

ASAE NEWSLETTER - SEPTEMBER 2020

MONTHLY LUNCHEON

VIRTUAL MEETING PANEL DISCUSSION

Tuesday, Sept. 29
11:45 a.m. on Zoom

FREE Registration at
www.arksae.net

Join us for a panel of virtual event experts for a roundtable discussion full of tips and tricks for adding to or starting your next virtual event.



We know that virtual meetings are here to stay, so let ASAE help you learn how to plan the best virtual meeting when it comes time for your next event. Join us as we host a panel of virtual event experts for a round table discussion full of tips and tricks for adding to or starting your next virtual event.

Registration is free, but please register so we can send the Zoom meeting link.

Submit any questions that you have for the panel to office@arksae.net.

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ANNOUNCEMENT



Capitol Concepts, LLC, is pleased to announce that Leigh Anderson has been named executive director of ASAE.

“I’ve had the distinct privilege of working with Leigh for many years, and we are fortunate to have someone of her caliber and experience join us at ASAE,” said ASAE President Lorrie Trogden, CAE, president and CEO of the Arkansas Bankers Association. “She brings a unique perspective that will help us successfully keep moving the association forward as a valuable member resource.”

“I’m incredibly excited to join ASAE as Executive Director,” Anderson said. “When my family moved to Little Rock eight years ago, I didn’t know many people, so I took the good advice to quickly join and participate in ASAE. It has helped me grow my career, better myself and make lasting partnerships and friendships. I am so grateful for the opportunity to represent ASAE and work for the organization and members that have given so much to me.”

About Leigh Anderson

Most recently, Leigh Anderson was a sales manager at the Capital Hotel and the Director of State and National Accounts at the Little Rock Convention & Visitors Bureau. Helping plan successful events has always been her passion. Leigh started her career in the meetings and sports marketing departments of the Dallas Convention and Visitors Bureau and Plano Convention and Visitors Bureau helping to plan and execute sporting events like the Big 12 Basketball and Football Championships, USA Weightlifting World Trials and NBA All Star Games, in the North Texas region. She took a break from the hospitality world to work for six years as the Director of Integrated Marketing and Events for iHeart Radio in New Orleans and Baton Rouge where she led a team of over thirty sales executives in event and online sales. Leigh moved to Little Rock eight years ago with her husband Rob and daughter Emma (9). Even though you will never hear her call the Hogs (Go Tigers!), she is very proud to call Little Rock home.

ASAE ANNUAL CONVENTION

More than 80 people participated in ASAE's first virtual Annual Convention on August 18. We enjoyed hearing from [Beth Z.](#) and look forward to seeing her in person at next year's convention.

Many thanks to the convention box sponsors and ASAE partners who helped make this possible:

CONVENTION BOX SPONSORS

Aloft Little Rock West
ARBEV
Branson CVB
Capitol Concepts
Fitz Casino & Hotel Tunica
Holiday Inn & Conv. Center NWA
Hollywood Casino Tunica
Little Rock CVB
Sam's Town Casino Resort
Tunica CVB
Visit Bentonville
Visit Hot Springs
Visit Rogers

ASAE PARTNERS

Visit Rogers

Visit Hot Springs

Fairfield Bay Conference Center

Little Rock Convention & Visitors Bureau

The Hotel Hot Springs

Patron

Arlington Resort Hotel and Spa
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Chateau on the Lake
Conference Technologies
DoubleTree by Hilton - Little Rock
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Fayetteville Town Center
Fort Smith Convention & Visitors Bureau
Graduate Fayetteville
Gulf Shores and Orange Beach Tourism
Hiltons of Branson
Holiday Inn and Convention Center NWA
Tunica Convention and Visitors Bureau
Visit Bentonville
Wyndham Riverfront

ASAE BOARD OF DIRECTORS



During the Annual Convention, the membership voted on the following officers and board members:

President

Lorrie Trogden, CAE
Arkansas Bankers Association

Vice President

Kevin D. Steele
Arkansas Homefurnishings Association

Secretary/Treasurer

Kelley Erstine
Independent Insurance Agents of Arkansas

Immediate Past President

Jodiane Tritt
Arkansas Hospital Association

New Board Members

Melissa Moody, Arkansas Land Title Association
Luke Story, Arkansas Broadcasters Association
Ashley Wimberley, Arkansas Press Association

Ex Officio

Steve Roberts, Celebrations Events and Entertainment

Returning Board Members

Jessica Dunham, EAST Initiative
Susan Hill Gele, Building Owners and Managers Association
Angie Cooper, American Council of Engineering Companies of Arkansas/Arkansas Society of Professional Engineers

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ASAE PARTNERS

The ASAE Board approved offering each partner one additional social media post to use between now and the end of the year.

As a reminder, 2020 partnership includes social media posts on Facebook, Instagram and Twitter.

Premier Partner - 4 posts —> **NOW 5!**

Preferred Partner - 3 posts —> **NOW 4!**

Patron Partner - 2 posts —> **NOW 3!**

You can email your text and images to Leigh at office@arksae.net, along with your preferred publish date(s). Additionally, please include your social media account names for us to tag in the posts. These posts can be anything you want them to be and can be used at any time. We know a lot has happened this year and we miss hearing updates from you. If you have questions about how many posts you have, please do not hesitate to let Leigh know!

SAVE THE DATE

On **November 17**, ASAE will hold a luncheon featuring Gov. Asa Hutchinson and the annual awards program at the Governor's Mansion. This event is limited to 60 people and will be limited to executive members and an associate award winner.

Award nomination forms will be mailed soon. This year, ASAE has added two new awards: Emerging Leader and Partner of the Year.

RESOURCES



Associations across the world will be adjusting their budgets and evaluating their resources in 2021 to combat the disruptions of 2020.

Understanding how your organization compares to similar organizations in the region and across the country is vital to ensuring you're staying competitive, attracting and retaining top talent, and putting your valuable resources to the best use.

As a member, you have access to the *only* 24/7/365 [online compensation benchmarking](#) tool designed exclusively for executives of professional and trade associations.

- Compare your organization's key operational metrics
- Evaluate valuable KPI's, including salaries, benefits + positions/departments
- Customized reports to inform decisions and stay competitive

For this tool to be of *maximum benefit*, ensuring the *most complete and useful data* - **we need you to participate**. Providing data and accessing reports will be *FREE* throughout 2020 (for participants), so take advantage of this powerful benchmarking tool today!

Please Note: *If you are not the correct person to enter data, please forward this email to the appropriate person. Thank you!*

GET STARTED