



2022 Winter Meeting Agenda
January 23-25, 2022
Westin La Paloma Resort & Spa | Tucson, AZ

The mission of the Association Societies Alliance is to understand and lead the profession of association management, preparing association CEOs for future success.

Sunday January 23

3:00 – 4:30 pm	Executive Committee Meeting	Ironwood	
5:00 – 6:30 pm	ASA Reception	Terrace Level Patio	All are invited to this reception hosted by Westin La Paloma
7:00 pm	Dinner	Contigo Latin Kitchen	Meet in hotel lobby. Individual pay.

Monday January 24

7:45 – 8:30 am	Breakfast and Networking	Mezzanine Deck	
8:30 – 9:00 am	Welcome / Self Introductions	Cottonwood	Steven Stout, FASAE, CAE – What was a success story for your SAE the past two years?
9:00 – 9:05 am	Partner: Personify / MemberClicks	Cottonwood	Via Zoom
9:05 – 10:35 am	Re-Imagining Your SAE – Part 1	Cottonwood	Dean West & Nikki Shanks, Association Laboratory
10:35 – 10:55 am	BREAK	Mezzanine Deck	
10:55 – 11:25 am	ASAE Update	Cottonwood	Michelle Mason, FASAE, CAE, President & CEO, ASAE
11:25 – 11:55 am	ASA Resources & Data Collection: What do we want to know about each other?	Cottonwood	Steven Stout
11:55 – Noon	Partner: Naylor Association Solutions	Cottonwood	Claire Brimmer, Naylor
Noon – 1:00 pm	Lunch and Networking		Network with your SAE peers
1:00 – 1:30 pm	Dynamic Benchmarking Program	Cottonwood	Ray McDonald, President, Dynamic Benchmarking
1:30 – 3:00 pm	Re-Imagining Your SAE – Part 2	Cottonwood	Dean West & Nikki Shanks, Association Laboratory
3:00 – 3:20 pm	BREAK	Mezzanine Deck	
3:20 – 3:45 pm	SAE Mental Health	Cottonwood	Steven Stout – Group therapy: What are you doing?
3:45 – 4:30 pm	Westin La Paloma Resort & Spa tour	Cottonwood	Westin La Paloma
5:15 – 6:00 pm	Networking	AZuL Lounge	Solve the world's problems before dinner!
6:00 – 9:00(?)	Experience Tucson & Dinner	Offsite / TBD	Hosted by Visit Tucson – final plans TBD

Tuesday January 25

7:45 – 8:30 am	Breakfast and networking	Mezzanine Deck	
8:30 – 10:00 am	Re-Imagining Your SAE – Part 3	Cottonwood	Dean West & Nikki Shanks, Association Laboratory
10:00 – 10:20 am	BREAK	Mezzanine Deck	
10:20 – 10:35 am	ASA: Organization Update	Cottonwood	Mark McSweeney, CAE Steven Stout, FASAE, CAE
10:35 – 11:50 am	SAE AMC Executive Discussions	Cottonwood Mezzanine Foyer	Steven Stout Karolyn Kiburz, CMP Wufoo Input
11:50 – 12:15 pm	Wrap Up	Cottonwood	Steven Stout
12:15 – 1:30 pm	Lunch and Networking	Mezzanine Deck	For those able to stick around, lunch is provided.