

2009 Speakers

Annual Conference

Dan Heath		
Mac McGuire	<i>Applying Baldrige Criteria to Everyday Association Operations</i>	mmcguire12@suddenlink.net
Kelly McDonald	Retaining, Not Translating: How To Market To U.S. Latinos	kelly@mcdonaldmarketing.com
Pat Smith, Amanda Batson, Kent Hughes	Next Generation Continuing Education	
Hayden Hayden	Crucial Conversations: Tools for Talking When Stakes are High	pats@txla.org hayden@enlightened-leaders.com
Jerry Gerson	Maximizing and Marketing Relationships – Keys to Putting Your Mouth Where Your Money Is!	jerrygerson@satx.rr.com
Steven Stout	YouTube and/or Group Hug; Facebook; Twitter	steven.stout@hftp.org
Debra Zabloudil	30 Hot Tips to Boost your Association & Education in a Challenging Economy	debra@learningstudio.biz
Maura Thomas	Managing the Madness of Social Media & Email in 4 Easy Steps	maura@regainyourtime.com
Kris Williams, CAE	Buliding Loyalty: A Life Cycle Engagement Plan	kwilliams@acep.org
Jeremy Griffin	Buliding Loyalty: A Life Cycle Engagement Plan	
Jon Hilsabeck	Quantum Leap in Management	jhilsabeck@austin.rr.com
Michael Gallery	The Future of Associations	mgallery@opisconsultants.com
GenEdge (Maria van Hekken + Joe Zente)	The Top Five Strategies for Leveraging Generation Capital	maria@genedgeleadership.com
Joe Zente	Leadership	joe@zthree.com
Ed Robinson	Rainmaking Strategies for Building Relationships	edrobinson@edspeaks.com
Kevin Carroll	Bringing Fun and Passion to Your Work and Life	
Peter Kim	Social Media ROI	me@beingpeterkim.com
Dave Keene	Emerging Tech Tools to Add Member Value	davek@county.org
Jeff Hahn	Messaging That Moves People	jhahn@tateaustinhahn.com

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Speaker	Organization	Email	Website	Phone
Tricia Hall	RFPs: Realizing the Full Potential!			
Mitzi Ressmann	Communicating with Your Members: 45 Tips in 45 Minutes			
Kerry Hall	Crisis Communications: Is Everybody on Staff Okay?			
Helen Berman	Selling Exhibitions, Events, and Sponsorships in a Slow Economy			
Doug McPhee	Ignite Learning at Your Events			
Jean Freeman	Strategic Planning: A Guideline to Help Make it Happen			
Maura Thomas	Regain Your Time			
Angie Zigrossi	Successful Association Sponsorship			
Steven Rudner	Hotel Contracts: What's New?			
Jefferson Davis	Attendance Building Power of Exhibitor Marketing			
Wendy Biro-Pollard	Is It Time to Move Beyond the Nominating Committee Process?			
Jean Freeman	Organizational Ethics: Promoting Transparency			

2008 Speakers

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<i>Speaker</i>	<i>Organization</i>	<i>Email</i>	<i>Website</i>	<i>Phone</i>
Barbara Dunn	The Lawyer is In: Legal Hot topics	bfd@howehutton.com		
Linda Razzano, CMCA	Membership Marketing	linda@dfwcai.org		
Cris Levy	Marketing Through Technology	clevy@encoremediapartners.com		
Sue Hershkowitz, CSP	Can You Hear Me? 5 Specific Tips to Listen and Be Listended To!	sue@speakersue.com		
Gordon Quick, Ph.D.	The Enlightened CEO	clients@CEOMentors.com		
Bill Nye	So You're Now a Manager...But Are You A Leader?	billnye@mindspring.com		
Deborah Gardner, CMP	Naked Negotiating: The Bare Bone Truth & Essentials for Effective Negotiating in Any Market	deborah@competebetternow.com		
Barry Isack	Take Back Your Day: Managi ng Time, Voice Mail and E-mail; Working Smarter, Not Harder	barry@arrangingitall.com		
Fire & Rain	Brand marketing for Associations			
Dick Enswieler	Executive Coaching	renswieler@tcul.coop		

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<i>Speaker</i>	<i>Organization</i>	<i>Email</i>	<i>Website</i>	<i>Phone</i>
Mike Lipkin	On Fire! The Art of Personal Consistency	Mike.Lipkin@environics.ca		
Mike Lipkin	Live Above the Line	Environics Lipkin		
Karen Peterson	Adventures in Membership Development	karenp@nata.org		
Issac Simon	Adventures in Membership Development	isimon@txpta.org		
Amanda Batson, PH.D.	Interaction Association Education	abatson@adbpartners.net		
Steven Nold	Integrating Social Networking in Your Assn.	stephen@advontech.com		
Mary Beth Kiser	Motivating Employees	marybeth@tita.org		
Kurt Wehrs, CAE	Motivating Employees	kwehrs@texaspharmacy.org		
Bill Stinson	Planning for A Successful PAC	bstinson@austin.rr.com		
James H. Gilmore	Authenticity: What Consumers Really Want	jimgilmore@aol.com		
James H. Gilmore	Up Close & Personal - Authenticity	Strategic Horizons LLP		
James H. Gilmore	The Experience Economy	Strategic Horizons LLP		
Kevin Whorton	Marketing Essentials- Common Sense, Effecti ve Programs	kwhorton@comcast.net		
Kevin Whorton	Membership Essentials - Future Growth	Whorton Marketing & Rresearch		
Karen Johnson	Time Management	United Way	karen.johnson@uwtexas.org	
David Mintz	Ins and Outs of Hiring an Outside Lobbyist	Texas Apartment Association	david@mintzconsulting.com	
Alex Jimenez	Cultural Competency	Jimenez Companies	ajimenez102@charter.net	
Robert C. Harris, CAE	The Six Essentials Operating Manuals		bob@rchcae.com	
Robert C. Harris, CAE	10 things I Wish Someone Had Tol d Me Before			
Robert Novello	Project Management	University of Texas at Austin	bnovello@austin.utexas.edu	
Christi Stinson, CPA, CAE	It's a Whole New World-Essentials of Financial Policies	Consultant	chstinson@sbcqlobal.net	
David White, CAE	Do You Have What it Takes?-Young Profi sional Program	Texas Psychological Association		

Teresa Foster Welch, CAE	Do You Have What it Takes?-Young Professional Program	National Athletic Trainers Association			
Beth Brooks, CAE	Do You Have What it Takes?-Young Professional Program	Texas Society of Association Executives			
Michelle Pollack	Legendary Service at the Ritz-Carlton	The Ritz-Carlton Hotel Company, LLC			
Tom Laughon	Makin' Thinkin'	Catch Your Limit Consulting	jeffbrainard@catchyourlimit.com		
Speaker	Topic	Organization	Email	Website	Phone

2007 Speakers

Annual Conference

Speaker	Topic	Organization	Email	Website	Phone
Holly Alt	Avoiding Copyright Pitfalls	Texas Medical Association	holly.alt@texmed.org		
Steve Borgeman	Avoiding Copyright Pitfalls	Vinson & Elkins LLP	sborgman@velaw.com		
Jeff De Cagna	Web 2.0 & Ungovernance Model	Principled Innovation, LLC	jeff@principledinnovation.com		
Sara Canaday	Professional Presence	Empowerment Enterprises	scanady@austin.rr.com		
Leanne Hallisey	Defining Moments	Omni Hotels of Texas	lhallisey@omnihotels.com		
Bruce Hicks	News Trifecta	The Alliant Group / Houston	bruce.hicks@thealliantgroup.com		
Denise Landers	Organization	Key Organization Systems, Inc.	dlanders@keyorganization.com		
Mark Levin, CAE, CSP	Retention Wars & Marketing Membership	BAI, Inc	Mlevin0986@aol.com		
Greg Melia, CAE	Decision to Join	ASAE	gmelia@asaenet.org		
Leslie Midgley, CAE	Lessons from the School of Hard Knocks	TLTA	leslie@tlta.org		
Peggy Morrow	Customer Service	Peggy Morrow & Associates	peggy@peggymorrow.com		
Karen Neeley	Top 10 Legal Issues	Cox Smith Matthews Inc.	kneeley@coxsmith.com		
Gwen Santiago, CAE	Defining Moments	TASBO	gwen@tasbo.org		
Harry Savio, CAE	Defining Moments	Home Builders Association of Greater Austin	harrys@hbaAustin.com		
Cliff Shamberg	Food and Beverage Tips	The Waterway Marriott	cliffschamber@marriott.com		
Kurt Wehrs, CAE	Defining Moments	Texas Pharmacy Association	kwehrs@texaspharmacy.org		
Christopher Williston, CAE	Lessons from the School of Hard Knocks	IBAT	cwilliston@ibat.org		

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Speaker	Topic	Organization	Email	Website	Phone
Jeff DeCagna	Expand your Message with Social Media	Principled Innovation, LLC	jeff@principledinnovation.com		
Jeff DeCagna	Expand Your Audience with Podcasting	Principled Innovation, LLC	jeff@principledinnovation.com		
Kimberly Hardcastle-Gedes	Expedite Exhibitor Strategic Marketing Plans	Marketing Design Group	Kimberlyh@mdgworks.com		
Bob Harris, CAE	Extend the Boundaries of Association Management 10		Bob@rchcae.com		
Tyra Hilliard, Esq., CMP	Things I Wish Someone Had Told Me Before Now		tyra.hilliard@gmail.com		
Mike Levy	Explore the Latest Contract Tips & Trends	Impact Consulting			
Leslie Midgely, CAE	Exercising Interpersonal Effectiveness	TLTA	leslie@tlta.com		
Mary Patridge	Exercising Interpersonal Effectiveness	Impact Consulting			
Denise Piccione	Expand Participation with Persuasive Marketing	Marketing Design Group	denisep@mdgworks.com		
Isaac Simon	Microsoft Excel for Associations-Making Excel Do Everything for You	Texas PTA	isimon@txpta.org		
Michele Wierzgac, CMM,MS	Create Excellent Post Conference Reports				
	Demonstrating ROI	Michele & Company®	michele@micheleandco.com		

2006 Speakers

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Speaker	Topic	Organization	Email	Website	Phone
Chris Bauer	Ethics	Bauer Coaching & Bauer Ethics Seminars	Chris@bauerethicssimnars.com		(615) 385-3523
Lowell Cattlett	New Frontiers that Change Everything / 21st Century Economics	Five Star Speakers & Trainers LLC			(913) 648-6480

Jeff Crilley	Postive Media	Free Publicity	jeffcrilley@yahoo.com	(214) 446-0339
Susan Fletcher	Productivity at Work and Home	Smart Zone1 Productions	zanjones@hearsusan.com	(972) 612-1188
Donna Fisher	Networking	Discovery Seminars	donna@donnafisher.com	(713) 789-2484
Linda Ford	Role of Organizational Culture in Shaping an Association's Success Story	Ford Business Consulting	linda@fordbusinessconsulting.com	(512) 707-1090
Joe Gagen	Working with Your Contract Lobbyist	Texas CASA	joegagen@sprintmail.com	(512) 327-4383
Tim Gard	Developing Your Comic Vision	Gail Davis & Associates, Inc.	gail@qdaspotlight.com	(817) 283-3821
Jim Gilmore	The Experiiece Economy / CEO Dialogue	Strategic Horizons, LLP	jimgilmore@aol.com	(330) 995-4680
Barkley Kern	Legislature, Lobbying and Grassroots	Capitol Advantage	bkern@capwiz.com	(703) 289-4670
Gus Kirkland	Are you being Robbed Blind?	AC Investigations Solutions PLLC	info@acinvestigte.net	(214)616-7655
Mary Partridge	Managing Employee Performance	Impact Consulting	marypartridge@sbcglobal.net	(512) 261-3442
Betsy Pepper	Foundations - Lessons Learned	Fort Worth Public Library Foundation	bpepper@fortworthlibrary.org	
Cathy Reis	Are you being Robbed Blind?	AC Investigative Solutions	cathy@acinvestigatete.net	(214) 585-0131
Ed Robinson	Dealing with Change	Ed Robinson Seminars	ed@edspeaks.com	(210) 342-4866
	How to Dominate your Market Niche / How to create Outrageously Effective Marketing Materials / Hidden Secrets to Double your Money			
Ron Rosenberg	Secrets to Double your Money	QualityTalk	ron@qualitytalk.com	
Valleau Wilkie, Jr.	Foundations - Lessons Learned	Sid W. Richardson Foundation	cjohns@sidrichardson.org	(817) 336-0494

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Speaker	Topic	Organization	Email	Website	Phone
Jack Anderson	Conductin Effective Association Surveys	Anderson, Niebuhr & Associates, Inc.	jack@ana-inc.com	www.ana-inc.com	(651) 486-8712
Samuel Erkonen	Test Your Legal IQ	Howe & Hutton, Ltd.	sje@howehutton.com	www.howehutton.com	(312) 263-3001
Richard Erschik	Are Your Publications and Tradeshows Prov ing Their Worth?	Leads to Sales, Inc.	rerschik@leadstosales.com	www.leadstosales.com	(630) 462-9944
Barbara Fryer	Innovative Technology for Associations		barbara.glaserfryer@avwtelav.com		
Larry Gulko	Brank Marketing: Create the Silver-Bullet to Build your Brand		larry@larrygulko.com	www.larrygulko.com	(781) 784-0089
Paul Hardin	Innovative Technology for Associations		paul.hardin@texmed.org		
Larry Johnson	Absolute Honesty: Building a Strong Team Culture that Values Straight Talk and Rewards Integrity		kathie@johnsontraininggroup.com		(800) 759-4933
Carol Krugman, CMP	Contingency Planning & Crisis Management	Krugman Group Internati onal, Inc.	carol@krugman.com	www.krugman.com	(727) 328-8336
Ross Shafer	Focus: Become an Expert and Nev er Worry about Your Survival Again	Ross Shafer Productions	rossshafer@sbcgl obal.net	www.rossshafer.com	(530) 272-6688
Mandi Stanley	"Hair on Fire" Presentation Skills	Mandi Stanley Speaker Services	mandi@mandistanley.org	www.mandistanley.org	(601) 856-8282

2005 Speakers

Annual Conference

Speaker	Topic	Organization	Email	Website	Phone
Nicholas Boothman	How to Connect in Buisness in 90 Seconds or Less	FIVE STAR Speakers & Trai ners			
Jeff Cohen	Grant Proposal Writing - and finding Suitable Grant Funders				
Tom Davidson	1) Today's Workforce- Motivating Staff and Volunteers 2) Mistakes, Meltdowns, Mismatches: Sev en Executive Derailers				
Steve Ford	Leaving a Legacy				
Philippa Gamse	1) The Top Seven Strategies for Website Success 2) Growing Your Meeting in CyberSpace	CyberSpeaker			
Kim Koschemann	Cheap Graphic Tricks	Texas Medical Association			
Robert Morris	On Leadership	Texas Homebuilders Association	rmorris@dallasbuilders.com		
Ginger Nichols	Membership Value	GinCom Group	gnichols@gincomm.com		
Jeff Rasco	Better Living Through Gadgetry	Attendee Management, Inc.	jrasco@attendeenet.com		
Mary Rauch	There are No Little Things: The 10 Commandments of Personal and Professional Presences			(512) 681-0710	

Don Reynolds	Economic Trends and How They Affect Business 1) Role of the CEO in Keeping Members	2)	FIVE STAR Speakers & Trainers, LLC		
Arlene Farber Sirkin	Recruiting for Retention		Washington Resource Consulting Group, Inc	afsirkin@keepingmembers.com	

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Speaker	Topic	Organization	Email	Website	Phone
Jan Allen, moderator	The Big Bang Theory ð Getting the Biggest Bang for Your Meeting				
Gerard Braud	Crisis Communication Creating Relationships Built on Trust - Tools to More Effectively Communicate with Boards, Chapters, Volunteers and Clients		gerard@braudcommunications.com	www.braudcommunications.com	(985) 624-9976
Ellen Castro	The Big Bang Theory ð Getting the Biggest Bang for Your Meeting		ellen@ellencastro.com	www.ellencastro.com	(214) 750-7718
Lisa Fall	The Big Bang Theory ð Getting the Biggest Bang for Your Meeting				
Melissa Floyd	Organizing and Delivering Qualified Attendees			www.shomex.com	(310) 450-8831
Christopher Levy	The Big Bang Theory ð Getting the Biggest Bang for Your Meeting				
Steve Overby	Small Staff ð Large Staff-Implementing Change		psqmarkm@msn.com	www.mattesonavenue.com	(877) 672-2001
Mark Matteson	Luncheon Speaker	Gail Davis & Associates, Inc.			(817) 283-3821
Dr. Will Miller	Texas Hold 'Em ð The Best Bet for Successfully Measuring Meeting ROI	ROI Institute	info@roiinstitute.net		(205) 678-8101
Jack Phillips, PhD	New Trade Show Profit Equation	Freeman	allen.reichard@freemanco.com		(512) 502-1022
Allen Reichard	Exhibitor Training	Bells International	gayle@bellsintl.com		(512) 454-9663
Gayle Sheenhan	The Big Bang Theory ð Getting the Biggest Bang for Your Meeting				
Andrea Sorenson	The Lost Art of Negotiating	Passports to Success	linda@lindaswindling.com		(972) 416-3652
Linda Byars Swindling					

2004 Speakers

Annual Conference					
Speaker	Topic	Organization	Email	Website	Phone
Attwood, Alan					
Barrett, Colleen	Closing Session				
Boyler, Gary	Stealing Genius: More Effectively Marketing to Your Members				
Breden, Cathy					
Bux, Bill	"Human Resources for the Busy Executive"				
Cashen, Christine	"Why Can't Everyone Just Get Along?"				
Chester, Eric					
Dalton, Jim					
Dugan, Bill	The Organized Executive				
Dunn, Barbara					
Fogle, Nancy	"Six Sure-Fire Ways to Add Value to Your Partnerships"				
Glenn, Sam					
Haley, Aaron					
Jacobus, Jim					
McDonald, Kelly					
Mina, Eli	"Dealing with Board Dysfunctions"				
Rasco, Jeff					
Rigling, Paula					
Rigsbee, Ed					

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Speaker	Topic	Organization	Email	Website	Phone
Alfonso Castaneira	Team Building with a Twist				(866)41-DREAM
Bob Dallmeyer	Marketing to Attendees				(323) 934-8300
Jefferson Davis	How to Keep Space Sales up in a Down Economy				(800) 700-6174
Bob Harris, CAE	Association Management		bob@RCHCAE.com		(850) 570-6000
Meagan Johnson	Stop Me Before I Strangle Someone!		Meagan@zapthegap.com		(480) 596-5743
Yvette Savoy	Persuasion and Delegation				(512) 261-9050

2003 Speakers

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Catherine Bailey, CAE	Meeting Rules: What Rules? Everything has Changed	Texas Medical Association			
Eve Becker Doyle, CAE	Lessons Learned: Leadership	National Athletic Trainers Association	ebd@nata.org		
Marilyn Bettis, CAE	Lessons Learned: Leadership	Mmonroe & Co	mmmonroe@bnow.net		
David Brooks	Ten Mistakes Made in Powerpoint Presentations		dbrooks@texas.net		
Steve Clanton	Meeting Rules: What Rules? Everything has Changed	Marriott Rivercenter			
Jim Comer	Ten Mistakes Made in Powerpoint Presentations				
Ed Edmonson	Meeting Rules: What Rules? Everything has Changed	Texas Nursery and Landscape Association	eddy@txnla.org		
Gene Fondren, CAE	Lessons Learned: Leadership	Texas Automobile Dealers Association	president@tada.org		
Don Freeman	Lessons Learned: Leadership	Freeman Company	FreemD@totalshow.com		
Joseph Gardner	The Business Behind the Magic	Disney Institute	Joseph.f.gardner@disney.com		
Paul Hardin	Lessons Learned: Leadership	Texas Hospital Association			
Robert Harris, CAE	Best Practices in Association Effectiveness		bob@helpmembers.org		
Dr. Jim Henning, CSP	The Art of Negotiating	Five Star Speakers	bpulmb@fivestarspeakers.com		
Kent Hughes, CAE	Email Newsletter 101, Creating Connections Electronically	Tiral Smith, Inc.	khughes@trialsmith.com		
Mark Levin, CAE, CSP	Millennium Marketing, Members Count				
Frank McGuire	McGuire's Absolutes	Maguire Communications	fxm@maquireCommunications.com		
Mike Rayburn		Five Star Speakers	bplumb@fivestarspeakers.com		
Paula J. Rigling, CMP	Meeting Rules: What Rules? Everything has Changed	Meeting Planning Professionals			
Ed Robinson, CSP, CPA	Customer Care	Ed Robinson Seminars			
Steve Rudner	Meeting Rules: What Rules? Everything has Changed	Rudner Law Offices			
Charlotte St. Martin	Lessons Learned: Leadership	Loews Hotels			
Nan B. Stone	Lessons Learned: Leadership	Hyatt Regency Dallas			
Jordy Tollett, CFE, PCS	Lessons Learned: Leadership	Greater Houston CVB	jtollet@ghvcb.org		
Terry Townsend, FACHE, CAE	Lessons Learned: Leadership				