



Get yourself ready to re-invent and innovate! At this year's AENC Annual Meeting, you'll acquire the insight and ideas you need to prepare your association for the future while delivering value to your members today. You'll return to the office with take aways: strategies and tactics for your toolbox that will help you and your association thrive amidst constant change.

Don't miss the opportunity to learn from our three keynote speakers, nationally respected association thought-leaders Shelly Alcorn, Stan Phelps and John Formica.

No matter what role you play or where you are on your career path, the AENC Annual Meeting is your chance to learn from some of the brightest talent in the association community.

## PROGRAM

(All events will be held at the Benton Convention Center unless indicated otherwise).

### Saturday, July 22

9:00 AM - 7:00 PM

#### AENC Registration Desk Opens

9:30 AM

**Summer Golf Shootout - Championship Course - Tanglewood Golf Club**  
(Advance registration & separate fee)

Afternoon

**Enjoy Winston-Salem On-Your-Own**  
(See page 18 for ideas!)

1:00 - 4:00 PM

#### Community Service Project - AENC Gives Back!

Sponsored by Visit Winston-Salem.  
"Paint a Bowl - Feed a Community"  
Bowls will be used at the Second Harvest Food Bank - Northwestern NC's 2018 Empty Bowls Fundraiser. Drop by and spend an hour or so painting a unique bowl. (No fee)

6:15 - 8:30 PM

**"Around the World" Party - Graylyn International Conference Center**  
Sponsored by Graylyn  
(Transportation leaves at 6:15 PM)  
Food, Fun and Surprises.

8:30 - until

**Informal Gathering**, Graze Bar at the Marriott (Food & beverage on-your-own) or explore downtown Winston-Salem

### Sunday, July 23

6:30 AM - 7:30 AM

**Fun Run, Trot or Walk - 5K (3.2 miles)**  
FUNdraiser for the FUEL AENC Young Professionals Scholarship

8:00 - 8:30 AM

#### AENC Board of Directors Meeting

8:30 - 9:00 AM

#### Orientation for First Time Participants

8:00 AM - 7:00 PM

#### AENC Registration Desk Open

9:00 - 9:30 AM

#### Coffee, Connect, Conversation with Exhibitors

9:30 - 10:15 AM

#### **0.75 CE Credit** KEYNOTE PRESENTATION **Confidently Ride the Waves of Disruptive Change**

Shelly Alcorn, CAE, Principal, Alcorn Associates Management Consulting

10:15 - 10:45 AM

#### Break & visit with Exhibitors

10:45 - 11:30 AM

#### **0.75 CE Credit** "Why Do You Do That?" - Event Management Forum

Alan Skipper, CAE, CMP, Vice President, Specialty Society, NC Medical Society, Moderator  
Planners and Hospitality representatives ask questions of each other in a lively session.

11:30 AM - 12:30 PM

#### Lunch with Exhibitors

Enjoy a casual "walk around lunch" as you visit with exhibitors.

12:30 - 1:45 PM

#### KEYNOTE PRESENTATION

#### **1.00 CE Credit** Becoming "For Purpose" to Motivate Loyalty and Sales

Stan Phelps, Founder, PurpleGoldfish.com. Purpose is changing

the way we work and how customers buy. By 2020, there will no longer be a distinction between for profit and non-profit organizations. Businesses will either be seen as "for purpose" or "not for purpose." You will hear cutting-edge examples and learn how to bring purpose to life in a way that drives employee engagement; fuels the bottom line; and makes an impact on the lives of those it serves.

1:45 - 2:15 PM

#### Break, visit with exhibitors

2:15 - 3:00 PM

#### BREAKOUT SESSIONS (choose one)

#### **0.75 CE Credit** Stan Phelps - Deep Dive Stan Phelps, Founder, PurpleGoldfish.com

Dive deeper and learn more about how you can re-invent your organization. Find out about cutting edge examples and learn about the eight purpose archetypes.

#### **0.75 CE Credit** Innovative Ideas to Generate Revenue and Engage Members Moderated Panel of Association Executives

Get real life examples of programs, products and services that organizations are now using to create value; save time (for you and your members); generate revenue; and keep members happy!

3:00 - 3:30 PM

#### Break, visit with exhibitors

### Hotel Reservations Deadline: July 7, 2017 (12:01 am)

The Embassy Suites and Marriott are located adjacent to the Benton Convention Center. All reservations must be guaranteed by credit card or accompanied by first night room deposit. Cancellations must be made 48 hours prior to arrival.

#### Embassy Suites by Hilton Winston-Salem

Call 800.696.6107, ask for AENC Annual Meeting 2017 rates. \$139 single/double; \$149/triple; \$159/quad - plus taxes.

Booking Link: [https://secure3.hilton.com/en\\_US/es/reservation/book.htm?execution=e1s1](https://secure3.hilton.com/en_US/es/reservation/book.htm?execution=e1s1)

#### Marriott Winston-Salem

Call 800.320.0934, ask for AENC Annual Meeting 2017 rates. \$129/single/double; \$139/triple; \$149/quad - plus taxes. Rate applies 7/21/17 - 7/26/17. Booking Link: [https://secure3.hilton.com/en\\_US/es/reservation/book.htm?execution=e2s1](https://secure3.hilton.com/en_US/es/reservation/book.htm?execution=e2s1)

3:30 - 4:15 PM

**BREAKOUT SESSIONS** (choose one)

**0.75 CE Credit** **You, We, and Us: An Integral Approach to Big Change**  
*Shelly Alcorn, CAE, Principal, Alcorn Associates Management Consulting* Take a deeper dive with Shelly and gain tools to manage change in your organization.

**0.75 CE Credit** **How to Find, Select and Keep Great People in Your Organization Today!** *John Formica, The "Ex-Disney Guy"*  
Are you tired of having candidates do so well during the interview only to be a bust on the job? Is your organization like a revolving door of average employees coming and going? Have you ever wondered why your competition has better players? Your people are your greatest asset yet most managers and businesses often have no idea how to find and hire great people.

4:15 - 6:30 PM

**Enjoy Winston-Salem On-Your-Own** (See page 18 for ideas!)

5:45 - 6:45 PM

**FUEL Young Professionals Informal Networking**

Connect with Young Professionals! Meet and walk to a nearby pub for informal networking before the evening events.

7:00 - 8:30 PM

**Welcome Reception and Silent Auction**

*Marriott Winston-Salem Hotel*

8:30 - 11:00 PM

**After Party at the Cardinal Kimpton Hotel**

*Sponsored by The Cardinal Kimpton Hotel*

Take the short walk to the Cardinal to explore the "living room," event space and the "rec room."

## Monday, July 24

7:30 AM - 2:00 PM

**AENC Registration Desk Open**

7:30 AM - 2:00 PM

**Silent Auction Pick Up & Pay**

7:45 - 8:15 AM

**Early Bird Coffee with Exhibitors**

8:15 - 9:45 AM

**Awards Breakfast and Annual Business Meeting**

Plated breakfast served promptly at 8:15 AM

9:45 - 10:15 AM

**Break and visit with exhibitors**

10:15 - 10:30 AM

**Special Invitation by the Greenville CVB for AENC Annual 2018**

10:30 - 11:30 AM

**KEYNOTE PRESENTATION**

**1.00 CE Credit** **"If Disney Ran Your Organization..." Secrets to Create Your Own Whistle While You Work Team Experience!**  
*John Formica, The "Ex-Disney" Guy*

John shares his Disney experience and more on how you can create a positive and fun "Whistle While You Work" environment to increase productivity, improve morale and energy in your organization. Learn the keys to how Disney and other successful organizations replace anxiety, apathy and stress with enthusiasm, achievement and energy.

11:30 AM - 12:00 Noon

**0.50 CE Credit** **Great Ideas to Go!**

Fill your tool box with great ideas from the Annual Meeting; share your own "Ah Ha-going to go back and do that" moments!

12:00 Noon

**Adjourn and Safe Travels!**

## Get To Know The Keynote Speakers

### Shelly Alcorn, CAE



Shelly began her career in change management at the age of 5 when she was enrolled at what was to be the first of the eleven schools she would attend prior to graduating from high school. Being the perpetual "new kid" forced her to quickly and strategically assess new environments, orient herself to new curriculum, policy, and rules and figure out the political nuance involved in navigating recess.

Being a blue-collar girl in a white collar-world leads to some quirky observations. A revolutionary, self-proclaimed edupunk, she got her CAE (Certified Association Executive) just to prove she knows what she's doing. She blogs on the Association Forecast because her cat is a bad listener. Find her on Twitter at @shellyalcorn or online at [alcornassociates.com](http://alcornassociates.com).

### John Formica, "The Ex-Disney Guy"



John is a leading authority on tourism, hospitality and service industries alike, while fast becoming a highly sought after, nationally known speaker and business consultant. John has inspired audiences across the globe with over 2,500 keynotes and seminars to associations, business communities, professionals, and students, showing them how to create a Disney-like culture, positive leadership, team relationships, and small business growth, and transforming any existing service level into a magical customer experience.

Prior to speaking, John acquired over 25 years of experience in top management positions with service industry leaders including Walt Disney World Resorts®, Hyatt Hotels, Hilton, Adam's Mark and Sunrise Senior Living.

### Stan Phelps



Stan is the Founder of PurpleGoldfish.com. He is a TEDx speaker, Forbes contributor and IBM Futurist who focuses on customer experience and employee engagement. Throughout his career Stan held many marketing leadership roles with adidas, International Management Group, PGA of America, and Synergy.

He's the author of six books: *Purple Goldfish*, *Green Goldfish*, *Golden Goldfish*, *Blue Goldfish*, *Purple Goldfish-Service Edition* and *Red Goldfish*. They all focus on the little ways to drive differentiation, increase loyalty, and promote positive word of mouth. He has spoken at over 200 events in 11 countries.



Register online with your credit card at  
**aencnet.org/annual**  
 or return this form with payment to AENC, 434 Fayetteville  
 Street, Suite 1850, Raleigh, NC 27601. Fax 919.848-8525.

- New member since September 1, 2016  
 First time attendee

Full Name \_\_\_\_\_ Informal First Name \_\_\_\_\_

Designations you hold \_\_\_\_\_ Title \_\_\_\_\_

Organization/Company \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Email **(REQUIRED FOR CONFIRMATION AND RECEIPT)** \_\_\_\_\_

Emergency Contact \_\_\_\_\_ Relationship \_\_\_\_\_ Contact Phone \_\_\_\_\_

Food allergies or special needs \_\_\_\_\_

### HOTEL OPTIONS

**Hotel reservations deadline is July 7, 2017 at 12:01 AM.** Special AENC room rate at Embassy Suites and Marriott Winston-Salem, both located adjacent to the Benton Convention Center. **Embassy Suites:** Call 1-800-696-6107, ask for AENC Annual Meeting 2017 rates. \$139 single/double; \$149/triple; \$159/quad, plus taxes. **Marriott Winston-Salem:** Call 1-800-320-0934, ask for AENC Annual Meeting 2017 rates. \$129/single/double; \$139/triple; \$149/quad, plus taxes. All reservations must be guaranteed by credit card or accompanied by first night room deposit. Cancellations must be made 48 hour prior to arrival.

### REGISTRATION

The AENC Annual Meeting officially opens on Sunday, July 23 at 9:00 AM and ends on Monday at 12:00 noon. **Full registration covers all events on Saturday, Sunday and Monday with the exception of the Golf Shootout and Fun Run. There is a separate fee for Saturday Golf, and Spouse/Partner or Child registration and Fun Run.**

check one box only	Member Early Bird (Paid by July 13)	Non Member Early Bird (Paid by July 13)	Member Regular (Paid after July 13)	Non Member Regular (Paid after July 13)	<b>TOTAL</b>
Full Registration - First Person from Organization	<input type="checkbox"/> \$250	<input type="checkbox"/> \$320	<input type="checkbox"/> \$290	<input type="checkbox"/> \$360	\$ _____
Full Registration - Additional Person from an Association	<input type="checkbox"/> \$195	<input type="checkbox"/> \$265	<input type="checkbox"/> \$230	<input type="checkbox"/> \$320	\$ _____
Full Registration - Emerging Leaders	<input type="checkbox"/> \$175	<input type="checkbox"/> \$225	<input type="checkbox"/> \$215	<input type="checkbox"/> \$265	\$ _____
Under 40 as of 7/1/17 <b>REQUIRED:</b> DOB: <u>  /  /  </u>					
Saturday and Sunday only	<input type="checkbox"/> \$185	<input type="checkbox"/> \$235	<input type="checkbox"/> \$185	<input type="checkbox"/> \$235	\$ _____
Monday only	<input type="checkbox"/> \$135	<input type="checkbox"/> \$170	<input type="checkbox"/> \$135	<input type="checkbox"/> \$170	\$ _____

### OPTIONAL REGISTRATION

Spouse/Partner or Child Under 12 Name: \_\_\_\_\_  \$80 \$ \_\_\_\_\_

Registration covers admission for Saturday Service Project, Informal Saturday Receptions, Sunday Reception/Silent Auction and After Party

Saturday Golf  \$105  \$135 \$ \_\_\_\_\_

Championship Course, Tanglewood. Must register by July 13.

Name \_\_\_\_\_ Handicap # \_\_\_\_\_

Complete a new form for each additional golfer.

5K Fun Run • Sunday, July 23, 6:30 AM. Supports FUEL Scholarship (per person)  \$15 \$ \_\_\_\_\_

Name \_\_\_\_\_

**TOTAL FEE \$** \_\_\_\_\_

### PLEASE HELP US WITH HEADCOUNTS BY CHECKING THE EVENTS YOU PLAN TO ATTEND.

- Saturday Afternoon Community Service Project     Saturday Reception - Graylyn     Sunday Light Lunch with Exhibitors  
 Sunday Welcome Reception & Silent Auction     Sunday After Party - The Cardinal Hotel     Monday Awards Breakfast

### PAYMENT *must accompany registration*

Name on Card \_\_\_\_\_ Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Mailing Address for Credit Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Registration and attendance at, or participation in, AENC meetings and other activities constitutes an agreement by the registrant to the use and distribution of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities by AENC and other third parties, including but not limited to the venue, the host city, and the host CVB. All registrations must be prepaid prior to the conference. Refunds will be made on the following schedule: Up to May 31-Full refund; From June 1-July 13, Refund minus \$25 administrative fee; No refunds after July 13. Should a substitution be requested, an administrative fee of \$25 will apply. Please make copies of this form for additional registrants.



# Your Southern Wake-Up Call is Waiting! What to do in Winston-Salem

## Reynolda House, Museum of American Art

Visit Reynolda House, Museum of American Art to experience the splendor of Winston-Salem's golden era. This historic home of tobacco baron R.J. Reynolds and his wife, Katharine, built between 1912-1917, will charm you with an impressive collection of American masterpieces scattered throughout its four levels. View works of art by artists such as Georgia O'Keeffe, Frederic Church, and Jasper Johns while strolling through the gracious 64-room estate.

## Reynolda Gardens

Originally part of the estate, it includes four acres of formal gardens, a greenhouse, and 125-acres of fields and woodlands.

## Shopping and lunch in Reynolda Village

The Village is comprised of the barn and cottages of the once working estate of R. J. Reynolds which have been converted to shops and restaurants. Stroll through more than 20 shops and dine at one of their fine eateries.

## Segway Tours

Take a guided glide tour of downtown Winston-Salem for the most fun on 2 wheels! Winston-Salem is home to Triad Eco Adventures and Revolution Gliding Tours, both offering exciting tours led by local experts.

## Downtown Arts District

Explore art galleries, boutiques and working studios that make up this hip neighborhood. This is unique shopping at it's best!

## Piedmont Craftsmen Gallery & Shop

In the heart of the Arts District, you'll find Piedmont Craftsmen. An organization founded in 1963 by artists and art-lovers, this gallery enjoys a national reputation for excellence. It represents more than 370 of the finest contemporary craft artisans working in the Southeast U.S.

## Food & Spirits

Downtown Winston-Salem boasts an extended menu of chef-owned eateries and beverage stops. From our very own Micro-brewery and Irish Pub, to hand-crafted cocktails and wine-tasting, Winston-Salem envelopes all that is savourous when it comes to eating and drinking!

## Old Salem Museum and Gardens

Walk through Old Salem, the Moravian Church town built by Bethabara's early inhabitants. Founded in 1766, Salem has survived to become one of America's most authentic and well-documented colonial sites. Now a living history town where costumed interpreters demonstrate the household activities and trades of the 18th and early 19th centuries, Salem welcomes you into its homes, shops and gardens.

A visit to Old Salem would not be complete without a stop at the world-famous **Winkler Bakery**. Established in 1800, Winkler still bakes their famous Moravian sugarcake, breads, and sugar cookies daily and serves them hot from the wood-fired oven.

## The Tavern

The Tavern at Old Salem is located in the heart of Old Salem, complete with costumed wait staff and an ambience that seems to harken back to an earlier time as dishes are carried out that reflect historical Moravian cuisine.

## Yadkin Valley Wine Region

Winston-Salem is considered to be the gateway to the Yadkin Valley Wine Region, which has been designated as North Carolina's first official American Viticultural Area. This region's picturesque foothills of the Blue Ridge Mountains feature a combination of clay-loam soil, sunshine and gentle rain that is perfect for producing award-winning Chardonnay, Riesling, Cabernet Sauvignon, Merlot, and other varieties.

[visitwinstonsalem.com](http://visitwinstonsalem.com)

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