



**International Society
of Hotel Associations**



CSRA
Council of State Restaurant Associations

2023 Summer Conference
Grand Geneva Resort
7036 Grand Geneva Way
Lake Geneva, WI 53147
1-262-753-6974

Monday, June 26, 2023

9:00 am – 11:00 am
Linwood Ballroom

CSRA Board Meeting

11:00 am – 1:00 pm
Linwood Ballroom

**CSRA Board of Directors and National Restaurant Association Senior Staff
Joint Meeting**

1:30 pm – 3:30 pm
Buttons Bay Boardroom

ISHA Board Meeting
Open to State Lodging Association CEO's.
Please RSVP to Chris Pappas at cpappas@isha.biz

3:00 pm
Evergreen Foyer

Registration

3:00 pm – 5:00 pm
Evergreen Foyer

Partner Table Top Set-Up

3:30 pm – 4:10 pm
Evergreen 1-2

Opening General Session
Speaker: Stephanie Klett, President & CEO, Visit Lake Geneva

Stephanie Klett, VISIT Lake Geneva's President & CEO is our welcoming keynote. She is a champion of the Wisconsin tourism industry and we will learn how her skills as a marketer, storyteller, strategist and innovator keep tourism dollars flowing and growing, benefiting destinations in every corner of the state.

4:10 pm – 5:00 pm
Evergreen 1-2

Harnessing the Power of Media: Enhancing your brand
Speaker: Dahlia ElGazzar

Content creation increased 60% in 2020 and posts with images get 2x higher engagement. Don't get left behind! We'll share top ideas on ways to use live video, documents and images to enhance your brand!

5:00 pm – 5:30 pm
Evergreen 1-2

AHLA Update

6:00 pm – 7:30 pm
Pavilion

ISHA & CSRA Summer Conference Opening Reception
Join your colleagues and peers at the ISHA & CSRA Summer Conference Opening Reception.

Tuesday, June 27, 2023

7:30 am – 8:20 am

ChopHouse

Breakfast with ISHA & CSRA Partners

8:00 am – 5:00 pm

Evergreen Foyer

Partner Tabletop

8:30 am – 10:30 am

Galewood D

One-on-ones with Dahlia ElGazzar

8:30 am – 9:15 am

Evergreen 1-2

Communicating to the industry about workforce programs

Speakers: Heather Singleton, Rhode Island Hospitality Association

Sue Crystal Mansour, NRAEF

Additional Speakers TBD

9:15 am – 10:45 am

Evergreen 1-2

Crossing the Generational Divide

Speaker: Alicia Rainwater

Generational change is challenging organizations more than ever before. You see this from recruiting and retaining employees to driving trust, engagement, and communication. Making the challenge even more urgent is the Great Resignation, dramatically different work expectations, and a tremendous amount of misinformation about generations. It's clear why leaders need to know what works now to inspire and bridge generations fast. CGK's speakers are uniquely able to deliver this powerful program filled with surprising discoveries after leading more than 100 research studies around the world. CGK is the world's leading expert on research-based insights into generations.

Key outcomes:

- Gain a completely new way to understand and value each generation that creates a mindset for possibility, trust, and collaboration
- Uncover surprising insights into each generation—from Gen Z to Baby Boomers—and learn why every generation is important
- Leave inspired with specific actions customized to your organization, such as recruiting, retention, and communication

10:45 am – 11:00 am

Evergreen Foyer

Break

11:00 am – 12:00 pm

Evergreen 1-2

Unlocking the Power of Membership Engagement: Strategies for Building Culture of Connection and Value

Speaker: Brad Weaver

In this session, review the key points of membership engagement for organizations. We will start by defining membership engagement and exploring the different levels of engagement, highlighting the importance of measuring engagement. We will discuss how leadership plays a vital role in creating a culture of engagement, and explore strategies for creating such a culture, along with the benefits of doing so. Effective communication is crucial for engagement, and we will discuss communication strategies to enhance engagement, the role of personalized communication, and the use of technology in communication. Additionally, we will discuss the importance of providing value to members and strategies for understanding their needs and preferences. Finally, we will discuss different metrics for measuring engagement, the importance of analyzing engagement data, and strategies for improving engagement based on data analysis.

12:00 pm – 1:00 pm <i>Greenview Lawn</i>	Lunch Enjoy this networking lunch and hear a brief update from ISHA and CSRA partner, BMI
1:15 pm – 1:30 pm <i>Evergreen 1-2</i>	Adesso Capital Update
1:30 pm - 2:30 pm <i>Evergreen 1-2</i>	<p data-bbox="472 422 1524 495">Why Now is the time to change your pricing strategy (and how to do it) <i>Speaker: Michael Tatonetti</i></p> <p data-bbox="472 527 1524 663">If there's one thing most associations faced over the past few years, it's that a lack of a pricing and value strategy for your products and services leads to knee jerk reactions when an emergency hits. The good news? Now is the perfect time to implement a pricing and value strategy.</p> <p data-bbox="472 695 1524 789">In this session, you will learn what components your strategy needs, where to start today, and how to continue your strategy with continuous improvement for years to come - emergency or not.</p> <p data-bbox="472 821 743 856">Learning Objectives:</p> <ul data-bbox="472 888 1524 1031" style="list-style-type: none"> • Analyze which components of a pricing and value strategy your organization is lacking • Develop a plan of action to initiate a proper pricing and value strategy • Execute an annual review for continuous improvement in value and pricing.
2:15 pm – 5:30 pm	One-on-ones with Michael Tatonetti
2:30 pm – 3:15 pm <i>Galewood C</i>	<p data-bbox="472 1140 906 1176">Best Practices for Membership</p> <p data-bbox="472 1176 1524 1245">Come to this session ready to brainstorm, learn, and share thoughts and ideas on challenges membership teams are faced with.</p>
2:30 pm – 3:15 pm <i>Galewood D</i>	<p data-bbox="472 1276 873 1312">Best Practices for Marketing</p> <p data-bbox="472 1312 1524 1381">Come to this session ready to brainstorm, learn and share thoughts and ideas on challenges with your peers!</p>
2:30 pm – 3:15 pm <i>Galewood AB</i>	<p data-bbox="472 1413 813 1449">Best Practices for CEOs</p> <p data-bbox="472 1449 1524 1518">Come to this session ready to brainstorm, learn, and share thoughts and ideas on challenges membership teams are faced with.</p>
2:30 pm – 3:15 pm <i>Evergreen 1-2</i>	<p data-bbox="472 1549 1198 1585">Volunteer Programs That <i>Work</i> for Your Foundation</p> <p data-bbox="472 1585 1524 1654">Attend this session to learn more about how you can implement successful volunteer programs for your foundation.</p>
3:15 pm – 3:30 pm <i>Evergreen Foyer</i>	Break
3:30 pm – 3:45 pm <i>Evergreen 1 – 2</i>	<p data-bbox="472 1791 695 1827">AAHOA Update</p> <p data-bbox="472 1827 1182 1864"><i>Speaker: Laura Lee Blake, President & CEO, AAHOA</i></p>

3:45 pm – 4:45 pm
Evergreen 1-2

Mastering Board Engagement: Strategies for Effective Collaboration and Decision-Making
Speaker: Brad Weaber

Board engagement is a key factor in determining the success of an organization yet it's often overlooked. Engaged boards have a clear sense of purpose and work collaboratively towards achieving shared goals. In this session, leaders will learn about the importance of board engagement, its characteristics, strategies for increasing engagement, and how to overcome common challenges. The session will provide actionable steps to increase board engagement within their organizations, ultimately leading to greater success. The goal will be to leave this session with a clear understanding of the impact of board engagement and the tools necessary to create an engaged board culture.

3:45 pm – 4:45 pm
Galewood AB

Website Peer Review
Open to State Restaurant and State Lodging Associations Only

4:45 pm – 5:00 pm
Evergreen 1-2

Tradewing Demo

6:15 pm

Meet in Lobby to depart for Dinner

6:30 pm - 8:30 pm
Chalet

ISHA & CSRA Summer Conference Dinner
Enjoy an evening networking with your peers and colleagues.

Following dinner, enjoy a performance by BMI Singer/Songwriter Kevin Griffin. The Better Than Ezra frontman, award-winning songwriter, and Pilgrimage Festival co-founder has added yet another persona to his resume: solo troubadour. Buoyed by minimal production, sweeping vocal harmonies, and narrative lyricism, he's penned some of his most intimate, inimitable, and irresistible tunes to date and thanks to BMI, we are fortunate enough to enjoy some of them this evening.

Wednesday, June 28, 2023

8:00 am – 9:00 am
Evergreen 1-2

AHA Breakfast
Open to ISHA members who participate in AHLA's AHA

8:00 am – 9:00 am
Grand Café

Breakfast

8:00 am – 5:00 pm
Evergreen Foyer

Partner Tabletop

9:00 am – 9:30 am
Evergreen 1-2

AHLEI Update

9:30 am – 10:30 am
Evergreen 1-2

5 Steps to Value Propositions that Sell
Speaker: Michael Tatonetti

How do you uncover the real value your products and programs provide? Join us as we share the 5 steps to uncover your association's value.

If we're being honest, COVID-19 disrupted our association industry. Sure, many of us were on the path of digital transformation and rethinking our offerings, but we must develop our strategy, determine what we should even keep offering or sunset, and deeply analyze our product landscape to match what our members and sponsors need. With that comes the problem of value and pricing - how do we provide value and monetize what has been and what will be?

Join us as we share the 5 steps your team needs to walk through when deciding what to do with your products and pricing - and how to sell the value to your Board for buy-in. This 5-step process can be applied to sponsorship, membership, certification, education, in-person events, virtual events, or the next big thing your team will create.

Participants will learn:

- The two types of value propositions you need to utilize
- How to define your value propositions
- How to conduct market research for value and pricing
- Value-based sales and negotiation recommendations

10:30 am – 10:45 am
Evergreen Foyer

Break

10:45 am – 11:45 am
Evergreen 1-2

Lightening Talks

Moderator: Emily Daunt

Learn about new concepts at State Restaurant and Lodging Associations and how you can adapt their great work. Goal: attendees leave with ideas that they can implement for their association regardless of membership size, budget, or team size. List your ideas, here: <https://forms.gle/mM4ZRPgGwsJgWhMX6>

12:00 pm – 1:00 pm
ChopHouse

ISHA/CSRA Lunch

Enjoy this networking lunch and hear a brief update from ISHA and CSRA partner, Healthy Hospitality

1:00 pm

ISHA Summer Meeting Concludes

1:15 pm – 2:00 pm
Evergreen 1-2

Going Mobile: Activating apps with your membership

How associations can best activate and use a mobile app. Tom DeBacco, Founder & CEO with MobileUp, and panelists Emily Daunt, Vice President, Marketing & Membership, Michigan Restaurant and Lodging Association, and Dawn Faris, Vice President Membership & Business Development, Wisconsin Restaurant Association, will present and share insider tips that move the needle on utilizing a mobile app to increase your member and community touchpoints, to provide added value to your partners, and to gain members as mobile users and more.

2:30 pm – 5:00pm
Evergreen 1-2

CSRA CEO Session

Thursday, June 29, 2023

8:00 am – 9:00 am

ChopHouse

CSRA Breakfast

9:00 am – 10:00 am

Evergreen 1-2

The World of Non-Profit Funding: Unpacking the Mystery

This session embraces non-profit funding: establishing a grant team, understanding the available types of funders, targeting project concepts and organizations to align with, and identifying funding sources.

10:15 am – 11:00 am

Evergreen 1-2

What's taking place with Artificial Intelligence? How Technology Is Becoming More Powerful & Accessible to the Restaurant Industry

With Brian Foster, Vice President of Customer Success, Orderly and Joe Schlesman, Senior Vice President of Sales, Buyer's Edge Platform.

Our industry has been inundated with the promise of technology for decades to address challenges like managing labor and food costs, events like the pandemic, inflation, and increased regulatory compliance. Yet too often, operators fail to realize technology's full potential because implemented solutions are fragmented and dis-jointed, thereby increasing costs and reducing effectiveness. Consider the patchwork of solutions many operators use today: POS systems, accounting systems, payroll, scheduling, invoice digitization, inventory, recipe costing, bill pay, excel spreadsheets.... Learn how best-in-class technology is evolving to improve customer experience, operations, and compliance, while at the same time, becoming far more accessible to all levels of an organization to become a more agile and competitive business.

11:00 am – 11:45 am

Evergreen 1-2

Atmosphere TV: a digital presentation and overview of the product.

12:00 pm – 1:00 pm

Brissago

Lunch

1:15 pm - 3:00 pm

Evergreen 1-2

Non-profit Funding: From Concept to Creation

Learning the how: articulating industry information into grant applications, building sector partnerships, winning grant applications and finally, managing your submission process.

3:00 pm

CSRA Summer Conference Concludes

Save the Date!

CSRA Fall Conference

November 13 – 16, 2023

The Scott Resort, Scottsdale, AZ

ISHA Winter Conference

December 4 – 6, 2023

Ritz Carlton Amelia Island, Florida