



April 14, 2025

Sheraton Downtown Fort Worth

FEATURING:

Keynote Speaker Meg Poag

CEO and Founder of Mission Squared

Leveraging Neuroscience and Emotional Intelligence to Hack Adversity

Educational Tracks

Silent Auction

Exhibitors

Sponsors

PROGRAM

8:00 AM - 8:45 AM	Registration and Networking Breakfast
8:45 AM - 9:45 AM	Opening Keynote Session
9:45 AM - 10:15 AM	Exhibit Hall/Silent Auction DFWAEEngage LIVE
10:15 AM - 11:15 AM	Education Breakout Sessions
11:15 AM - 11:45 PM	Exhibit Hall/Silent Auction
11:45 PM - 12:45 PM	Awards Luncheon
12:45 PM - 1:00 PM	BREAK
1:00 PM - 2:00 PM	Education Breakout Sessions
2:00 PM - 2:30 PM	Exhibit Hall/Silent Auction
2:30 PM - 3:15 PM	Table Topics
3:15 PM - 4:00 PM	Happy Hour Education Panel Session

BEYOND

THE BOXED LUNCH



Meeting food is ... well, meeting food. Under-seasoned and underwhelming. But not at Kalahari. Start your event meal with mouthwatering appetizers, like our Nashville Hot Texas Quail with pickled slaw, green tomato, orange blossom honey, and buttercrust bread. Our passion for food is beyond conventional.



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SESSION DETAILS

Keynote, 8:45–9:45 AM

Meg Poag, CEO and Founder of Mission Squared
Leveraging Neuroscience and Emotional Intelligence to Hack Adversity

Meg is a best-selling author, renowned speaker, and skilled facilitator with a distinguished track record in leadership transformation. As the architect behind the M2 Leadership Framework, she harnesses the power of neuroscience and behavioral psychology to revolutionize the way leaders think and act. Meg's leadership prowess is further exemplified by her tenure as a CEO, where she spearheaded the growth of a company from a modest team of 2 to an impressive 95-strong workforce. Her firm, Mission Squared, specializes in fast, effective transformation of dysfunction and disengagement with its client companies and leaders.



DFWAE SPONSOR

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VISIT

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TEXAS

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SESSION DETAILS

DFWAEngage Live

9:45–10:15 AM

Have We Met? Newbie Session | Magnolia Ballroom

Speakers: Leona Dalavai Scott and Beth Roach

Morning Education Breakout Sessions

10:15–11:15 AM

Lights, Camera, Financial Action: Navigating Financial Reporting | Chinaberry

Speakers: Amanda Feil, CAE, Director of Operations, enSYNC, and Josh Kozinski, CiSE, enSYNC

Take a cinematic journey that blends financial reporting tips with the timeless charm of classic movies. This session uses iconic films as thematic backdrops to explore key financial concepts, from integrity in reporting to decoding complex statements. Participants will gain practical insights and strategies in an engaging and entertaining way.

Track: Association Operations/Innovation

Why Nonprofit Boards are Failing Us and How to Fix Them | Cedar Room

Speaker: TD Smyers, Captain, US Navy (ret), CEO, BoardBuild

The method by which we populate our nonprofit boards makes it difficult or impossible to grow diverse, strong governance leadership. A holistic way to reach a candidate base beyond the spheres of influence of current staff and board members is required to break the cycle.

Track: CEO/Executive/Senior Management

Unleashing the Power of E-Learning for Member Engagement Corporate Development | Oak 3

Speaker: Kellie Tinnin, MA, Owner and President, Kellie Tinnin & Associates, LLC

Seeking strategies to improve member benefits and boost your association's non-dues revenue? Discover the potential of self-paced eLearning courses to generate passive income for associations while simultaneously boosting member engagement and fostering corporate development. Leave this session armed with powerful strategies to elevate member engagement through your e-learning offerings, igniting praise while diversifying income streams.

Track: Education/Events

Beyond the Business Card: Modern Networking Tips for Introverts and Extroverts | Oak 1-2

Speakers: Cathey Wise, CAE, and Asha Desai, CAE

Networking is crucial for our careers yet mastering it can be challenging. We've got you covered! Join us as we share invaluable tips for both introverts and extroverts and engage in real-life networking. Whether you're looking to connect with members, sponsors, leaders or other association professionals, you'll walk away with practical strategies that you can implement immediately.

Track: Marketing/Communications

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Bridge Builder



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ACGIH drove **\$36k** in renewals with their first campaign

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SCHEDULE A CALL



SESSION DETAILS

Afternoon Education Breakout Sessions

1:00–2:00 PM

Life After Launch | Chinaberry

Speaker: Rebecca Achurch, PgMP, PMP, CSM, CAE, Founder and CEO, Achurch Consulting
Go-live of your new AMS is just the beginning. To keep the momentum going and ensure your AMS is working for you, you need continuous engagement. Often, organizations rush past go-live, moving quickly to the "next thing" without exploring all the capabilities of their new AMS. We'll show you how to plan for success in the "life after launch" phase. We'll share strategies to drive long-term adoption, boost ROI, and ensure that your AMS continues to support your mission for years to come.

Track: Association Operations/Innovation

Bridging the Gap: Mastering the Role of a Senior Leader | Cedar Room

Speaker: Greta Zeimet, CAE, SHRM-SCP, American Mensa

Stepping into the role of a senior leader is both a challenge and an opportunity to make a lasting impact. This session offers a practical roadmap for individuals aspiring to excel in unique leadership positions. Drawing on firsthand experience, Dr. Greta Zeimet will explore three key phases of the senior leader journey: preparation, execution, and career development.

Track: CEO/Executive/Senior Management

The Ultimate Assist: Working with CVBs/DMOs from Site Selection to Closing Survey | Oak 3

Speakers: Lisa Bethea, CTA, CTIS, Director of Destination Services, Visit Frisco, Lacy Lange, CMP, Visit Fort Worth, Paola Bowman, CMP, CMM, Arlington Convention & Visitors Bureau, and Heather Walker, CMP, Vice President of Client Services, Visit Dallas

Discover the untapped potential of collaborating with your local Convention and Visitors Bureau (CVB) or Destination Marketing Organization (DMO). This panel discussion will delve into the invaluable resources and support these organizations offer, empowering you to:–Streamline site selection and logistics–Enhance attendee experience through destination expertise and services–Access cost-saving benefits and exclusive deals.

Track: Education/Events

You're Invited to Play the Feud! | Oak 1-2

Speaker: Scott Robertson, IOM, Director of Strategic Accounts, GrowthZone

Get ready to strategize and shout out your answers because GrowthZone's session is inspired by the iconic TV show Family Feud. Put your thinking caps on as we dive into industry trends, member insights, non-dues revenue, and association dynamics. In addition, Scott Robertson, IOM, will ask some of the most popular survey questions from the hit game show "Family Feud" as contestants face off to give the top answers.

Track: Marketing/Communications

Table Topics, 2:30–3:25 PM

Education & Events | Membership | Sponsorship & Exhibits |
Senior Leadership | Conflict Resolution & Communication |
Leadership Development & Succession Planning | Emerging
Trends & Future Challenges

SESSION DETAILS

Happy Hour Education 3:15-4:00 PM

Membership Reimagined: Redefining Value, Marketing Smarter, and Growing with Purpose

Panelists: Mollie Pillman, Associate Director, Member Engagement, ACEP
Meredith Daniels, Relationship Director, Marketing General
Chris Vaughn, Co-Founder, Chief Strategy Officer, Sequence Consulting

Moderator: Mark Jones, Chief Revenue Officer, Blue Sky eLearn & DFWAE Programs & Education Chair

In a time of shifting member expectations, economic uncertainty, and digital disruption, associations must rethink what it means to deliver value. This interactive panel explores how to reimagine membership models, connect with diverse audiences through smarter marketing, and build sustainable growth strategies—despite limited capacity and growing complexity. Learn from association leaders and industry experts who are navigating these challenges head-on, leveraging tools like AI, rethinking traditional structures, and turning uncertainty into opportunity.

ATTENDEE NOTES

Headshot Lounge

Scan the QR Code below to schedule your appointment | [Hotel Lobby](#)



Renee**MEDIA**

Save the Date

DFWAE 2026 Association Day
Monday, April 6, 2026
Great Wolf Lodge
Grapevine, TX

TSAE 2025 New Ideas Annual Conference
September 7-9, 2025
Henry B. Gonzalez Convention Center
San Antonio, TX



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