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

Monday, December 3, 2018

8:00am – 12 noon **ISHA Board Meeting**
Open to CEO's. Please RSVP to Chris Pappas at 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 Update**
Speaker: Chip Rogers, President & CEO, AAHOA
Who should attend? All Attendees

In this session, hear from AAHOA President & CEO Chip Rogers:
- AAHOA Update
- Learn about important legislative issues facing AHOA members
- Learn about opportunities for state lodging associations to partner with AAHOA

3:00 pm – 4:00 pm **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.

4:15 pm – 5:15 pm **CEO Session**
Who should attend? CEO's

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

Join us for a networking reception with peers and partners.

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 ISHA!

8:30 am – 9:45 am **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

9:45 am – 10:00 am **AH&L EI Update**

Who should attend? All Attendees

10:00 am – 10:15 am **Break**

10:15 am – 11:15 am **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.

10:15 am – 11;15 am **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

11:15 am – 12:15 pm **Partner Speed Dating**
Who should attend? All Attendees

12:30 pm – 1:45 pm **Awards of Excellence Luncheon**

2:00 pm – 2:45 pm **Hunting Big Game – how to win large members**
Who should attend? Membership

2:45 pm – 3:30 pm **Membership Best Practices**
Who should attend? Membership

2:00 pm – 3:30 pm **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.

3:30 pm – 3:45 pm **Break**

3:45 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 **Race for Relevance: 5 Radical Changes for Associations**

Speaker: Mary Byers
Who should attend? CEO's

This program provides a bold, no-nonsense look at the realities of today's marketplace – and what it will take for associations to prosper tomorrow. Included is how to lead and manage for the future and how to look at your member markets and programs and services. Both seasoned professionals and tomorrow's leaders will benefit from the thoughtful and practical approaches outlined for leading an association's revolution. This program is not only focuses on the "what" but more importantly, the "why" and "how".

- Learn about the six challenges facing associations today
- Identify practical responses to these challenges

- Hear case studies regarding how other associations are responding – and thriving as a result

6:00 pm Meet in Lobby to depart for dinner

6:30 pm – 8:30 pm **Dinner at Tamayo**
1400 Larimer Street
Denver, CO 80202
1-720-946-1433
www.eatattamayo.com

Join us at Tamayo Restaurant where you will enjoy modern and eclectic Mexican cuisine on the rooftop terrace, offering sweeping views of the Rocky Mountains. BMI will be providing a special musical talent, Rozzi, for you to enjoy. Tamyao is located on historic Larimer Square in Downtown Denver and boasts a lively area with plenty of after-dinner venues to explore.

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 **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

10:00 am – 10:30 am **AH&LA Update**

10:30 am – 10:45 am **Break**

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

11:15 am – 12:30 pm **NEXT: What Associations Should be Thinking about Now to be Ready for Tomorrow**
Speaker: Mary Byers
Who should attend? All Attendees

What are associations that are thriving doing now? What kinds of questions are they asking? What kinds of experiments are they doing? You'll learn the answers to these questions and more as association thought leader Mary Byers, CAE, shares what she's seeing in the association arena today. From unusual collaborations to changing business models, associations are building a brighter future through the decisions they are making today. This is a fast-paced session designed to get you thinking about the strategies your organization can embrace as you get ready for tomorrow.

12:30 pm **Summit Concludes**