



NAW AEC Winter-Spring Series:
3 Months – 6 Sessions – 12 Weeks!
March 11- May 20, 2021



The New NAW AEC Virtual Series!

The NAW AEC community leaned on one another regularly throughout the pandemic and now we are ready to reconvene and explore the topics suggested by fellow AECs. Since we were unable to meet in person for our traditional Winter Meeting, we will go virtual to offer you valuable content and the valued peer-to-peer exchange to help you effectively and efficiently manage your strategic and operational needs. The Planning Committee has created a program to provide you plenty of takeaways on issues of critical importance. Block your calendar now for this series of presentations and discussions!

“Everyone in the group has been incredibly helpful as we have navigated through this crazy time. I couldn’t ask for a better resource than all of you!” – an AEC member



- 1. Expand your networking and resources**
- 2. Pick up best practices**
- 3. Create a toolbox of new ideas**

3 Months – 6 Sessions – 12 Ideas!

Session 1: March 11, 2021, 2:00 pm – 3:00 pm Eastern

NAW NextGen: An Interview with Eric Hoplin, NAW CEO and an NAW Government Relations Overview

Peter Drucker once said, “The best way to predict the future is to create it.” Get to know Eric Hoplin, new NAW President and CEO, as he shares his thoughts and vision for the future NAW, and the critical role of the AECs. Join Rick Long of the Petroleum Equipment Institute and the NAW AEC Past Chair who will interview Eric for this lively, interactive discussion. Bring your thoughts and questions for Eric!

Then, join the NAW Government Relations team as they provide their take on the key issues impacting wholesale distribution in the Biden agenda.

We will also take an opportunity to welcome our Chair, Kenyon Gleason of NASGW and welcome Brian McGuire of AED, the NAW AEC Chair-Elect, as well as thank our Past Chair, Rick Long of PEI.

Session 2: March 25, 2021, 2:00 pm – 3:30 pm Eastern



Tech Tools for the Virtual and Hybrid World

Featuring Beth Ziesenus, Your Nerdy Best Friend

Join author, speaker, and nerd Beth Ziesenus as she looks at the best tools for associations in the virtual and hybrid world. Let Beth help you stay on top of the technologies and apps that can enhance your communications and engagement with your members.

Since her first Motorola RAZR flip phone, Beth has made a verb out of the word "nerd." She will help association executives filter through thousands of apps, gadgets, widgets, and doodads to find the perfect free and bargain technology tools for meetings and work. Although the only real trophy she ever won was for making perfect French fries at McDonald's in high school, Beth Z has been featured on Best Speaker lists by several organizations that write best speaker lists. She has written a whole shelf of books on apps and has spoken to more than 100,000 audience members.

You will leave this session with tools you can use right away.

Session 3: April 8, 2021, 2:00 pm – 3:00 pm Eastern



Keeping Members Engaged in Today's World

Associations rose to the challenge during the pandemic and found new ways to communicate with their members when the traditional in-person meetings went on hiatus. Come prepared with your stories and hear from a couple of our association executives with what they have done to keep their members engaged and enthused about their association involvement.

Featuring:

Brian McGuire, Associated Equipment Distributors

Driving for Dealers? What was that all about? Hear from Brian about how the AED team hit the road to meet their members.

Katie Richards, Material Handling Equipment Distributors Association

When she wasn't able to visit members, Katie found video communications helped to engage MHEDA's members and learn more on a deeper level about the variety of MHEDA's services and programs. Find out how Katie kept member engagement high during the pandemic.

Session 4: April 22, 2021, 2:00 pm – 3:00 pm Eastern

Recreating the Association Value Proposition

Featuring Ed Wallace, AchieveNext



Learn how to create or re-create an impactful value proposition for your association when Ed Wallace of AchieveNext shares his insights.

- At the highest level, Ed will help us re-look at our association's overall value proposition
- You will learn a simple, three step process to create value propositions based on specific member, partner, and sponsor needs
- And you will explore how to identify your association's true 'sources of value'

Ed Wallace consults with and speaks for corporations and associations across the globe with a client list that is a Who's Who of Fortune 500 companies. He is the author of *Fares to Friends, Creating Relational Capital, Business Relationships That Last*, and his most recent the #1 best seller, *The Relationship Engine*. In addition, Ed is currently on the Executive Education faculty of Drexel's LeBow College of Business and Villanova University's Human Resources Master's program.

Ed has been a popular presenter with the Associated Equipment Distributors, and we look forward to having him lead this program.

Session 5: May 6, 2021, 2:00 pm – 3:00 pm Eastern

In-Person and Hybrid Events in 2021: What You Need to Do to Prepare

Featuring Katie Bohrer, CMP



Katie Bohrer, CMP, Vice President Meeting Design & Experience for Associated Luxury Hotels International, will share how ALHI successfully executed 10 in-person/hybrid events in 2020 and share her insights and tips for those of you preparing for in-person and hybrid events this year and beyond.

Katie's career has been a 360-degree tour of the hospitality and events industry, from her work on event management and working for a third-party sourcing agency to global sales and overlooking a creative agency and events production company. The Plano, Texas, native brought that wealth of experience to ALHI when she joined the executive team in Dallas, Texas, in 2019. She is a Certified Meeting Professional and has been on the boards of both the MPI DFW and MPI Tennessee Chapters and is a member of the SITE TX Chapter.

Session 6: May 20, 2021, 2:00 pm – 3:00 pm Eastern

Resilience in a Pandemic

Featuring Catherine A. Sanderson, Chair of Psychology, Amherst College



Many association executives have shared the stresses associated with leading during the pandemic. Amherst College psychology professor Catherine Sanderson examines what research in psychology tells us about how adverse events – such as a global pandemic – can lead to some positive outcomes.

Sanderson is the author of *The Positive Shift: Mastering Mindset to Improve Happiness, Health, and Longevity*. She's excited to share different strategies that we can all use and really what the science says about how we can all make the best of this unprecedented situation.

Catherine received a bachelor's degree in psychology, with a specialization in Health and Development, from Stanford University, and received both masters and doctoral degrees in psychology from Princeton University.

Professor Sanderson regularly speaks on topics such as the science of happiness, the power of emotional intelligence, the art of aging well, and the psychology of courage and inaction. These talks have been featured in numerous mainstream media outlets, including *The Washington Post*, *The Boston Globe*, *USA Today*, *The Atlantic*, *CNN*, and *CBS Sunday Morning with Jane Pauley*.



1. [Click HERE](#) to register your attendees.
2. The fee is \$200 for the Primary AEC Registrant for the full series OR \$500 for the AEC Primary Registrant and up to four additional association team members for the entire series (max of 5)

QUICK NOTES ON REGISTERING!

1. Click on the link to the left or click on the Register Now Button.
2. On the registration page, select your name. If your name does not appear, please click the + sign and enter your name.
3. Follow instructions and Add to Cart.
4. Add additional registrants if you are purchasing the Pack. Continue to follow instructions until you Submit and Check Out.