



2022 ANNUAL CONFERENCE

EDUCATIONAL SESSIONS

Wednesday, July 20, 2022

KEYNOTE SESSION 2:30 - 4:15 p.m.

Attitude Changes Everything

Sam Glenn

If there is one thing for certain in life, it is that our attitude plays a role in everything – both personally and professionally. Today, Sam Glenn is considered one of the leading experts on the subject of “attitude,” having written more than 30 books related to this subject. Attitude Changes Everything 2.0 offers an enlightening, entertaining and educational exploration into how our attitude works, what creates it and feeds it, how to keep it healthy and finally how to use your attitude to create positive experiences and stories in life.



This keynote breaks attitude down into 4 primary components:

1. Adjustment – how to adjust our attitude and keep it headed in the right direction.
2. Instillation - what makes our attitude function so it works and rewards us.
3. Application – how to partner your attitude with your skills and efforts.
4. Impact – how to measure the impact of your attitude.

Sam will highlight some of the following learning points:

- How to strengthen your attitude with resilience in times of change, challenge and uncertainty.
- How to manage negative thoughts and encounters with others.
- The number one source for infusing your attitude with positivity
- How to author unforgettable stories and experiences for yourself and others with your attitude
- How to reduce stress, fatigue and the blahs with one simple 30 second trick.

CAE Knowledge Domains: Executive Leadership, Business Development, Member and Stakeholder Engagement and Management

CONCURRENT SESSIONS

WEDNESDAY from 4:30 - 5:30 p.m.



Under My Thumb: Regaining Control of Your Non-Profit's Social Media

Dan Farkas

Strategic Communication Lecturer, Ohio State University

Remember when social media was fun? Those were the days. Staff turnover, pandemics, trolls and influencers have made managing media and messaging messy. Let's rewind and get this crucial communication under our thumb.

How?

Using songs from one of the world's most famous bands, Farkas will offer tangible tips anyone can immediately use to do more with less and rethink the reason we use social media in the first place.

CAE Knowledge Domains: Organizational Strategy, Member and Stakeholder Engagement and Management, Marketing and Communications



Financial Matters That Impact Ohio's Nonprofits

Jim Saling CIMA, CPWA, AIF

President, Saling Simms Associates, Inc

Today's financial markets are up and then they're down. Gone are the days when everything seemed rather stable – even the bitcoin markets are seeing flux right now. Representatives from OSAP Platinum Sponsor Saling Simms Associates will provide their valuable insights on all things related to finance when they present at this year's OSAP annual conference.

If you have questions about your organization's financial needs or are looking at ways to drive engagement with your staff as it relates to retirement needs or simply the best way to file the endless slew of compliance reports, bring them with you to this financial fireside chat with a member of Saling Simms Associates' talented team. No question will go unanswered and no question is too trivial.

CAE Knowledge Domains: Organizational Strategy, Operations



Tech Talk: What's Driving Nonprofit Engagement

Tim Rorris
Chief Operating Officer
TCS Software, Inc.

Kaylee Hoffman
Director of Marketing and
Client Relations
TCS Software, Inc.

We all have that “tech dinosaur” sitting around, right? The old printer that never works, the laptop that takes 30 minutes to start. Wouldn’t you love to take a sledgehammer to those and just let off some steam? (Hey, if we could do that in this session, we would!) What about “new tech?” Are you just as frustrated with technology you may not understand or maybe didn’t know was out there? Then this session is for you! Join Tim and Kaylee in this informative session where we will talk about all things fun and frustrating with “new technology.” Be prepared to participate and share your tech trials and tribulations. We will talk about many items that you use on a routine basis. You might find there is a product out there that is exactly what you are seeking. You will learn more from each other as association professionals than you could ever imagine. Everyone will pick up a trick or two. And the best part... we’re going to make it fun along the way by throwing in some trivia games! The winner will also receive a top-secret tech surprise. So, gather your smartphones, your GPS watches and your ZEEQ (this might be a clue!) and meet us Wednesday afternoon!

CAE Knowledge Domains: Organizational Strategy, Business Development, Operations

Thursday, July 21, 2022

GENERAL SESSION 8:30 – 9:45 a.m.

Improvisation to Improve Communication and Storytelling Skills

Katlin Hall
Improvisation Enthusiast/Learning and
Development Professional
improv2grow



What if improvisational exercises were used in a professional training environment? Being present, reading your audience, listening to understand and storytelling; all these improvisation skills are tried and true to help grow relationships, both internally and externally. With roots in behavioral science and improvisation, participants will try on improv exercises, the same exercises used to train for *Saturday Night Live*. After the improv expert leads the group through each exercise, the expert guides the discussion towards an “ah-ha” learning moment designed to prompt participants to think differently about business conversations. Finishing each exercise with why this matters to you and how you can incorporate what was learned into your workplace, participants leave with actionable new skills. People are tired of being informed. Let's excite, thrill and maybe even amuse them!

CAE Knowledge Domains: Executive Leadership, Organizational Strategy, Business Development, Member and Stakeholder Engagement and Management, Marketing and Communications

CONCURRENT SESSIONS

THURSDAY from 10:30 - 11:30 a.m.



Cybersecurity for Your Organization

SAC J. William Rivers

Federal Bureau of Investigation

SSA Adam Lawson

Federal Bureau of Investigation

During this session, participants will gain insights into the latest cybersecurity threats and challenges facing businesses, organizations and nonprofit entities.

There are a host of new threats seemingly around every corner. But, there are ways to prepare for them. J. William Rivers will help you learn ways that you can safeguard your staff and organization while also protecting the valuable content of your members.

CAE Knowledge Domains: Organizational Strategy, Operations



Fundraising Insights in our Current Environment

Lori Brown

Director, Partnership Development
The Ohio Society of CPAs

Learn the basics about fundraising best practices to benefit your nonprofit organization. Leave with skills and insights to create an annual fundraising plan including direct mail campaigns, major gifts, successfully utilizing your board and committee volunteers and creating mutually beneficial sponsorship opportunities.

CAE Knowledge Domains: Organizational Strategy, Business Development



Employee Engagement: Keys to Beating the Great Resignation

Cathleen Snyder

Director of HR and Development
strategic HR inc., a division of Clark Schaefer Hackett Business
Advisors

We've all seen the headlines about "The Great Resignation." The shortage of viable workers has escalated the departure of employees for what they perceive as better opportunities. Employee retention is more important than ever, but with worker shortages, supply chain challenges and economic uncertainty, employers are stressed to the brink.

In this session, we will discuss:

- Why does employee engagement matter?
- The common denominator of engagement tactics.
- What do your employees really want from you?
- The role of learning in engagement and retention.

CAE Knowledge Domains: Executive Leadership, Organizational Strategy

CONCURRENT SESSIONS

THURSDAY from 1:00 - 2:00 pm



Me, Myself and my Camera

Nicole Volk

**Director of Communications & Marketing
Ohio AgriBusiness Association**

In today's social media world, it's well known that video is king. For small businesses, however, factors like small staff, limited resources and lack of time/expertise may seem to hinder the ability to produce video. Often, communicators will avoid utilizing video because they feel unqualified, undertrained or unequipped to create video content. But, with a camera, tripod and a few video tricks, implementing a video strategy is easier than you'd think.

In this session, participants will learn how Nicole operates as a one-person video crew, see the equipment she uses and learn tricks to make the editing process less daunting. The session will also include

tips for improved video quality when working with virtual platforms, such as Zoom.

In this session, we will learn how to:

- Understand and recognize the video-ready equipment they already have and learn what other tools may be useful.
- Discover best practices for shooting video and recording audio as a solo crew
- Learn tips and tricks for editing video to create a great final product
- Discover small tricks for improved virtual meetings or events

CAE Knowledge Domains: Marketing and Communications, Operations



DE&I: How Associations Can Adapt Their Outreach and Engagement

Dr. Leslie H. Picca

**Professor of Sociology and the Roesch Chair in the Social Sciences
University of Dayton**

Dr. Leslie Picca, a professor of Sociology and the Roesch chair in the Social Sciences, will share her insights on diversity, equity and inclusion (DE&I) that she amassed over her years of study in the

areas of sociology, women's studies and gender research. Leslie will provide participants in her session with insights on how nonprofits and businesses can evaluate their current processes to ensure that they are acting in a manner that attracts a diverse pool of individuals.

The way we talk and engage with people have changed immensely over the years. However, many associations have failed to adapt. Leslie will provide tools and tips on how association professionals can adapt their messaging, their missions and their outreach to engage a more diverse audience and, thus, become more equitable and inclusive in their actions.

CAE Knowledge Domains: Governance, Executive Leadership, Organizational Strategy



Is Your Organization Prepared for the Sudden and Unexpected Departure of Staff? – Succession Planning 101

Terrie Huston

Owner/Principal Consultant

Intergenerational Communication Solutions

Changes in staff occur all the time, but many association executives are long-tenured in their positions. It's one thing if an association executive leaves to take another position or retires, but what if the worst would happen? If COVID-19 has taught us anything, it's that life changes on a dime. What shape would your organization be in if the person with years of institutional knowledge is no longer available to answer sometimes even basic questions like how the bills get paid or the payroll gets processed? Getting all one's ducks in a row is essential to ensuring a successful and smooth leadership transition. Waiting until the transition has happened is too late to realize that all the essential institutional knowledge left with the departing executive. Succession Planning 101 will provide attendees with a high-level look into reducing organizational risk in the event of a sudden and unexpected leadership transition.

CAE Knowledge Domains: Governance, Executive Leadership, Organizational Strategy, Operations

GENERAL SESSION

THURSDAY from 2:30 - 4:00 p.m.

Leading Teams through the Generation Gap

Peg Buehrle and Pete McDowell

Managing Partners

ActionCOACH Columbus

Successful leaders are able to work with and appreciate the strengths that everyone brings to the table. Learning and appreciating the differences in our peers, clients and co-workers is key to emerging as a leader.

Pete McDowell and Peg Buehrle from ActionCOACH Columbus will lead this interactive session that will have you walking away with a better understanding of how to connect with, work with, lead, and embrace the strengths of those different from you.



CAE Knowledge Domains: Executive Leadership, Business Development, Member and Stakeholder Engagement and Management

CONCURRENT SESSIONS

THURSDAY from 4:00 - 5:00 p.m.



Using Member Benefits for Retention and Recruitment

Timothy McNichols

Executive Director, Partnerships

LIG Solutions

In today's ever-changing nonprofit landscape, it is necessary to possess a deep, strong pool of member benefits designed to help your association not only grow but to win back lapsed members. The well-armed association professional must understand the value tied to engaging and interacting with existing members that extends beyond the obvious elements like education, content, meetings that would help someone be a member. Members – current, lapsed and prospective – need to understand that the services and products their organization provides are true member benefits and not just discounts they receive as a member.

CAE Knowledge Domains: Member and Stakeholder Engagement and Management, Strategy and Operations



Effective Interviewing to Land Great Talent

Lorrie Diaz

Sr. HR Business Advisor

Strategic HR Inc./Clark Schaefer Hackett

Is your interview process struggling to reveal the real character of your candidates? Or do you find the conversation lagging and you are unsure what to ask in an interview? If so, join us to dive in a little deeper and learn ways to get more from your interviews.

We will examine:

- Why effective interviewing is so important.
- Interview techniques to gather accurate information about candidates' actual skills, characteristics, and qualifications.
- What can and cannot be asked in an interview.
- Closing the deal to land talent.

CAE Knowledge Domains: Organizational Strategy, Member and Stakeholder Engagement and Management



The World is Changing: How Can We Best Serve One Another

Comprised of a Panel of OSAP Members

Sponsored by OSAP Allied Partner Ohio Shores & Islands

Facilitated by OSAP President & CEO Jarrod Clabaugh, CAE

Since 2019, the association industry and all of our industry partners' and CVBs' business strategies have changed and been impacted by smaller budgets. Staff sizes, staff responsibilities and even departmental obligations have changed drastically for everyone. We used to accomplish so much with small teams; now, we keep accomplishing a great deal with even smaller teams and smaller budgets.

During this panel, OSAP members who serve in various roles will be engaging with participants and one another to discuss how they have been impacted by the changing structure of workforce operations, smaller budgets and team member challenges.

CAE Knowledge Domains: Executive Leadership, Organizational Strategy, Governance, Business Development, Operations, Member and Stakeholder Engagement and Management, Marketing and Communications

Friday, July 22, 2022

CONCURRENT SESSIONS from 8:30 - 9:30 a.m.



Communication Management Effective Ways to Bridge the Gap

Lauren Sweeney

Mindset Trainer

Rise Up for You

Being an effective leader means communication must be of top importance. Understanding our communication style and that of others will support us in effectively managing ourselves and those we lead.

We will look at how we communicate, and key strategies to bridge the gap in our organizations. According to Gallup research, most individuals today are looking for a coach, not just a boss. How we manage our own triggers to respond well, especially in times of difficulty or change, will support retention and development.

CAE Knowledge Domains: Member and Stakeholder Engagement and Management, Marketing and Communications



The Leadership Mindset: How Leaders Prepare Themselves to Get Things Done

Thomas A. Balzer, CAE

President & CEO

Ohio Trucking Association

Do you ever feel overwhelmed by all the things you have to do in a day? Feel like your time isn't your time? In this session learn how to develop a mindset that helps you get out of your own way and get things done, removing barriers to getting things done, and feeling energized at the end of a day as opposed to exhausted.

CAE Knowledge Domains: Executive Leadership, Organizational Strategy, Operations

Igniting Your Membership Goals: What's Your Value?



Kevin Henry
Talent Development Strategist
Ohio Society of CPAs



Denise Ison-Miller, CAE
Director, Individual & Employer
Experience
Ohio Society of CPAs

During this session, Denise Ison-Miller, CAE and Kevin Henry will share their expertise as membership professionals with more than 30 years of combined knowledge to IGNITE passion, excitement and thought leadership around the topic of growing your organization's membership. Using the "Ignite" style presentation, each presenter will take approximately five minutes to share a short slide deck that auto-advances to keep them excited and energized as they present.

The topic is one that will surely drive interest as associations and businesses seek new ways to engage new members, reach out to those who've lapsed and continue to engage those who are active.

CAE Knowledge Domains: Governance, Operations, Member and Stakeholder Engagement and Management

KEYNOTE SESSION

10:30 am - 12:00 p.m.

Connected Leadership - The Foundation for a Thriving Company Culture

Lauren Sweeney
Mindset Trainer
Rise Up for You

Internationally, the most successful organizations know positive leadership is not only effective—it is absolutely necessary. According to Wharton professor Adam Grant, when it comes to the best leaders of all-time, "the most meaningful way to succeed is to help other people succeed, to advance a vision or an idea or a project that is bigger than [themselves], that's going to affect a lot of people."



Simply put, the most effective leaders understand that, in the words of psychologist, Chris Peterson, “Other people matter.” Positive leadership markedly increases employee engagement, alleviates friction in high-pressure situations and times of transition and produces dramatic results. Leaders who have the skill to develop high-impact relationships and a culture of collaboration drive positive change and innovation, delivering value to customers and radically improving your organization’s bottom line. In this keynote session, participants discover their leadership strengths and learn new strategies and techniques for becoming transformational leaders who can engage employees, inspire people and build a culture defined by collaboration and commitment.

CAE Knowledge Domains: Executive Leadership, Business Development, Member and Stakeholder Engagement and Management

Conference Close – Thank you for attending!