



Universal Change and the Evolving AMC:

Innovation. Culture. Profit.

Annual Meeting

Loews Portofino Bay Hotel at Universal Orlando

June 2-4, 2021

Is your next conference in-person? Virtual? Both?

We can help you with all of the above.



Omnipress offers a suite of products and services that can easily flex to support all types of conferences. And they're backed by unmatched one-on-one customer support.

- CATALYST® abstract management software
- Video capture & recording tool
- Virtual event platform
- Print & digital program books
- Welcome kits & swag bags
- Mobile event app

Learn more and schedule a demo
Omnipress.com/conferences



800-828-0305
justask@omnipress.com

Proud Partner of



TABLE OF **CONTENTS**

3-5 WELCOME

6-7 SCHEDULE AT-A-GLANCE

8-18 SCHEDULE OF EVENTS

19 FLOOR PLANS

21-24 RECOGNITION

25-31 PARTNER PREVIEW



Conference Wifi Code:

Network: loews_conf

PIN: amci2021



FOLLOW US ON TWITTER!

[@AMCInstitute](https://twitter.com/AMCInstitute) | [#AMCIAM](https://twitter.com/AMCIAM)

AMCI has a Twitter hashtag for the conference so we can share conversations and up-to-date information about the annual meeting.

The hashtag is #AMCIAM.

We hope you enjoy the conference and join the conversation!

Printed by



Welcome to AMC Institute's 2021 Annual Meeting!

One of my favorite quotes is "Do one thing every day that scares you," - Eleanor Roosevelt

For many of us, it took several scary tasks to get you to this Annual Meeting. From leaving the safety of our homes/offices, to traveling, to being in a place with so many people, all were carefully considered choices, and AMC Institute appreciates your trust. I am very proud that we are the first meeting within our industry to meet in person, safely, in 2021.



Our theme for this Annual Meeting is "Universal Change and the Evolving AMC" and we all know how much continuous change our businesses, our clients, our communities, and our own families have experienced over the past year. We watched our small business community quickly implement short and longer-term solutions for our association client partners and all of us met new challenges, sometimes daily.

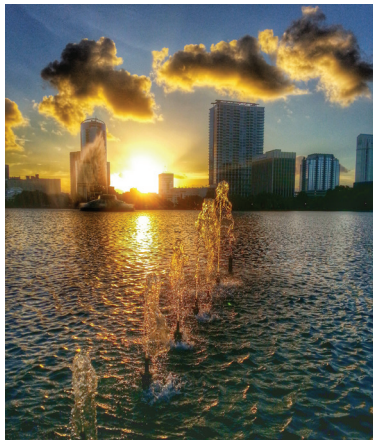
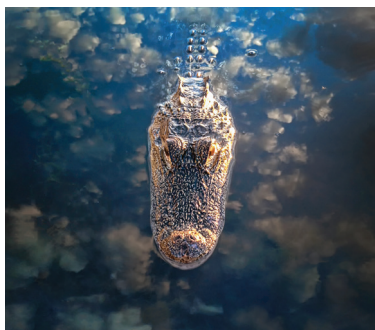
Right now, the newest challenge we are hearing from our client partners is "how exactly do we meet again and do it safely?" with 80% of AMC Institute member firms running live events in the next 90 days. This Annual Meeting, like all other meetings from the AMC Institute, will give us much-needed opportunities to connect with our peers, explore new models, and learn new ways to run and grow our businesses. But this meeting is different as it is also serving as a laboratory where we all get, first-hand, the new attendee experience. Our ability to tell our clients that we have been in their shoes will give us an essential asset to present our understanding as authentic, empathetic, and directly applicable to how we advise them as trusted counselors.

So, I know I don't have to tell you to meet new people – and I know we will do so with a sense of responsibility, safety, and great joy. Over the past year, the high levels of engagement from the AMC community have inspired, helped, and moved me and I look forward to celebrating innovation, resilience, and overall growth with all of you this week.

"I learned that courage was not the absence of fear, but the triumph over it. The brave man is not he who does not feel afraid, but he who conquers that fear." - Nelson Mandela

I know that each of you made a carefully considered choice to attend, and I thank you for being here and being brave.

Erin M. Fuller, FASAE, CAE
President
MCI USA



Welcome to Orlando!

Welcome to Orlando, Theme Park Capital of the World® and America's No. 1 overall meetings destination.

We are honored to host AMC Institute's Annual Meeting, and we look forward to an unforgettable, high-impact event.

As America's most popular destination, Orlando offers plenty to explore and enjoy, including world-class entertainment and attractions, dining and nightlife, shopping, outdoor adventures, arts, and culture, and more. Whether you are a first-time visitor or a frequent traveler to our destination, there is always something new and unexpected.

During your stay, the Loews Portofino Bay Resort, a trusted partner of Visit Orlando, stands ready to provide superlative service with first-class meeting facilities, comprehensive health, and safety standards, top-of-the-line amenities and, as always, a special commitment to hospitality that makes our destination such a warm, welcoming place. Nearby, popular after-hours spots include Universal CityWalk, the I-Drive District and Restaurant Row.

We hope you enjoy your time in Orlando, and we invite you to come back again soon.

In your service,

Casandra Matej
President and CEO
Visit Orlando



2021 Annual Meeting Schedule-At-A-Glance

TUESDAY, JUNE 1, 2021

3:00 – 5:00 PM Registration – *Tuscan Foyer*

WEDNESDAY, JUNE 2, 2021

7:30 AM – 12:00 PM	AMCI Board of Directors Meeting – Offsite – <i>Lantana Room, Disney's Coronado Springs Resort</i>	2:00 – 3:00 PM	Associate Member Committee Meeting – <i>Venetian I & II</i>
9:00 AM – 5:00 PM	Registration – <i>Tuscan Foyer</i>	2:00 - 3:30 PM	Professional Advancement Committee Meeting – <i>Ligurian I</i>
12:30 – 2:00 PM	ASAE AMC Professional Advisory Council Meeting – <i>Ligurian III</i>	3:00 - 4:00 PM	Re-Engaged Committee Meeting – <i>Ligurian II</i>
1:00 – 3:00 PM	AMCI Accreditation Workshop – <i>Venetian I</i>	3:30 - 4:30 PM	Accreditation & Standards Committee Meeting – <i>Ligurian III</i>
2:00- 3:00 PM	2022 Annual Meeting Committee Meeting – <i>Tuscan I</i>	6:00 – 9:00 PM	Welcome Reception & Partner Preview – <i>Tuscan III & IV</i>

THURSDAY, JUNE 3, 2021

6:00 – 7:00 AM	Sunrise Wellness: Strength & Training Class – <i>Venetian I & II</i>	1:00 – 2:30 PM	General Session – <i>Tuscan III & IV</i>
7:30 AM – 4:30 PM	Registration – <i>Tuscan Foyer</i>	2:30 – 3:00 PM	Networking Break/Associate Member Marketplace – <i>Tuscan II & Foyer</i>
7:30 – 8:30 AM	Networking Breakfast & Mentoring Round Table Session – <i>Villa Piazza</i>	3:00 – 4:30 PM	Concurrent Sessions:
	Weather Backup – <i>Venetian III-V</i>		■ <i>Session #1: How to Use Systems Thinking to Spark Innovation and Resolve Messy Problems</i> – <i>Tuscan I</i>
8:30 – 10:00 AM	General Session – <i>Tuscan III & IV</i>		■ <i>Session #2: Creating a Culture of Innovation: It's Not as Hard as You Think</i> – <i>Ligurian I & II</i>
10:00 – 10:30 AM	Networking Break/Associate Member Marketplace – <i>Tuscan II & Foyer</i>		■ <i>Session #3: Culture Club – AMCs and Emerging Leaders</i> – <i>Venetian I & II</i>
10:30 – 12:00 PM	General Session – <i>Tuscan III & IV</i>		
12:00 – 1:00 PM	Networking Lunch – <i>Citrus Piazza</i>	5:30 PM	Transportation to Off-Site Reception – <i>Bus Piazza</i>
	Weather Backup – <i>Venetian III-V</i>		

6:00 – 8:00 PM	Reception – Valencia Ballroom, <i>Level 4, West Concourse,</i> <i>Orange County Convention</i> <i>Center</i>	8:30 – 10:00 PM	Evening Lawn Party (AMCI After Party) – Villa Piazza Loews <i>Portofino Bay Hotel</i>
----------------	--	-----------------	---

FRIDAY, JUNE 4, 2021

6:00 – 7:00 AM	Sunrise Wellness: Pilates – <i>Venetian I & II</i>	1:30 – 3:00 PM	AMCs by Size, Emerging Leaders and Associate Member Sessions: ■ <i>Emerging/Small – Tuscan I</i> ■ <i>Medium – Venetian I & II</i> ■ <i>Large – Ligurian II</i> ■ <i>Extra Large – Ligurian III</i> ■ <i>Emerging Leaders/Account Executives Session – Ligurian I</i> ■ <i>Associate Member Session – Tuscan III & IV</i>
8:00 – 9:00 AM	Networking Breakfast – <i>Citrus Piazza</i> Weather Backup – <i>Venetian III-V</i>		Networking Break/Associate Member Marketplace – <i>Tuscan II & Foyer</i>
8:00 AM – 3:30 PM	Registration – Tuscan Foyer		
9:00 – 10:45 AM	General Session – <i>Tuscan III & IV</i>		
10:45 – 11:15 AM	Networking Break/Associate Member Marketplace – <i>Tuscan II & Foyer</i>		
11:15 AM – 12:30 PM	Concurrent Sessions: ■ <i>Session #1: AMC Culture Through Transitions – Venetian I & II</i> ■ <i>Session 2. HIIT (High Intensity Interval Training) Sessions – Tuscan III & IV</i>	3:00 – 3:30 PM 3:30 – 4:45 PM 5:00 – 6:30 PM	Networking Break/Associate Member Marketplace – <i>Tuscan II & Foyer</i> Closing General Session – Tuscan III & IV Closing Reception – <i>Tahitian Room, Loews Royal Pacific</i>
12:30 – 1:30 PM	Networking Lunch – <i>Villa Piazza</i> Weather Backup – <i>Venetian III-V</i>		

Schedule of Events

TUESDAY, JUNE 1, 2021

3:00 – 5:00 PM **Registration** – *Tuscan Foyer*

WEDNESDAY, JUNE 2, 2021

7:30 AM – 12:00 PM **AMCI Board of Directors Meeting** – *Offsite – Lantana Room, Disney's Coronado Springs Resort*

Sponsored by:



9:00 AM – 5:00 PM **Registration** – *Tuscan Foyer*

12:30 – 2:00 PM **ASAE AMC Professional Advisory Council Meeting** – *Ligurian III*

1:00 – 3:00 PM **AMCI Accreditation Workshop** – *Venetian I*

2:00 – 5:00 PM **AMCI Committee Meetings:**

2:00- 3:00 PM **2022 Annual Meeting Committee Meeting** – *Tuscan I*

2:00 – 3:00 PM **Associate Member Committee Meeting** – *Venetian I & II*

2:00 - 3:30 PM **Professional Advancement Committee Meeting** – *Ligurian I*

3:00 - 4:00 PM **Re-Engaged Committee Meeting** – *Ligurian II*

3:30 - 4:30 PM **Accreditation & Standards Committee Meeting** – *Ligurian III*

6:00 – 9:00 PM **Welcome Reception & Partner Preview** – *Tuscan III & IV*

Sponsored by:

LOEWS HOTELS & CO
ESTABLISHED 1960

6:00 – 7:00 AM **Sunrise Wellness: Strength & Training Class (led by Sarah Timm, Parthenon Management Group) – *Venetian I & II***

7:30 AM – 4:30 PM **Registration – *Tuscan Foyer***

7:30 – 8:30 AM **Networking Breakfast & Mentoring Round Table Session – *Villa Piazza Weather Backup – *Venetian III-V****

All attendees are welcome for this. Special tables will be dedicated for participants in the AMCI Mentoring Program. Mentors & Mentees should look for their reserved tables upon arrival.

Sponsored by:



8:30 – 10:00 AM **General Session – *Tuscan III & IV***

Keynote Presentation: 2021 At the Midpoint: Recovery, Regression or A Little of Both



Presenter: Chris Kuehl, Ph.D., Armada Inc.

For the time being we can all enjoy the long promised rebound. The economy is surging as moribund sectors come back to life. Growth has resumed, jobs are coming back, people are resuming their old habits. But nothing lasts forever. The threats on the horizon revolve around inflation, global economic issues, and the potential for shifting fiscal policies. Where are we at the midpoint of 2021?

10:00 – 10:30 AM **Networking Break/Associate Member Marketplace – *Tuscan II & Foyer***

Sponsored by:



**Meetings
& Events**

10:30 – 12:00 PM **General Session: – *Tuscan III & IV***

State of the Industry/What's Next? Panel



Mike Dwyer, Association Headquarters



Chris Kuehl, Ph.D., Armada Inc.



Casandra Matej, Visit Orlando



**Sue Pine,
Bloch | Reed Association Advisors**



John Rissi, Encore Global

There is no question that the COVID-19 pandemic has had a significant impact on society, not to mention specifically the AMC community. Quarantine, a seemingly endless number of Zoom calls, no in-person events for our clients, travel restrictions, PPP, etc. have dominated our news for the past 12+ months. Now that there appears to be a light at the end of the long tunnel, we should be preparing for the “new normal” and what it might look like.

Our panel of industry experts will discuss the future of the AMC industry. After providing some high-level results from the AMCI member survey conducted earlier in the year, our panelists will provide their perspectives on what the future holds.

12:00 – 1:00 PM

Networking Lunch – *Citrus Piazza*

Weather Backup – *Venetian III-V*

Sponsored by:



**Meetings
& Events**

1:00 – 2:30 PM

General Session: – *Tuscan III & IV*

Keynote Presentation: Competitive Advantage: Do You Have One, or Many You Are Not Touting?

Presenter: Jaynie Smith, Smart Advantage, Inc.



What is and is not a competitive advantage and what impact it has on your value proposition? This presentation will:

1. Show missed opportunities for differentiating your company.
2. Show how critical it is that you build confidence and reduce risk in the selection decision.
3. How your answer to “why select us” minimizes price and risk as an issue to the buyer.

2:30 – 3:00 PM

Networking Break/Associate Member Marketplace – *Tuscan II & Foyer*

Concurrent Sessions:

Session #1: How to Use Systems Thinking to Spark Innovation and Resolve Messy Problems – *Tuscan I*



JJ Colburn, CAE, Strategic Association Management (SAM)



Michael Reed, Bloch|Reed Association Advisors

You can't solve your messy problems the same way you do your simple ones. System thinking challenges leaders to see multiple perspectives and consider the broad impact of various decisions. It is especially helpful for AMC leaders who need to address issues with internal systems while staying focused on solving problems for clients. This session will demonstrate several system thinking strategies and discuss how leaders can use systems thinking principles to build a culture of engagement, creativeness, and blameless problem solving.

Session #2: Creating a Culture of Innovation: It's Not as Hard as You Think – *Ligurian I & II*



Marlis Korber, SBI Association Management



Mark Sedgley, MemberClicks, a Personify Company

Most people freeze when they hear the word innovation. Over the years, innovation has become synonymous with groundbreaking technology and genius entrepreneurs. Luckily, those are edge cases and with some simple steps you can also create a culture of innovation in your own organization.

Session #3: Culture Club – AMCs and Emerging Leaders – *Venetian I & II*



Moderator: Molly Marsh, CMP, AMR Management Services

Emerging Leader Panelists:



Michael Battaglia, CAE, AMPED Association Management



Paulina van Eeden Hill, CAE, Strategic Association Management (SAM)

Owner Panelists:



Bennett Napier, MS, CAE, Partners in Association Management



Nick Ruffin, CAE, AMR Management Services

AMCs need to become more flexible, elastic, and adaptable – thank goodness emerging leaders stand ready and poised to tackle this challenge (and advance their careers). An interactive dialogue between senior AMC leaders and emerging talent, the session uncovers the current and future opportunities for culture transformation provided by -- and available to -- emerging leaders, revealing new ways to engage this audience in organizational efforts to transform and grow.

Learning Outcomes:

1. Identify the skills and capacities emerging leaders need to develop to prepare for career advancement in AMCs.
2. Recognize the potential impact of emerging leaders on efforts to transform organizational culture.
3. Exchange ideas for leadership development tools to empower emerging leaders.

5:30 PM

Transportation to Off-Site Reception – *Bus Piazza*

Sponsored by:

Visit Orlando



6:00 – 8:00 PM

Reception – *Valencia Ballroom, Level 4, West Concourse, Orange County Convention Center*

Sponsored by:

Visit Orlando



8:30 – 10:00 PM

Evening Lawn Party AMCI (AMCI After Party) – *Villa Piazza, Loews Portofino Bay Hotel*

Sponsored by:



6:00 – 7:00 AM **Sunrise Wellness: Pilates (led by Sarah Timm, Parthenon Management Group)**
– *Venetian I & II*

8:00 – 9:00 AM **Networking Breakfast – *Citrus Piazza***
Weather Backup – *Venetian III-V*

Sponsored by:

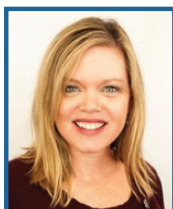


8:00 AM – 3:30 PM **Registration – *Tuscan Foyer***

9:00 – 10:45 AM **General Session: – *Tuscan III & IV***

Annual Business Meeting and Marketing Update

Presenter: Erin Fuller, FASAE, CAE, MPA, MCI USA



Keynote Presentation: Talent Optimization: Maximizing Performance During A Pandemic

Presenter: Dr. Matt Poepsel, The Predictive Index



COVID-19 has forced executives to adapt their strategies and retool their workforces. Many companies will remain fully or partially remote long after the pandemic ends. How can you ensure you have the infrastructure required to attract and deploy top talent? Dr. Matt Poepsel - "The Godfather of Talent Optimization"—will share practical tips executives can use to maximize leadership, team, and company performance in this radically new operating environment.

10:45 – 11:15 AM **Networking Break/Associate Member Marketplace – *Tuscan II & Foyer***

Sponsored by:



**Meetings
& Events**

Session #1: AMC Culture Through Transitions – *Venetian I & II*



Moderator: Donté P. Shannon, FASAE, CAE, AMPED Association Management

Panelists:



Jodi Fisher, CAE, Impact Association Management



Lynda Patterson, FASAE, CAE, AMPED Association Management



Steve Smith, CAE, Association Management Center

This panel discussion on culture will feature three AMCs and address how they have managed their firm culture through an array of transitions of contractors to employees, acquisitions, multiple locations and remote staff, and an employed CEO leading a family-owned AMC. Get perspectives from owners as well as an employee who stepped into leadership of an already established culture. They will share their stories, including challenges and successes. Come prepared with questions and your own experience to share in this interactive session.

Session #2: HIIT (High Intensity Interval Training) Sessions (15 minutes each)
– *Tuscan III & IV*



Moderator: Sarah Timm, Parthenon Management Group

Topic 1: How to Apply Entrepreneurial Principles to Association Management: Understanding Customers and Solving Problems



Presenter: Michael Battaglia, CAE, MBA, AMPED Association Management

When starting a new business, success is predicated on how well the business can solve problems for customers (IE poverty, food, sustainability, energy, healthcare). This same approach can be applied to associations. Associations solve problems for members to advance a larger mission. In this session, we will discuss how to apply entrepreneurial principles to association management and encourage staff to solve problems while getting constant feedback along the way. By identifying the types of problems that you wish to solve and speaking to early adopters, association executives can develop the right value propositions for each segment to achieve product market fit.

Topic 2: Seven Intentional Actions to Grow a More Diverse, Inclusive AMC



Presenter: Dara Rudick, CAE, Management HQ

This session will cover some best practices around diversity, equity, and inclusion in the AMC space, including specific examples of how we practice these principles. Intended takeaways:

1. How to be intentional about equity and inclusion in our AMCs
2. How to support our clients in their diversity, equity, and inclusion (DEI) work
3. Why DEI is important to our companies, our clients, and our communities.

Topic 3: Coaching Executives Towards Strategic Growth



Presenter: Paul Hanscom, Ewald Consulting

This session offers ideas for AMC leaders to use intentional, internal coaching to foster a growth mindset for account executives and key staff. A growth mindset will help produce stronger outcomes for clients and result in growth for the AMC.

12:30 – 1:30 PM

Networking Lunch – *Villa Piazza*

Weather Backup – *Venetian III-V*

Sponsored by:

THE
BROADMOOR



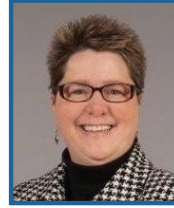
AMCs by Size, Emerging Leaders and Associate Member Sessions:

(Note: We respectfully ask that AMC members attend the AMCs by Size session that correlates to your current firm size only. Associate Members are not permitted to attend AMCs by Size. There is Associate Member programming scheduled at the same time.)

Emerging/Small (10 or less employees) – *Tuscan I*



Kristin Bennett, Nonprofit Resources, LLC



Beth Quick-Andrews, CAE, Q&A Business Solutions

Medium (11-20 employees) – *Venetian I & II*



Molly Alton Mullins, SEVEN12 Management



JJ Colburn, CAE Strategic Association Management (SAM)

Large (21-49 employees) – *Ligurian II*



Catherine Church, CM Services, Inc. The Association Partnership Co.



Leslie Murphy, FASAE, CAE, Raybourn Group International, Inc.

Extra Large (50+ employees) – *Ligurian III*



Mike Dwyer, CAE, Association Headquarters, Inc.



Marilyn Jansen, Association Management Center

Emerging Leaders/Account Executives Session – *Ligurian I*



Molly Marsh, CMP, AMR Management Services



Gene Terry, CAE, Association Headquarters, Inc.

Associate Member Session – *Tuscan III & IV*



Beth Bushman, Discover Puerto Rico



Susan Iris, Navigate



Dori Jensen, The Palm Beaches



Jen Voshell, Universal Orlando Resorts

3:00 – 3:30 PM

Networking Break/Associate Member Marketplace – *Tuscan II & Foyer*

3:30 – 4:45 PM

Closing General Session: – *Tuscan III & IV*

Keynote Presentation: Shift Your Brilliance - Lead Differently



Presenter: Simon Bailey, Simon T. Bailey International, Inc.

McKinsey & Company forecasts by 2025, automated technology will assume the professional responsibilities of 250-million people worldwide. Those that equip, empower, and organize individuals are being asked to evolve themselves and their teams alongside industry.

Simon will share his experience partnering with almost 2000 organizations in 50 countries and your leaders will:

1. Learn the core principles of a forward-looking mindset.
2. Discover leverageable techniques that drive value.
3. Be challenged to be a front-runner for the future.

5:00 – 6:30 PM

Closing Reception – *Tahitian Room, Loews Royal Pacific*

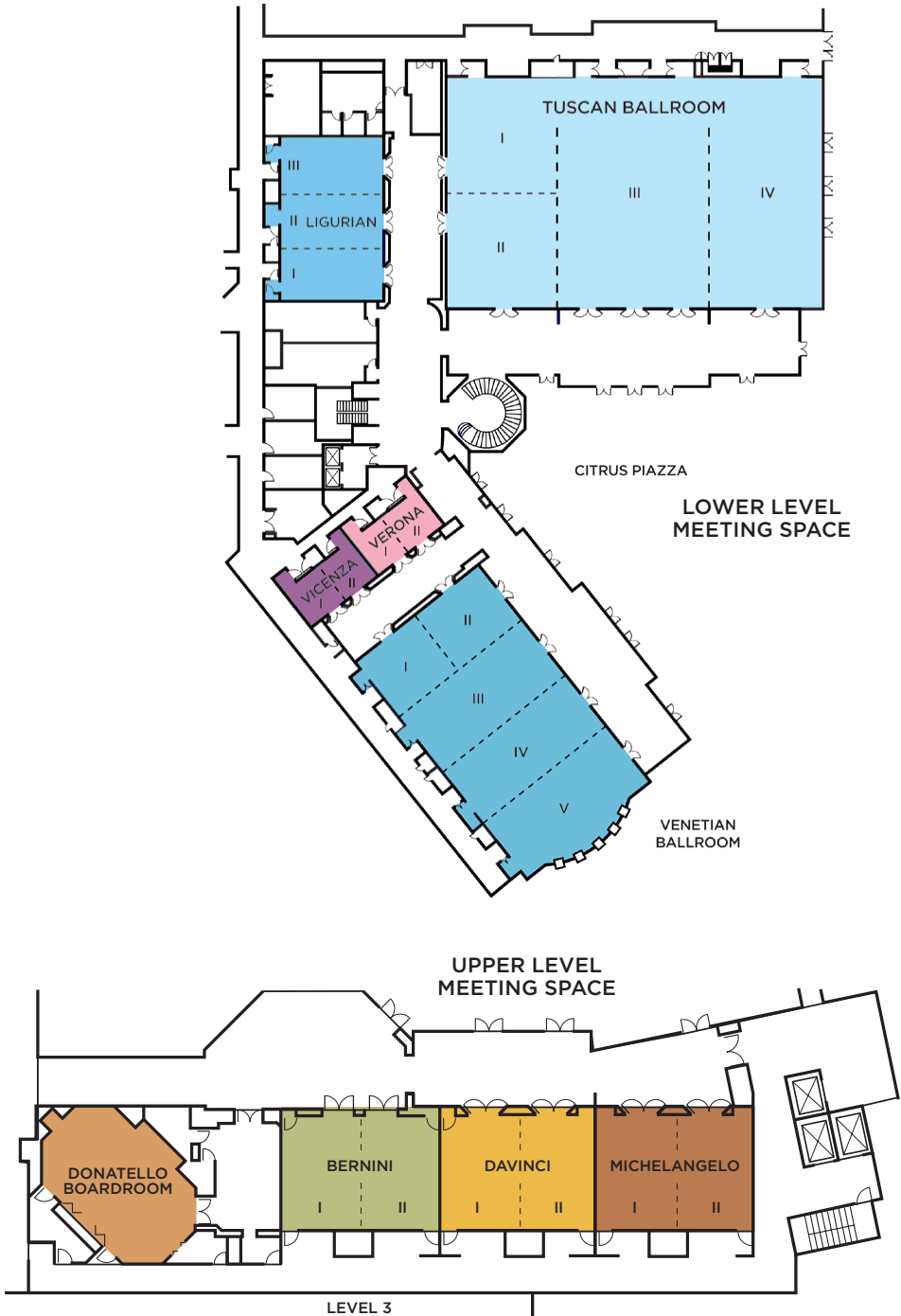
Sponsored by:



**Meetings
& Events**

LOEWS PORTOFINO BAY HOTEL

FLOOR PLAN



CAE CREDITS

AMC Institute is a CAE Approved Provider. Our program meets the requirements for fulfilling the professional development needed to earn or maintain the Certified Association Executive credential.

Attendees can earn up to 10.25 hours CAE credit by attending educational sessions. An additional two hours are available with the attendance of the Accreditation Workshop. You may update your AMCI profile with the appropriate credit hours.

Note: This program is not endorsed, accredited, or affiliated with ASAE or the CAE program. Applicants may earn CAE credit/hours at any program that meets eligibility requirements in the specific timeframe toward the exam application or renewal. There are no specific, individual courses required as part of the applications. Selection of eligible education is up to the applicant based on the applicant's needs.



A very special **THANK YOU** to all our **2021 MEETING SPONSORS**



A very special **THANK YOU** to all our **STRATEGIC PARTNERS**



A very special **THANK YOU** to our **LEADERSHIP CIRCLE**

GOLD LEADERSHIP CIRCLE



SILVER LEADERSHIP CIRCLE



visitdetroit.com



BRONZE LEADERSHIP CIRCLE



PREFERRED PHOTOGRAPHY & VIDEOGRAPHY PARTNER



DIGITAL CREDENTIALING PARTNER



2021 Annual Meeting Committee Roster

AMC INSTITUTE WOULD LIKE TO THANK THE MEMBERS OF THE
2021 ANNUAL MEETING COMMITTEE

CHAIR

Sarah Timm, CAE, CMP-HC
Parthenon Management Group

CHAIR-ELECT

Jim Thompson, CAE, IOM
Capitol Hill Management Services, Inc.

COMMITTEE MEMBERS

Ruth Abrahamson, Base Consulting
and Management, Inc.

Jim Booth, MSM, CAE, FirstPoint
Management Resources

Amanda Bowen, CAE, Nancy D.
Stephens & Associates, LLC

Mike Dwyer, CAE, Association
Headquarters, Inc.

Jenny Faucher, Managing Matters, Inc.

Molly Lopez, MS, CAE, Bloch|Reed
Association Advisors

Amy Lotz, CAE, MCI USA

Keren Moses Deront, Interel
Association management EU

Brian Riggs, The Dialogue Shop

Jen Voshell, Universal Orlando Resorts

Robert Waller, CAE, Association
Headquarters, Inc.

Karen Wesloh, The Harrington
Company

Partner Preview

**Look who's talking! Meet a few of AMCI's partners
and compare bucket lists!**

Bill Gruisch, Senior Vice President

ALHI, www.alhi.com

ALHI represents only true independent hotels and emerging brands. We started a Centric Collection of more moderate properties to accommodate more client programs.

Bucket List: Our son and his family are moving to London this summer. He's a Lt Commander in the U.S. Navy being assigned to NATO Maritime Command. There's an opportunity for us to travel more through Europe in the near future!

Dan Barnes, Partner

Barnes, Givens & Barnes, www.bgbcpas.com

We're a lean and experienced CPA firm. Both Bill and I have large CPA firm experience that we're able to offer at highly competitive rates. Not only do we provide accounting services to your AMC clients, we're also very active in the AMCI accreditation program review process for AMCs.

Bucket List: Attend the Masters and British Open and touch all seven continents. My wife and I love to travel and hope to bestow that upon our kids.

Donna Douglas, Sales Manager

Bermuda Tourism, www.GoToBermuda.com

Bermuda is open for business! Located out in the Atlantic, easy airlift access, along with world class luxury properties make Bermuda the ideal destination to host your next meeting.

Bucket List: Visit Hawaii to experience the history and culture.

Michael Reed, Principal

Bloch | Reed LLC, www.blochreed.com

When leaders choose to work with us, they are working with a team of folks who have walked in their shoes. We "get" the challenges of association leadership, especially in the AMC environment. Your clients turn to you to make great things happen. You can turn to us to help increase your impact!

Bucket List: No list specifically... I'd like to scuba dive in Australia. I'd also like to watch the sunrise from Yosemite Valley. I did this a couple times growing up, but I'd like to do it again!

Lance Simon, Senior Director of Business Development

Blue Sky eLearn, www.blueskyelearn.com

We care -- a lot and our goal is a frictionless buying experience. For nearly 20 years, Blue Sky has been transforming the way organizations deliver virtual learning events and educational content.

Bucket List: One Thing! (Okay, Lance, inquiring minds want to know??)

Dawn Eagleton, Regional Manager, US - Meeting & Convention Sales

Business Events Montreal, www.meetings.mtl.org

Montréal's North American energy and European chic are an irresistible combination. Montréal offers our clients our "Guaranteed Worry-Free Pledge."

Bucket List: My bucket list is very long and includes worldwide travel!

Pepper Dombrowski, Director of Sales

THE BROADMOOR, www.broadmoor.com

The Broadmoor has added an exhibit hall to our already expansive meeting space; the new hall is 115,000 square feet. Secondly, we have two distinct seasons and two different rate structures – we have something for every AMC and their association clients.

Bucket List: I want to climb Mount Kilimanjaro – so one thing on the list (for now.)

Steve Wilson, President, Association Service Group

CBIZ, www.cbiz.com

We find creative ways to help associations increase revenue, member engagement and make the people important to them happy. CBIZ is the nation's leading provider of professional advisory services.

Bucket List: Seeing more of the world, I would love to see the Northern Lights.

Mandy Piekarski, National Sales Manager

Classic Hotels & Resorts, www.classichotels.com

We are fully independent and have resorts in Phoenix, Scottsdale, Laguna, Carmel, and coming soon Flagstaff!

Bucket List: Many things! More places I want to travel...and, you know, cage dive with great white sharks.

Ramona Elmer, Director of Partnerships

Credly, www.credly.com

Recognition for all accomplishments with a digital badge that is easily shared on social media is a proven way to engage membership and attract new members! Badge shares directly from your members on LinkedIn are a way to get exponential views for your logo and organization with links back to your site to drive traffic and interest as seen in our analytics reports!

Bucket List: I'd love to be on Chopped or another cooking show - as long as it isn't Worst Cooks in America!

Kori Gassaway, Sales Director, Midwest & Southeast

Destination Toronto, www.seetorontonow.com

Meeting in Toronto puts you at the economic, innovative and cultural heart of Canada. Our renowned multiculturalism is at the root of the true inclusion and spirit of collaboration that is tangible upon arrival. We truly believe that curiosity in this diversity of perspectives leads to bold new ideas that have power to change our world. Wrap your next meeting around rewarding experiences that will keep people talking about your Toronto event. LET YOURSELF IN.

Sheila Neal, Associate Director, Sales

Detroit Metro Convention & Visitors Bureau, www.visitdetroit.com

Detroit is a unique, eclectic destination that provides a great a experience to all size opportunities. If your looking for a partnership, a purpose and place to express your passion, Detroit's the place for you.

Bucket List: Many things!

Beth Bushman, National Sales Director

Discover Puerto Rico, www.discoverpuertorico.com

Puerto Rico offers all the advantages of a premier congress destination with a flavor for all to experience, from our first class hotels and resorts to our culture, historical venues, and extraordinary culinary scene. For U.S. citizens, leave your passport behind and no need to change your cell phone plan, because we have bars – lots of them.

Bucket List: Swim with the Sea Turtles...Travel to Croatia....Renovate a house...

Holly Siegert, Program Manager, Global Sales

Encore, <https://encoreglobal.com/>

Our digital team is ready to create and deliver your hybrid or virtual event. Using our proprietary Chime Live platform, the challenge of bringing remote presenters and participants together is seamless and easy. Encore has remote presentation stages in key locations across the country that provide a studio quality environment to deliver your message, and the creative and technical resources to support you.

Jules Clifford, President

EPNAC (Event Photography of North America, Corp.), www.epnac.com

EPNAC is one of the industry leaders in Photography and Videography. We have a huge network of very talented people throughout North America.

Bucket List: My bucket list is all about travel. At the top of my list right now is Bali!

Aidan Augustin, Co-Founder & President

Feathr, www.feathr.co

U.S. adults spend ~8 hours per day online every day! Digital marketing is essential. Feathr helps 800+ associations and 40+ AMCs modernize their marketing. We offer both self-serve tools for your team to use, as well as campaign management services if you need extra bandwidth.

Bucket List: Definitely! Top items include performing in a Beatles tribute band, driving the Garden Route in South Africa (Durban to Cape Town), and hiking the Inca Trail in Peru.

Kris Finger, CMM, Senior Director, Global Accounts

HelmsBriscoe, kfinger@helmsbriscoe.com

My goal is to make the AMC look good in the eyes of their association clients - I represent every destination, every hotel and work on events of ALL sizes and the AMC remains in control every step of the way. I'm a behind the scenes events assistant that the AMC doesn't have to put on payroll.

Bucket List: I LOVE bucket lists! In fact, I have several of them – things to do for ME, things to do with husband/daughter/sister/parents/friends. I want to make my life a whirlwind of memories and I bucket list everything from trips I want to take,

to books/music I want to bring into my life, to ways I want to serve my community. I'm a big believer in writing down the things I want in my life because when I do that, they seem to materialize.

Tabitha Wunderlich, Global Director – Americas

Hyatt Hotels, www.hyatt.com

In coordination with GBAC Star Accreditation, Hyatt has developed a performance-based cleaning, disinfection, and infectious-disease prevention program at all our hotels worldwide. Hyatt Hotels has unveiled a Together by Hyatt which provides options for the COVID-19 recovery period and beyond. The purpose is to prioritize four pillars that are essential to future event; Care + Safety, Care + Technology, Care + Community Experts, and Care + Wellbeing. Meetings have changed and together we want to move forward safely and successfully.

Bucket List: My goal is to ski at least one day a month, every month, for a year. Need to start planning for a South America trip next summer to reach this!

Aaron Mayo, Executive Director, National Group Sales

Loews Hotels & Co, www.loewshotels.com

As a branded independent owner-operator, Loews has a service focused culture that delivers consistency while delivering memorable guest experiences. Meetings are what we do best! A meeting of 150-200 fits at most of our 27 unique hotels across the US and Canada

Bucket List: A few things....largely, international travel

David Kinney, Director of Midwest Sales

Louisville Tourism, www.gotolouisville.com

While it is currently horse racing, bourbon, and baseball season all wrapped into one, Louisville is more than just bourbon & horse racing. Over half of the MLB bats you see on TV are made on Main Street in the same factory that existed over the last 100 years ago and the tour is a must see while visiting Bourbon City.

****Louisville will be the host to the AMCI Re-Engaged Program October 4-6, 2021****

Bucket List: My bucket list involves many travel destinations & sporting events.

Cheryl Smith, Global Account Executive

Marriott Global Sales, www.marriott.com

Marriott International is a global hotel company with 31 Brands, and over 7000 hotels and is eager to welcome our AMC friends and their clients back to our hotels. To learn more about our Connect with Confidence program, please visit www.MarriottBonvoyevents.com

Bucket List: I would love to have tea with the Queen, but I will settle for going on an African Safari which I plan to do within the next year.

Mark Sedgley, Chief Revenue Officer

MemberClicks, a Personify Company, www.memberclicks.com

We empower missions through refreshing technology.

Shelly Cruz, CMP, Vice President of Global Sales

MGM Resorts International, www.mgmresorts.com

I think one thing this past year has taught us is to really focus on what matters and I love that it is our company's mission statement right now for MGM Resorts International, for it really can relate to all forms of business. Whether we are focusing on strategy in CSR, diversity, talent retention, or customers journeys, it all falls back to what really matters, which is how we treat people.

The second piece would be our diverse portfolio. We have a wide range of options that can suit anyone's budget, from luxury choices, to lifestyle brands and capacity sizes ranging from convention centers to boardrooms, we literally have an answer for any type of meeting.

Bucket List: Yes, I really want to be an extra in an SNL skit, and if that's impossible just attend a live show!!! Second would be to write a movie script.

Frank Humada, Vice President, Association Partnerships

Multiview, www.multiview.com

All the services that we provide come at no cost to associations. Our digital solutions help increase member engagement, assist with workload, generate non-dues revenue, and provide lead generation.

Bucket List: My bucket list is pretty long, but I always dreamt of being on a reality show, and then making such an impact that I get my spin-off show called "Let Me Be Frank", but also on this list are more serious items like running a marathon in Europe, and starting a family.

Dori Jensen, Senior Director of Sales – MidAtlantic

The Palm Beaches, www.thepalmbeaches.com

The Palm Beaches are an economic hot spot, where healthcare companies meet environmental corporations and agriculture reigns as a leader in the nation. Let us connect you with local industry leaders. Ask me how I can help save you and your client money on their next event in the Palm Beaches. We have over 200 hotels & resorts including our Palm Beach County Convention Center.

Bucket List: I would love to visit Tuscany. So, if any of you have been...would love to chat with you.

Jen Abdinoor, Regional Director of Convention Sales

Reno Tahoe, www.visitrenotahoe.com

Reno Tahoe is an outdoor lifestyle destination and has over 56,000 new jobs moving to our region with big tech, manufacturing, data and distribution centers and recognizable corporations such as Tesla, Google, Blockchain, Apply, Microsoft, etc...All of this means, more flights, more new builds, renovations restorations, more entertainment/food and beverage uniqueness, more arts and culture, more festivals and seasonal activities, and more more, more!

Bucket List: To complete my travels within our amazing U.S.A. (six states left to go), and then start to travel the world!

Jacqueline Kavcak, Director of Sales**Tourism Vancouver,** www.tourismvancouver.com

As the host city for AMCI's Annual Meeting in 2018, most of you have experienced Vancouver and what makes it a great destination for meetings and conventions. If I have to think of two things (which is really hard, there are so many!) is that we are a destination that offers:

Superior Service & Value - Vancouver's hospitality and tourism community offer outstanding levels of service and product quality. Meeting your needs and exceeding your expectations is a top priority of Vancouver's businesses, providing friendly assistance every step of your trip. And with a consistently advantageous exchange rate on the Canadian dollar, you can have a world-class experience with superior value for your money! It has been a tough year and we are ready for you when the time is right!

Welcoming & Accessible – We hear it all the time from our visitors: «It's so beautiful and green here!» But in Vancouver, green is more than just a flattering colour. It's a steadfast commitment to sustainability so that our vast multicultural folks continue to welcome all now and, in the future, to enjoy endless activities and excellent infrastructure – everything is within reach!

Bucket List: Yes, many things!

Jen Voshell, National Accounts Director**Universal Orlando Resort,** www.uomeetingsandevents.com

There's an option for every one of your association clients on our Campus - 8 Loews Hotels, 9K guestrooms, over 300K square feet of meeting space, 3 Universal theme Parks and our Dining and Entertainment Venue, Universal's CityWalk. AMCI members that book a conference or convention with us before the end of 2021 will receive a complimentary meeting enhancement for their client's program!

Bucket List: Kayaking all 50 states, preferably before I turn 55. 17 states down!

Andrea Schmidt, Convention Sales Manager**Visit Anchorage,** www.anchorage.net

Anchorage is a unique destination and on most people's bucket list. We break attendance records when meetings are held in our city and are more affordable and easier to get to than people realize. All of Visit Anchorage's services are complimentary.

Bucket List: Lots, but here is one - to visit all 50 states. I have 11 more to go.

Brian-Douglas Stanwood, Assistant Director of Sales**Visit Aurora Convention & Visitors Bureau,** www.visitaurora.com

Aurora is home to the Colorado's largest Resort & Conference Center; The Gaylord Rockies Resort which is the largest with 1501 rooms and 517,000 sq.ft of space. We are Colorado's third largest city and home to hundreds of different communities and cultures with 160+ spoken languages and the most ethnically diverse city in Colorado. We have 250 + small ethnic restaurants, unique venues and a city that is also surrounded by nature.

Bucket List: To take my daughter to Africa on a safari.

Kathy Reak, Vice President of Sales**Visit Colorado Springs,** www.visitcos.com

We are an award-winning full service CVB offering our services to you complimentary and welcome groups of all sizes whether you are looking for a luxury resort or a rustic retreat and everything in between. I invite you to experience our 300 days of sunshine and Colorado at its' best in Colorado Springs, Olympic City USA.

Bucket List: I definitely have a bucket list and at the top is to retire and take our RV out for a couple of months at a time and see the United States.

Kellie Linder, National Sales Manager**Visit Savannah,** www.visitsavannah.com

Savannah is by far one of the most walkable cities in America with each block offering gorgeous antebellum homes, monuments and 21 unique downtown parks equipped with 300-year-old live oaks and a drape of Spanish moss. The city is also a great meetings destination with the entire downtown being just 14 blocks across and a water ferry system that transports guests to the 650K s.f. newly expanding Convention Center.

Bucket List: My husband and I are big football fans and we have always wanted to spend a fall traveling to every "Gameday" site and immersing ourselves in the culture and traditions of that city. A great way to see the country and get to experience the local flavors is from the standpoint of the most zealous of people, college football fans!!

Liz Dane, Regional Director – Mid Atlantic**Visit St. Pete/Clearwater,** www.visitspc.com

St. Pete and Tampa are easy to get to via Tampa International Airport. Clearwater Beach was voted the #1 beach in the country via Trip Advisor.

Bucket List: Last year I was already in Europe on my way to see the Northern Lights in Tromso Norway. The world shut down and I had to come home- no northern lights. Someday!

Kory Lake, National Account Director**Visit Tampa Bay,** www.tampameetings.com

It's easy to fall in love with Tampa. We have an award-winning airport, waterfront nonunion hotels and meeting facilities in a beautiful region of Florida that is very safe and clean.

Bucket List: Ski every major ski resort in North America.

Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notes

[illegible]

Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notes

[illegible]

Notes

[illegible]

Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



SAVE THE DATE

FOR FUTURE AMCI MEETINGS

2021 Re-Engaged

October 4-6, 2021 ▪ Louisville, KY
Omni Louisville Hotel



IMEX America

November 9-11, 2021 ▪ Las Vegas, NV
Mandalay Bay



2022 Annual Meeting

February 16-18, 2022 ▪ Colorado
Springs, CO, The Broadmoor



IMEX Frankfurt

April 22-26, 2022 ▪ Messe Frankfurt





AMCInstitute.org

info@AMCInstitute.org

(703) 570-8955

Follow us on:



@AMCInstitute



linkedin.com/company/amc-institute/