

MSAE CONFERENCE DAY ONE
Wednesday, October 4, 2017
Lake Terrace Convention Center

11:00AM – 12:00PM **LAKE TERRACE CONVENTION CENTER**
Registration Opens
(Create Your Brown Bag Lunch)

Big Warm Welcome from VISITHATTIESBURG

12:00 – 12:30PM **“All That Jazz” General Opening Session**

12:45 – 2:00PM **Executive Educational Session,**
How will You Shape Your Association for the Future,
Bob Harris, CAE

(Industry Partners set up Exhibit Hall)

2:10PM – 3:10PM **Trade Show/Speed Dating and Mimosas**

3:15PM - 4:15PM **General Session**
Active Shooter Protocols & Precaution Training,
Max Fenn, Protective Security Advisor, US Dept. of
Homeland Security

4:30PM **Return to Hotels**
Home2 / Hampton Inn/ Best Western Premier

5:15PM– 6:00PM **Executive Members**
Special Sponsored Reception at Best Western Premier

TRANSPORTATION AVAILABLE ---- Shuttles / Express Bus

6:00PM – 9:30PM **A Roaring 20's Social Under the Stars**
at Hattiesburg Zoo

- ✓ *Complimentary Zoo Admission, Train, and Carousel Rides*
- ✓ *Dress Up Steam Punk Gear on the Prohibition Trolley (Pick Up from Hotel or Lake Terrace Convention Center)*
- ✓ *Themed Photo Area Located at the Hattiesburg Zoo*
- ✓ *Complimentary Two Drinks – Cash bar otherwise*
- ✓ *Animal Encounters provided by Hattiesburg Zoo keepers*
- ✓ *Speakeasy Photos with the Sloths*
- ✓ *International Themed Food Stations (Asia, South America, The Southern Bayou)*
- ✓ *Featuring a Creole Cooking Demonstration by Hattiesburg-native Master Chef*

Shuttle service between hotel and Zoo location party will run between 7:00 PM and 9:30 PM every 30 minutes.

MSAE CONFERENCE DAY TWO

Thursday, October 5, 2017

Lake Terrace Convention Center

- 8:15AM – 8:55AM** **Conference Registration & Breakfast on the Terrace**
Lake Terrace Convention Center
- 9:00 AM – 10:00 AM** **MSAE Opening/General Session**
Working Across Generational Lines
Tom Wagner, Wagner Consulting Group
- 10:10AM – 11:10AM** **Exhibitor Meet & Greet and Bloody Mary Bar**
Silent Auction Items Sneak Preview
- 11:15AM - 12:15 PM** ***Two Breakout Sessions:***
- Executive Session: **Board Roles: What do you Do when Bad Behaviors Interfere with Good Governance(Dealing with that Rogue Board Member)**
Bob Harris, CAE
 - IP Session: **Shake up Events with On-trend Flavors**
Barrie Schwartz, CMP
- 12:30PM - 1:30PM** ***A Southern Palate & the Blues***
Robert St. John- Chef, Restaurateur
Cooking Demonstration and Musical Entertainment
- 1:30PM - 2:30PM** ***Two Breakout Sessions:***
- ***Benchmarking for the Future of your Association***
Kevin Whorton, President, Whorton Marketing & Research
 - **Who Runs The World? How a Millennial can Create Change**, Barrie Schwartz, CMP
- 2:30 – 2:45:** **Final Sneak Peek at Silent Auction Items**
- 2:45PM – 4:45PM** Optional Educational Session
Hands-on Advanced Social Media
(Separate Registration Required by September 15th)
Thomas Broadus & Team / VisiHburg assist
- MemberClicks AMS Operations**
(Appointment based meetings)

OR

Agenda as set August 2017* Some slight modifications may be made.

2:45PM – 5:00PM HBURG Activities or Afternoon on your own

(Guest choice of self-guided tours)

Shop Around in HBURG

Enjoy local discounts at our local boutiques and shopping gift shops for a chance to win a special prize.

Put the Green in HBURG

Enjoy 9 Holes of golf on the green at Timberton Golf Club
\$15 per golfer to include cart, round, and a six-pack sponsored by Southern Beverage Company

Bike HBURG from Ales to Trails

Enjoy a three-mile bike from Southern Miss Gateway, ask us about Complimentary Bike Rental for up to 2 hours

Salute Tour HBURG

Visit Camp Shelby's NEW Museum of Military History located on one of the largest military and aviation bases in the country. Visit the Historic USO Club and The EUREKA School

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*Dress Up in your favorite Jazzy gear on the Prohibition Trolley – Costumes Welcome / Jazzy Gear Provided*

**5:30PM – 6:45PM**

**Silent Auction Party and Reception at Lake Terrace Convention Center**

**6:45PM – 10:00PM**

**Jazzy Pub Crawl**

**1. Branch at Purple Parrot – Mid-town Hattiesburg  
Hand-crafted cocktails & Small Plate Pairings**

**2. Lucky Rabbit Downtown & Food Truck Fun  
Private Shopping Experience in Vintage Environment  
with Gourmet Foodie Offerings & Craft Beer  
Flights/Wine**

**3. Thirsty Hippo with Comedian Rita B  
and Karaoke!**

**Popcorn / Grilled Brie & Gourmet Cheese Bites / Sliders/  
Bacon Brownies Late night menu**

*Shuttle service between from Thirsty Hippo back to hotels every 30 minutes between  
8:30 PM - 10:30 PM*

**MSAE CONFERENCE DAY THREE**  
**Friday, October 6, 2017**  
**Lake Terrace Convention Center**

**Breakfast at Hotels**

**8:45AM - 12:30PM Collect Silent Auction Payments /Item pickup**

**9:00AM – 10:00AM            General Session:  
E-Writing @ Work: Instantly Effective Email Tips for  
Super-Busy Executives, Mandi Stanley, CSP**

**10:15AM – 10:30AM        Coffee Break & Donut Shots**

**10:30AM – 11:00AM        City Gameplan & UpTempo Motivation from  
Hattiesburg Mayor Toby Barker**

**11:00 – 12:00                Closing Session:  
Polish Your Presentation Skills  
(and clean up any first-impression “oops”),  
Mandi Stanley, CSP**

**Optional Post Conference Activity:**

**Chicken, Waffles and FAM!! / 12:30 PM - 2:00 PM**

Brownbag 'Grab & Go' with Visit Hattiesburg FAM Tour offered of each Hattiesburg Venue. Special Promotions given to executives on the FAM Tour (Pick your locations)

**Host Hotels:**

Home2Suites King Studio Suites: IP Rate \$129, Executive Member Rate \$109

Hampton Inn Double Queen Rooms: IP Rate \$129, Executive Member Rate \$109 (this is connected to Home2Suites)

Best Western Premier \$99.99 for King Room, \$105.99 for King Suite and Double Queen