



P A S A E
CONNECTIONS
C O N F E R E N C E 2 0 2 5

March 27-28, 2025
Nook Meetings and Events
Manheim, PA

Invest in You and Your Career!

Attend PASAE's 2025 Connections Conference

Experience thought-provoking sessions crafted to empower professionals at all career stages, offering both education and inspiration.

Gain actionable strategies, discover emerging trends, and unlock the secrets to staying ahead in a rapidly evolving and increasingly challenging industry.

Connect with a network of professionals right here in Pennsylvania! They understand the intricacies of association management and provide a valuable resource for support and collaboration.

Tap into the association management supply chain in the exhibit hall. Our industry partners are ready and waiting to show off their beautiful destinations, products and services to make your job easier!

Have some fun! Enjoy time with colleagues, laugh, learn, and appreciate this opportunity to connect. We believe in the mantra, "Do what you love, love what you do!"

See you at Connections!



PASAE
CONNECTIONS
CONFERENCE 2025

Conference Schedule

(Schedule is subject to change)

Thursday, March 27, 2025

8:00 a.m. – 8:45 a.m.	Registration and Continental Breakfast
8:45 a.m. – 9:00 a.m.	Welcome
9:00 a.m. – 10:00 a.m.	<i>Opening General Session (1 CE)</i> Everything Is Better Together: Creating Meaningful Collaborations <i>Nicole Boyer, The Ginger Sales Ninja</i> Associations want satisfied members, valuable events, and increased engagement. Suppliers want satisfied clients, flawless events, and increased sales. It just so happens that most of the people in your network have the same general goals. Instead of reaching those goals alone, we'll talk about how you can work together and create partnerships that lead to mutual success.
10:00 a.m. – 11:00 a.m.	Break with Exhibitors
11:00 a.m. – 12:00 p.m.	<i>General Session (1 CE)</i> Clear, Concise, and Confident Communication <i>Christina Butler, Owner, Speak Training</i> Become a more confident and persuasive communicator. This session provides a roadmap for impactful communications, ensuring your message resonates with key audiences. Learn to understand the needs of clients, partners, staff, and leadership. Master confident communication through powerful body language, effective eye contact, and polished screen presence. Boost your credibility by refining word choice and eliminating distracting fillers. Discover techniques to capture and hold attention and proactively address objections. Conquer impromptu speaking with a simple acronym. Elevate your communication skills and achieve greater success.
12:15 p.m. – 1:30 p.m.	Lunch with Exhibitors
1:30 p.m. – 2:30 p.m.	Team Building Session Get ready to connect, collaborate, and conquer challenges with business suppliers and association professionals! This interactive team building session will foster communication, problem-solving skills, and camaraderie through engaging activities. Prepare to think outside the box and build stronger connections with your colleagues.
2:30 p.m. – 2:45 p.m.	Break

2:45 p.m. – 3:45 p.m.

Concurrent Sessions (1 CE)

Membership Panel Discussion

Join us for a dynamic panel discussion exploring the evolving landscape of association membership. Panelists will share insights on attracting, engaging, and retaining members in today's environment, covering topics like value proposition, engagement, and member benefits.

OR

What's at Stake? Defining Relationships with a Target Audience

Amy Hill, Principal and Chief Strategist, Hill Communications Strategies, LLC

There is no such thing as the "general public," so how do you know who is really a stakeholder or not. Taking the time to research and evaluating groups who can "make or break" our success and why is critical to marketing and communications success. Learn what questions to ask to define and refine your target audience so you can direct resources where it will make a difference.

3:45 p.m. – 4:00 p.m.

Break

4:00 p.m. – 5:00 p.m.

Closing General Session (1 CE)

Sales Ninja 101

Nicole Boyer, The Ginger Sales Ninja

Calm. Skillful. Confident. Effective. Being successful in sales does not require being the loudest or the flashiest. It doesn't require having the biggest personality in the room. In this session, we'll crush those stereotypes and learn how ninja-like skills can help you slay your sales goals. Consider this your first day of ninja training. Whether you are selling memberships, products, services, or yourself these ninja concepts can be applied.

5:00 p.m. – 6:30 p.m.

Reception with Exhibitors

Join us for a networking reception with our exhibitors, including hotels and companies offering products and services to the association industry. Explore venues, discover new solutions, and connect with industry professionals.

Friday, March 28, 2025

9:00 a.m. – 10:15 a.m.

Continental Breakfast and General Session (1 CE)

Roundtables

Join fellow association professionals for an interactive roundtable discussion. This session will provide a platform for open dialogue and peer-to-peer learning, addressing critical topics relevant to meeting planning, membership development, communications and marketing, and the unique challenges faced by executive directors. Participants will have the opportunity to share best practices, discuss emerging trends, and collaborate on solutions to common challenges. Come prepared to share your insights and leave with actionable takeaways to enhance your association's impact. This roundtable is designed to foster a collaborative environment where all voices are heard and valued.



10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 11:45 a.m.

Concurrent Sessions (1 CE)

It Sucks To Work Here

Sheri Bender, Consultant, Pulse HR Solutions, LLC

A toxic work environment is like a vacuum – it sucks the positive energy from your team and decreases morale. Not only is repeated, offensive behavior detrimental to team spirit, but it can also be illegal.

To create positive work environments where employees enjoy coming to work (after all, we generally spend more waking hours with our co-workers than we do with our family/friends), leaders need to be aware of the work environment and set a tone that promotes positive interaction and respect. In this session, we'll discuss how to identify the signs of inappropriate workplace behavior, how leaders can model a positive tone in the workplace, and when actions and words cross the line of legality.

OR

Upholding Ethics: Effective Internal Controls to Combat Fraud

David J. Manbeck, CPA, Principal, Boyer & Ritter LLC

Kyle Evans, CPA, Manager, Boyer & Ritter LLC

Mark Banks, CPA, CFE, MAFF, Boyer & Ritter LLC

This session will explore the importance of maintaining ethical standards within an organization and how implementing robust internal controls can effectively prevent and combat fraud. Attendees will learn about various strategies and best practices to ensure integrity and transparency in their operations.

11:45 a.m. – 12:00 p.m.

Break and Box Lunch Pickup

12:00 p.m. – 1:15 p.m.

Closing General Session (1 CE)

What's Happening in Our Head?

How To Avoid Assumptions So We Can Work Better Together!

Katie Ecker, Founder and CEO, LTI Consulting, LLC

Have you ever been accused of “putting 2 and 2 together and making 5”, meaning that the other person thinks you have jumped to the wrong conclusion? In today's fast-moving world, we are always under pressure to act now, rather than spend time reasoning things through and thinking about the true fact. Not only can this lead us to a wrong conclusion, but it can also cause conflict with other people, who may have drawn quite different conclusions on the same matter. In this session, we will explore how to avoid jumping to conclusions and create a culture of true understanding.





Host Hotel

The Warehouse Hotel

75 Champ Blvd.
Manheim, PA 17545
855-618-6181



PASAE has negotiated a discounted room rate for the days of the conference. All rooms in our block are available on a first-come, first-served basis. The negotiated room rate is only available until our block is full or the deadline date is reached. The reservation deadline is **Thursday, March 6, 2025**.

Room Rate:

Queen Room: \$109 plus taxes and fees

Group Code: 14761

Make Your Reservation





PASAE CONNECTIONS CONFERENCE 2025

March 27 – 28, 2025 | Nook Meetings and Events, Manheim, PA

Register Online at PASAE.org

Registration and Cancellation Deadline: March 14, 2025

Please complete one form per attendee

Cancellations must be made in writing by March 14, 2025 to receive a refund, less a \$25 administrative service fee plus any processing fees. No refund requests will be honored after the deadline date.

Attendee Name (as it should appear on name badge): _____

Designation: _____ Title/Position: _____

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

E-mail: _____

Meal Preference: ☐ Standard ☐ Vegetarian ☐ Pescatarian ☐ Vegan ☐ Gluten-Free

If you require special accommodations to participate in the conference please contact the PASAE office.

EMERGENCY CONTACT INFORMATION

Name of Non-Attending Contact: _____

Relationship to Attendee: _____ Phone: _____

ATTENDEE REGISTRATION

Includes all education sessions; Thursday continental breakfast, lunch, reception; Friday continental breakfast and boxed lunch.

REGISTRATION: (Registration and full payment submitted on or before March 14, 2025)

☐ **\$249 PASAE Member** ☐ **\$369 Non-member**

LATE REGISTRATION: (Registration and full payment submitted after March 14, 2025)

☐ **\$279 PASAE Member** ☐ **\$399 Non-member**

PAYMENT INFORMATION

Total Amount: \$ _____

Method of Payment: ☐ Check (payable to PASAE) ☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx

Credit Card Number: _____

Exp. Date: _____ 3-Digit Sec. Code: _____ Signature: _____

Name on Card (please print): _____

Billing Address (if different from above): _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____