the "professional home" for their industry, this most often means putting volunteers and members alike in a room with wine and cheese with the instruction to "meet each other." Associations can do better. Together we will explore how to deepen Board Member connections. How to create micro-brain trusts for volunteers, members, and industry stakeholders. How to create personal conversation starters for 5 or 5,000. We will learn about these approaches, we will try them, and we will analyze/evaluate them. We all want to see a deeper loyalty to our organizations from our volunteers and our members - that starts with setting in place a dynamic of belonging and connection. This session will provide you with new perspectives on how to create a space for your members and partners to form the connections today that will lead to a stronger professional network tomorrow.

Breakout Session

Member Retention: Creating the Member Experience
Tuesday, Dec. 4, 11:00 am

The decision to remain a member comes down to more than the quality of the product or program purchased – it is about the experience that surrounds the interaction. The value opportunities you create for your member should be expressed not as a list on a brochure, but as targeted solutions that can help them wherever they may be in their career. This session will challenge you to think about new approaches to create an experience that will deepen the connection with (and increase the retention rate of) your members.

