

OSAE 2021 Annual Conference Educational Program

Wednesday, July 21, 2021



2:30-4:15 PM – OPENING KEYNOTE ADDRESS

Say What?! – How to Communicate Anything to Anyone

Dr. Kathy Gruver, Ph.D., CHt

It's pretty obvious to most of us that we have different aspects of our personalities that come out in different situations. We are different around our parents than we are our bosses. We have a different attitude and persona when dealing with children than we do dealing with our coworkers, or, hopefully, we do. What if we can examine these different states, get to know them and call them at will to help us achieve more and optimize our time and performance? Using ego state theory, we can identify the working aspects of our personality, name them and learn how to bring forward our best self for the situation at hand. Practical, easy and effective techniques to help you be the best you, you can be.

- Learn what ego states are and how they are formed
- Discover your ego states and how to map them for optimal execution
- Gain practical knowledge of techniques that will bring different states into the executive to handle the task at hand
- Explore anchoring techniques to guarantee the right aspect for the job is available to you
- Learn to negotiate with states in conflict (i.e. one wants to rest; the other wants to plug away at work)



4:30-5:30 PM – Concurrent Educational Session

Graphic Design for the Non-Designer

Nicole Volk, Director of Communications & Marketing, Ohio AgriBusiness Association

For the untrained, graphic design may seem like an unattainable skill, but with a few easy-to-use tools and an understanding of design principles, you, too, can be a graphic designer! In this session, you will learn the basics of graphic design and get hands-on training with design software available to everyone. You'll walk away with the knowledge needed to build basic graphics for use on social media or in your marketing emails.

- Understand basic tenants of graphic design, including layout, balance, color, etc.
- Understand Copyright Law as it pertains to graphics usage, as well as proper crediting and sourcing for graphics
- Discover and utilize free (or budget-friendly) resources for graphic design
- Build basic graphics for use on social media or marketing emails



4:30-5:30 PM – Concurrent Educational Session

Giving Yourself A Tune-up: Keeping Your Mind, Body & Spirit in Mission-Ready Condition

Anthony President, Founder & CEO, Presidential Consultants

When we fail to perform proper maintenance on our vehicles, the repair costs are often tremendous. The same occurs when we do not properly care for ourselves. With inadequate personal maintenance, we often pay high costs in terms of our happiness at work, our personal health or even our long-term success.

In this session, participants will develop their own preventative maintenance plans. They'll learn how to perform regular "Tune-Up" exercises, making them less susceptible to delays and breakdowns while traveling on the journey to pursue their organization's vision while living their personal mission. Attendees will leave with a system to reconnect with a passion for their work, live life on purpose and adequately care for the business' most precious resource-their employees.



4:30-5:30 PM – Concurrent Educational Session

Pitfalls of Operating a 401(k) Plan- Do You Know What You Don't Know?

Peggy N. Slaughter, CFP®, CRPS®, AIF®, CPFA, Retirement Plans Consultant, Saling Simms Associates, Inc.

Late deposits. Missed enrollments. Unmonitored investment options. These are just a few of the traps awaiting the unwary retirement plan administrator. Small employers are particularly at risk of running afoul of regulations because the person in charge of the day-to-day operations wears many hats and probably is not an HR specialist.

In this session, learn some basic ways to stay compliant and what to do if you trip up. Also find out how you can alleviate most of the risk and duties associated with offering a retirement plan by taking advantage of the OSAE Members' 401 (k) Exchange Plan!

Thursday, July 22, 2021



8:30-9:45 AM – General Session

The Art of Servant Leadership: The Pathway to Greatness

Adam White, Speaker, Author, AW Empowers, Inc.

Servant Leadership is often talked about, but many leaders and organizations struggle to adopt a true servant leadership ability and culture. In this powerful program, Adam uncovers what it takes to become a servant leader and develop more influence. Adam takes participants on a leadership journey from the traditional model of leadership to the paradigm shift to servant leadership. More than at any other time in history, the world is looking for servant leaders.

Attendees of this general session will learn:

- Understanding exactly what Servant Leadership is; that title and position have nothing do with leadership
- The cornerstone of serving others: L.O.V.E.
- The traditional leadership model and why it no longer works
- Developing the servant leadership model and understanding leadership philosophy
- The only two things that every person seeks
- The secret ingredient of servant leadership: *Listening* (continued...)

- The five most important things for which leaders should listen
- The eight most important characteristics of servant leaders
- Seven things you must re-examine and re-evaluate as a leader, and
- The human hijackers that may be hijacking your ability to become a servant leader



10:30-11:30 AM – Concurrent Educational Session

Shoestring Media: A Bigger & Better Association Blueprint

Dan Farkas, Chief Advocate Officer, PASS P.R.

Ever heard that analogy about cobblers and shoes? Here's what we know: Strategic communication is a necessity for any association to survive. It also tends to fall on the back burner when a problem arises, or the calendar gets full. This has to change. Dan has earned national recognition working with groups that have budgets of \$0. Shoestring Media will help attendees learn how to use existing resources to help with event creation, media relations, social media management and internal communication. This session will empower associations of any size to do more with less when it comes to strategic communication planning and will also develop a template that attendees can take back to the office.



10:30-11:30 AM – Concurrent Educational Session

Human Resource Issues: Post-Pandemic Workplace

Cathleen Snyder, SPHR, SHRM-SCP, Strategic HR/Clark Schaefer Hackett

What does the HR environment look like post-pandemic? Join Cathleen Snyder as she discusses the challenges facing employers today. Topics covered will include:

- How to navigate ongoing work-from-home policies
- How to attract talent in a challenging labor market
- How to combat the wave of potential turnover through employee development and engagement
- How to respond as the business world returns to normal.

Bring your questions and challenges and find answers from an HR expert!



10:30-11:30 AM

Succession Planning Management Policy

Kevin McCray, CAE

If the past 16+ months have shown us anything, it's that things can change on a dime. Many factors can affect our organizations; is there any real way to expect the unexpected?

Something that organizations can do is develop, or tune up, a succession plan. Learn ways to be better equipped in an instance of sudden change in staffing due to end of contract, termination, resignation, illness, death or impact of a pandemic.



1:00-2:00 PM – Concurrent Educational Session

Improvisation to Improve Communication and Enhance Motivation in Teams

Katlin Hall, President, Improv2Grow

Leaders must motivate, engage and generate ideas with their entire team. They can accomplish none of these things if they aren't very skilled communicators. Building consensus and merging ideas from each department for key initiatives is critical. Untrained leaders allow debate to continue and create piecemeal decisions that satisfies no one. This training bridges these gaps and creates more effective teams. With roots in behavioral science and improvisation, we will use experience-based training to transform the way individuals think, interact and engage. Katlin will lead the group through interactive exercises done in pairs at your seats that lead to 'Ah-ha' learning moments designed to prompt participants to think differently. Finishing each exercise with 'why this matters to you and how you can incorporate what was learned in your workplace,' participants leave with actionable new skills.

Upon completion of this session, participants will learn:

- New tactics for handling conflict/sharing opinions
- Championing projects
- Collaborating in teams



1:00-2:00 PM – Concurrent Educational Session

The Pandemic Fiduciary

Jim Saling, CIMA®, CPWA®, AIF®, President of the Registered Investment Adviser
Saling Simms Associates

Last year, we saw a worldwide pandemic that played havoc with the association market. During that year, associations faced challenges that they had never seen before and many had to scramble to meet those challenges. Pressure was put on executives, staffs and boards alike to not only serve their members but to survive when funding opportunities quickly evaporated. Old and new board members, many without prior experience, were forced into a virtual world. Did you rise to meet the challenge? In doing so, did you expose you and your board to excess fiduciary liability in the process?

Jim Saling walks you through an informative session on what should have been done, AND what you need to do currently, to reduce your fiduciary liabilities both now and in the future.



1:00-2:00 PM – Concurrent Educational Session

Crisis Communications: Don't Wait till You Need It to Discover its Relevance

Jeremy Neuhart

This session, presented by Ohio University and E.W. Scripps School of Journalism alum Jeremy Neuhart, will focus on the need for organizations of all sizes to be prepared for whatever crisis may come their way.

During his more than 20 years in corporate America, Neuhart has been on the frontlines of many crises and can speak to the benefits of being prepared for whatever may occur. Those who engage in this session will walk away with a much better understanding of why a strong communications professional is always a worthwhile investment for any organization.



2:30-4:00 PM – General Session

Because I Said I Would

Alex Sheen, Founder of *Because I Said I Would*, Inspirational Speaker

As one of the world's foremost experts on accountability and commitment, Alex is a five-time TEDxTalk speaker, author, podcast host, internationally recognized humanitarian and Founder of the *because I said I would* movement. His work has been featured on the *TODAY Show*, *Good Morning America*, the *Steve Harvey Show*, *CNN* and many other programs.

The organization is a 501(c)(3) nonprofit dedicated to the betterment of humanity through promises made and kept. They are changing lives through volunteer projects, character education programs in schools and prisons and awareness campaigns with global reach. His keynote is reason alone to attend the OSAE 2021 annual conference. You don't want to miss this session!



4:00-5:00 PM – Concurrent Educational Session

Organizational Culture: The Value of Creating a Positive Environment That Promotes Employee Engagement

Lori S. Brown, Director, Partnership Development, The Ohio CPA Foundation;
Kevin C. Henry, Project Manager, The Ohio Society of CPAs



Create a dynamic, engaged culture to leverage employee success. Hear from The Ohio Society of CPAs on their "One Team" culture and how that promotes engagement across staff leading to increased employee satisfaction, productivity and retention. Leave with a strategy that can be used both virtually and as employees return to a physical workspace. Best practices framework includes social activities, volunteerism, staff recognition and employee wellness.



4:00-5:00 PM – Concurrent Educational Session

Human Resources Issues- What We Learned Over the Past Two Years

Marc A. Fishel, Esq., Partner, Fishel Downey Albrecht & Riepenhoff, LLP

This session will provide an update on HR issues and best practices. Obviously, 2020 and 2021 have presented unprecedented challenges for everyone. It has also presented opportunities to grow and change. This presentation will focus on some lessons we have learned from a human resources perspective. Focus will be on legal and practical issues in a post-pandemic world.



4:00-5:00 PM – Concurrent Educational Session

Post-Pandemic Marketing: What We Can Expect Moving Forward

Barb Burgie, Burgie Media Fusion

This session will take a look into key aspects of digital marketing; come and learn how the pandemic has impacted marketing. Attendees will learn the importance of authentic content, how search is changing and what to expect with Artificial Intelligence (AI) on marketing.

This is a fun session filled with interesting statistics as well as good tips for how your organization can be prepared to break through create effective marketing.

Friday, July 23, 2021



8:30-9:30 AM – Concurrent Education Session

Understanding How Micro-Aggressions Fuel Conflict

Lisa Flowers-Clements, Ohio University

During this session, participants will hear from a resident of southeast Ohio about the challenges one experiences as a Person of Color in an environment steeped in cultural and historical traditions that often make it much more challenging to be seen as a true member of the community and not a transplant. By learning about the challenges and difficulties our speaker has overcome, association professionals can better understand how they can practice more mindful diversity, equity and inclusion behaviors.



8:30-9:30 AM – Concurrent Education Session

Cyber Security

Bill Wagg, Client Care Specialist, thinkCSC

Hear from Bill Wagg as he covers cybersecurity practices, as well as professional services and social engineering techniques & tactics. As challenges to standard operating procedures continue to be impacted by “bad actors,” now is *most definitely* the time to examine what you’re doing to safeguard your organization and your members.



8:30-9:30 AM - Concurrent Education Session

A Picture is Worth a Thousand...Hits!

Jen Rotolo, Director of Web Development, TCS Software, Inc.

It has been said that a picture is worth a thousand words.

But a powerful picture on your website might be worth... a thousand hits!

In this session you'll learn many tips on how to drive more visitors to your website and engage more viewers of your E-Bulletins, simply by using better imagery and carefully organizing content.

- Learn about the pros and cons of stock photography.
- Learn how to produce higher quality photos on your own.
- Discuss how images that you create offer a more personal connection to your readers.

Did you know that one of the most visited pages on your site is the About page? We all have about 11 seconds to make a good first impression, and a good headshot can help with that. You could hire a professional. But sometimes it's not in the budget - or you're in a time crunch. Let Jen share her 15 years of experience as a Professional Photographer with you in this session to learn all the do's and don'ts.

On top of all that, as the key website builder at TCS Software, Jen will also cover helpful strategies that she employs every day to organize content for maximum communication clarity.



10:30 AM-12:00 PM – Closing Keynote Session

Would You Do Business With You?

Becoming Your Member – What Do You See?

Bob Pacanovsky, Speaker, The Black Tie Experience

Trust. Comfort. Peace of mind. Cleanliness. These traits and others are now front and center in the minds of your member. If there ever was a time to think and act like your members, now would be that time. Every sense is now heightened for them about your organization, and all of them will be on “high-alert” as we are moving out of the pandemic and into a “better normal.” That’s why the “impact points” in your organization may now be one of the most important elements in creating a top-notch Member Experience. What if you could give your members an interactive seminar where we transform them into a member or prospect in their organization and take them on an interactive journey on the life cycle of impact points? One where they get to play an active role on what they see if they were a member or prospect. We’ll take a deep dive into how these “impact points” affect the way people see your business and the people that work for it.

This seminar gives you the three stages of impact points that every member may go through. And, sometimes, the impact you make is in the little details that you will be doing for them. However, you need to see it through their eyes first. Once you do this, you can know design the experience before, during and after the sales process.

OSAE 2021 Annual Conference Adjourns!

**Thank you for visiting, networking and learning with us in
Athens County, Ohio.**