



2009 Association International Conference

March 4-6, 2009

Marriott Learning Complex

The Ronald Reagan Building and International Trade Center

Washington DC

The Association International Conference is coming back in 2009 and will be better than ever! Experience two and a half days of in-depth education that address the various core elements of operating successfully on a global scale. Interact with your peers and with teams of seasoned panelists who will bring their knowledge to life.

Who should attend?

This conference is designed for decision-makers of non-profit organizations, including CEOs, COOs, CFOs and members of the board, as well as senior level staff interested in leading the charge into international growth or responsible for continue forward movement in the global playing field.

Program Note

ASAE & The Center for Association Leadership staff have developed this learning experience with input and guidance from the International Section Council. ASAE & The Center extends their thanks to these content experts for their assistance.

Wednesday, March 4, 2009

Association International Pre-Conference: The Big Picture

1:00 – 5:00 p.m.

Are you interested in going global, but limited in experience? Need a refresher before tackling the high level content of the Association International Conference? Utilize the optional Pre-Conference to prime yourself and your organization for the rest of the conference.

Take advantage of this unique opportunity that combines rich facilitated discussion with an opportunity to grill the experts. Ask your burning questions in a safe and supportive environment, glean ideas and considerations from your colleagues, and learn from a panel of experienced international practitioners.

Learn the basics of international association management before you step up to the next level, and formulate the questions you'll take to the content experts at the Conference.

Pre-Conference Agenda

- 1:00 – 1:30pm: Welcome, Introduction and Setup
1:30 – 3:00pm: Panel Discussion #1
Topics will include Business Models, Culture, Legal, Finance, and Social Technologies
3:00 – 3:10pm: Break
3:10 – 4:40pm: Panel Discussion #2
Topics will include Governance, Meetings, Products and Services and Partnerships
4:40 – 5:00pm: Wrap Up and Next Steps

Content Leaders: Terrance Barkan, CAE, chief strategist and business architect, Globalstrat (Moderator – Panel #1); Marcia Bradford, MBA, senior vice president, Wachovia Bank/Wells Fargo; Rick O’Sullivan, principal, Change Management Solutions; Todd Wurschmidt, CFRE, Ph.D., CAE, interim executive director & consultant, Transition Management Consulting; Brian Costanzo, senior vice president, global membership, Entrepreneurs Organization; W. Daniel Lamey, CAE, president, MFM Lamey Group, LLC.; Teresa King Kinney, CAE, executive director, Realtor Association of Greater Miami and the Beaches; Leonard Mafrica, CAE, executive director publishing division, Oncology Nursing Society; Carolyn Fazio, ECAM, chair and chief executive officer, Fazio International Ltd (Moderator – Panel #2); Sylvia Boyd, director, affiliate relations, The Institute of Internal Auditors; Siada El Ramly, manager, Kellen Europe

Thursday, March 5, 2009

- 7:30 – 8:30 a.m. **Registration and Breakfast**
- 8:15 – 8:30 a.m. **Opening Remarks**
Michelle Sanvictores, external relations director, MCI; chair, International Section Council; and Sara Costello, manager, global strategy and programs, Society for Human Resource Management; vice-chair, International Section Council
- 8:30 – 9:30 a.m. **Opening General Session: The Diverse Global Association Community**
Join Laraine Kaminsky, one of the world’s leading Thought Leaders on Diversity, as she sets the stage for the next two days. Before you tackle the tough topics that will be covered, find out how diversity threads them all together,

and begin the important conversations that will frame the rest of the conference.

Content Leader: Laraine Kaminsky, Global Diversity Strategist and Speaker

Meet the Experts

Now that you seen the big picture, it's time to examine the key topical areas of international association management in more depth. For the next two days, you will interact with panels of experts from the association consulting worlds. Don't be shy! This is your opportunity to ask your biggest burning questions, learn from organizations that are successfully operating internationally, and walk away with ideas to help enhance your own international initiatives.

9:30 – 10:30 a.m. **Governance**

Get ready for a lively discussion on how international boards can be constructed and managed. Consider how approaches to board governance that you may be most accustomed to can be adapted to a more multinational board, and how to incorporate more diverse perspectives.

Content Leaders: Bonnie Koenig, president, Going International; Janice Lachance, CEO, Special Libraries Association; Kevin Mead, CAE, president, IGAF Worldwide; Ladd Smith, CAE president, Research Institutes Fragrance Materials, Inc.

10:30 – 10:45 a.m. **Break**

10:45 – 11:45 a.m. **Business Models**

International expansion is a lengthy and costly operation, and the return on investment isn't always immediate. Don't let it turn into a sinkhole – make sure you have a business model in place! Explore what models other associations have found success with, the pro's and con's of each approach, and how they have defined and met their goals.

Content Leaders: Carolyn Lugbill, CAE Going Global Matters; Len Mafica, CAE, executive director publishing division, Oncology Nursing Society, Kathy J. Mattson, vice president, member services, Industrial Fabrics Association International

11:45 a.m. – 1:15 p.m. **Facilitated Networking Lunch**

Don't let the discussion stop! Keep your brain moving and discuss your most pressing international issues with facilitated table discussions.

A special thank you to the Canadian Tourism Commission for hosting the lunch.

1:15 – 2:15 p.m.

Social Technologies

The rise of Web 2.0 and social media, and the ways they are transforming how you conduct business, is the hottest topic to hit the association world in recent years. How do they impact organizations that operate internationally? Discuss this phenomenon with experts who are on the cutting edge of these new technologies.

Content Leaders: Richard Blacklock, director, marketing, American Society of Cataract and Refractive Surgery; Jeff DeCagna, chief strategist and founder; Principled Innovation LLC; Andy Steggles, chief information officer, Risk and Insurance Management Society, Inc.

2:15 – 3:15 p.m.

Legal

The list of potential legal issues surrounding international operations is a veritable minefield. Nonprofit incorporation, intellectual property, contracts, taxes, lobbying, and antitrust are just the tip of the iceberg. Come prepared with your questions and concerns, and leave with advice from some of the top legal minds in the association world.

Content Leaders: Jefferson Glassie, Esq., partner, Pillsbury Winthrop Shaw Pittman, LLP; Eileen Morgan Johnson, Esq., counsel, Whiteford Taylor & Preston LLP; Katherine Salazar-Poss, general counsel, American Academy of Ophthalmology; Jeffrey Tenenbaum, Esq., partner, Venable LLP

3:15 – 3:30 p.m.

Break

3:30 – 4:30 p.m.

Culture

Are you considering a set of four handkerchiefs as a gift to a potential Chinese partner? Did you buy a fancy leather business card holder for your trip to India? Are you even aware of the faux pas that you just committed? Don't let this happen to you! Learn important cultural do's and do not's, behaviors and values from around the world, and find out how you can make a lasting positive impression the next time you travel abroad or host a delegation.

Content Leaders: Laraine Kaminsky, global diversity strategist and speaker; Sirin Koprucu, principal, StrategicStraits, Inc.; Rob Nelson, CAE, vice president, business development & strategy, American Health Information Management Association, Todd Wurschmidt,

CFRE, Ph.D., CAE, interim executive director & consultant,
Transition Management Consulting

4:30 – 4:45 p.m. **Concluding Remarks for Day One**

4:45 – 6:45 p.m. **Networking Reception**

It's been a long day, but don't go home yet – the fun is just starting! Catch up with old friends, make new connections, and enjoy some light refreshments.

Thank you to our friends at the Singapore Exhibition and Convention Bureau for sponsoring the reception!

Friday, March 6, 2009

Meet More Experts!

Another day, another round of experts! Get your questions ready, and prepare for a day full of stimulating conversation and illuminating ideas.

9:00 – 10:00 a.m. **Finance**

Should I set up an overseas bank account? What about transferring funds? How do I pay foreign staff and U.S. based staff that I send overseas? And then what about 990, VAT, and other tax issues? Most importantly, how do I get paid?!? Get questions to these answers and many more, and get an update on the current global financial situation and how that translates to the association world.

Content Leaders: Alice Albright, EVP and CFIO, GAVI Alliance, Thomas E Higgins, senior relationship manager, HSBC Bank USA; Deborah Kosnett, tax principal, Tate & Tryon CPAs and Consultants; Martin Pinsonnault, president, Taxport USA Corporation

10:00 – 11:00 a.m. **Meetings**

Whether it's overseas or domestic, a successful international meeting is filled with questions. How will logistics differ halfway around the world...and what additional pitfalls can I expect? How do I market an event to an international audience? And if I'm bringing foreign delegates into a domestic meeting, how do I secure visas? Get answers to these questions and more, and leave with a reference guide for what you should consider before you start planning an international meeting.

Content Leaders: Dave Fellers, CAE, president, ethnoMetrics; Rick Henegar, director, meetings, Society for Cardiovascular Angiography and Interventions; Phelps

Hope, CMP, vice president, meetings and exhibitions, Kellen; Martin Sirk, executive director, International Congress and Convention Association

11:00 – 11:15 a.m. **Break**

11:15 - 12:15 p.m. **Products and Services**

If you're thinking about making your products and services available to international members, there's one simple lesson to remember: if you build it, they will not necessarily come. In other words, just because you offer something to U.S.-based members doesn't mean you should offer it members around the world. Discuss how to deliver value to different market segments, and when (and what) you should translate.

Content Leaders: Jim Gurowka, director international business development, Institute of Management Accountants; Michael Michaud, CAE, managing director, institutes, American Society of Mechanical Engineers; Peter Turner, business development director - US assoc. market, MCI Group, Howard Wallack, director, international programs, Society for Human Resource Management (SHRM)

12:15 – 1:00 p.m. **Lunch**

1:00 – 2:00 p.m. **Partnerships**

Forming partnerships can be challenging enough on this side of the pond, but trying to form one internationally can be even more confounding. Explore not only how to go about creating partnerships, but also *who* you should partner with to drive demand for what your organization offers. Discuss the issues that may arise, and how to keep your association's vision and mission intact.

Content Leaders: Brian Glade, SPHR, GPHR, VP international programs, Society for Human Resource Management (SHRM), Richard O'Sullivan, principal, Change Management Solutions; Michael Sanio, CAE, director, international alliances, American Society of Civil Engineers; Kate Shaughnessy, member relations manager, Oncology Nursing Society

2:00 – 3:30 p.m. **Ideas into Action**

Over the last two and a half days, you've collected a vast number of ideas. Now what? Before you head back to the office, take some time to gather your thoughts and record

your next steps. Collaborate with colleagues who have similar objectives, and share the golden nuggets you've gathered. After some final words of wisdom from the panel experts, walk away with an actionable plan for your organization.

Content Leaders: Terrance Barkan, CAE, chief strategist & business architect, Globalstrat; Nikki Walker, vice president, global association management & consulting, MCI Group; Alfons Westgeest, group vice president and managing partner, Kellen Europe

3:45 – 4:45 p.m.
Change

Closing General Session: The Political Implications of

With a new presidential administration and the largest freshman class Congress has seen in 15 years, change is on the horizon. What exactly does this mean for associations...and specifically, what are the implications for organizations that operate internationally? Put on your prognosticator hat, and join several experts as they help you map out the next four years.

4:45 – 5:00 p.m.

Closing Remarks