



Kentucky Society of Association Executives

A Message from the President

<http://www.ksae.com>

*By David Gooch
President*



It's time to start a new year at KSAE. Hello, for those of you that haven't met me, my name is David Gooch and I am your new president. I am not your typical president; I would prefer to speak with KSAE members in a more conversational tone in my monthly article.

I am sure many people would say that it will be a big task to fill Peggy Porter's shoes, but my dog has bigger shoes than Peggy. All kidding aside, she did a darn good job and is to be congratulated for her years of service in various offices and as a member of KSAE.

We held a Board of Directors meeting in late July and began laying the groundwork for this coming year. After doing the standard items of reviewing the minutes, we reviewed the financial statements. Without getting into hard numbers, basically we increased membership activity and dues, but only slightly. Participation in the Annual Convention increased but receipts were down a little. This is because several folks decided to come for just one day. Our Annual Convention in 2010 will be June 6-9, at French Lick Resort and Casino in Southern Indiana. This one will be a blast. We are looking at possibly shortening the agenda to accommodate the needs of members with both their finances and schedules.

With Juva Sizemore Barber relocating to Indianapolis as her husband pursues a medical career, we had two openings for officers. Juva was vice-president and was to be sworn in as president-elect. Richard Vincent would normally have moved up to the VP job. Well, Richard wanted to stay as treasurer, which opened up both the VP and Pres-elect jobs. Being the nice folks we are, we asked Ellen Sykes, former president, to take over the president-elect job. Tod Griffin was elected as our new vice president and convention chair. We know Tod will do a great job in that role, and will help continue the great progress we have already started.

We have had some feedback regarding our organization, and we want to listen to our members. We decided to appoint a committee to investigate the cost and efficacy of conducting a membership survey of needs assessment. We have set the 2009-2010 meeting rotation and RFP's are going out shortly for host sites. We also discussed professional development and are working on the possibility of three or four workshops during the coming year.

We have scheduled another board meeting prior to our August meeting at the Hyatt Regency in Lexington.

Now, you may be wondering what I did at my first Board Meeting as President...not a darn thing. That's the great thing about having such a strong Board of Directors like we have at KSAE. A full list will be available in the *Who's Who of Kentucky Associations*, which will be published in September.

Please make an effort to attend the August meeting and bring a prospective member with you.

EVENTS

KSAE Monthly Meeting
August 26, 2009
11:00AM – 1:00PM

Hyatt Regency Lexington
401 West High Street

Lexington, KY 40507

(859) 253-1234

Speaker and additional
information available soon
on our website!

Sign up today - register at
www.ksae.com.

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Podcasting Basics for Meeting Professionals

-Corbin Ball, CSP, CMP, MS

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Podcasting is a way for event marketers and associations to get messages out to new audiences, it is a way to build traffic to a website, and it can be used as a way to sell your venues at a small fraction of the cost of printing and distributing CDs/DVDs. And the good news is that they can be done very inexpensively.

This article will cover the four simple steps in creating your own podcast.

But first of all, what exactly is a podcast?

A podcast can be thought of as an on-demand audio program delivered via the internet. There are also video podcasts, which follow the same general directions.

Your listeners will find and download your podcast using a free search utility, sometimes called a podcatcher, such as iTunes (www.itunes.com) and then listen to it at their convenience using an iPod, other MP3 player or on their computer.

In 2006 the number of podcasts already exceeded the total number of radio stations in the world. It is estimated that, by 2010, the number of podcast listeners in the U.S. alone will exceed 60 million users. So this is a trend that professional speakers, as expert content creators, should consider.

I have been Podcasting for the past two years through Expo magazine, and can testify that it has brought both traffic to my web site and business.

There are four easy steps to create and distribute your own podcast, and the good news is that the tools to create them are absolutely free.

Step #1. Create the audio file, (which is typically an .mp3 file).

Step #2. Create a related RSS file. RSS stands for Really Simple Syndication – and it is really simple. This file holds the “directions” that enables people who are searching on your topic or name to find the audio file and download it.

Step #3. Upload these two files (the MP3 and the RSS file) to a web site.

Step #4 Check to make sure that these two files have been created and uploaded correctly so that everything works fine.

Let's go into a little more detail on each of these steps:

The first step is to create the .mp3 file. I recommend a free audio recording and editing program from called Audacity ([http://](http://audacity.sourceforge.net/)

audacity.sourceforge.net/). Simply go to the website, download the program to your computer, launch it, plug a microphone and start recording. One tip, a good quality microphone will improve the audio quality. You don't have to spend a fortune on this; a mid-level unidirectional dynamic microphone from most any electronic store for about \$30-40 should do the trick just fine.

The second step is to create an RSS file which contains the directions so that people searching on you topic will be able to find it. As mentioned, RSS stand for Really Simple Syndication, and it is code similar to web design code. But do not fear, you don't have to become a website builder to write this code. It is possible to create this file through a free web-utility from TDSripts (http://www.tdscripts.com/webmaster_utilities/podcast-generator.php) Go to this site, fill in the blanks (there are 12 of them) and it will create the RSS file for you.

The third step is to upload these two files (the .mp3 and the .rss files) to a website – your own website would be a natural choice. This usually takes a file transfer program – I use a free one from SmartFTP - www.smartftp.com. Generally, you will need to check with your web hosting service to determine the exact file location to place these files.

The fourth step is the easiest. It is to validate – to make sure that you have created and uploaded the two files correctly. Simply go to following site rss.scripting.com ([http://](http://rss.scripting.com/)), type in the address of where you have uploaded your RSS file, and click the VALIDATE button. It will tell you if it works or not

Once these steps are completed, all you have to do is to provide the address of your RSS file to anyone who wishes to subscribe to your podcasts. Often times this will be done through your newsletter or website. Your podcast should also be listed in one or more of many directories on the internet – the largest being iTunes.com.

Your podcast will then be distributed through the web and downloaded by eager listeners. It is a totally new way of getting your message out. If done wisely, it can draw traffic to your site and bring in business.

I have one final bit of advice, however. People are used to high production values – the quality that is commonly expected from radio or television stations. Before going live with your first podcast, download and listen to several other podcasts to get an idea of the production protocol usually found within them. For example, music intros and sign-offs are nice, and announcer to introduce you is a good touch. Listen before you leap.

Corbin Ball, CSP, CMP, MS is an international speaker, consultant and writer. His website, www.corbinball.com, offers free meeting planning information, spreadsheets, articles, tips and tools.

COPING WITH YOUR STRESSES AND ANXIETIES IN THE BUSINESS WORLD

By Stanley Popovich

Everybody deals with anxieties and stresses in the business world, however sometimes our anxieties can get the best of us. As a result, here is a list of techniques that a person can use to help manage their daily stresses and anxieties at their job and/or in the business world.

Sometimes, we get stressed when everything happens all at once. When this happens, a person should take a deep breathe and try to find something to do for a few minutes to get their mind off of the problem. A person could take a walk, listen to some music, read the newspaper or do an activity that will give them a fresh perspective on things.

When facing a current or upcoming task at your job or business that overwhelms you with a lot of anxiety, divide the task into a series of smaller steps and then complete each of the smaller tasks one at a time. Completing these smaller tasks will make the stress more manageable and increases your chances of success.

Challenge your negative thinking with positive statements and realistic thinking. When encountering thoughts that make you fearful or depressed, challenge those thoughts by asking yourself questions that will maintain objectivity and common sense. For example, you are afraid that if you do not get that job promotion then you will be stuck at your job forever. This depresses you, however your thinking in this situation is unrealistic. The fact of the matter is that there are all kinds of jobs available and just because you don't get this job promotion doesn't mean that you will never get one. In addition, people change jobs all the time, and you always have that option of going elsewhere if you are unhappy at your present location.

Remember that no one can predict the future with one hundred percent certainty. Even if the thing that you feared does happen there are circumstances and factors that you can't predict which can be used to your advantage. For instance, let's say at your place of work that you miss the deadline for a project you have been working on for the last few months. Everything you feared is coming true. Suddenly, your boss comes to your office and tells you that the deadline is extended and that he forgot to tell you the day before. This unknown factor changes everything. Remember: we may be ninety-nine percent correct in predicting the future, but all it takes is for that one percent to make a world of difference.

In dealing with your anxieties at your job, learn to take it one day at a time. While the consequences of a particular fear may seem real, there are usually other factors that cannot be anticipated and can affect the results of any situation. Get all of the facts of the situation and use them to your advantage.

Our anxieties and stresses can be difficult to manage at our place of work and in the business world. The more control you have over your stresses and anxieties, the better off you will be in the long run at your job and other business endeavors.

BIOGRAPHY:

Stan Popovich is the author of "A Layman's Guide to Managing Fear Using Psychology, Christianity and Non Resistant Methods" - an easy to read book that presents a general overview of techniques that are effective in managing persistent fears and anxieties. For additional information go to: <http://www.managingfear.com/>

THE UN-COMFORT ZONE with Robert Wilson

Defeating the De-Motivator

The sweet strains of a Puccini aria cut through the Saturday night clatter of the busy Italian restaurant in New York City, but it wasn't coming from the aging voice of the Sicilian baritone who was hired to belt out favorites like Funiculi-Funicula. It was a soprano whose crystal clear voice filled the room. Within moments all the ambient noise came to a halt. Diners stopped eating and talking, busboys stopped clearing tables, the cooks even came out of the kitchen.

Singing on the tiny stage was the skinny moon-faced waitress from Ohio. The Sicilian heard she studied opera, so he invited her to join him, but what began as a duet ended in solo as he too was mesmerized by the beauty of her voice. When she finished, the place thundered in applause and I saw tears of gratitude glistening in her eyes. She had hit each note perfectly.

If only she had done that when she auditioned for the Metropolitan Opera. But she choked, flinched, allowed a seed of doubt to creep into her consciousness and thus her voice.

She told me her story over a couple of beers after work. It was the fall of 1984, and I was a fellow waiter at the restaurant; just another struggling artist in the city that never sleeps. She explained that she got nervous during her audition and couldn't hit the high notes. She would get one more chance to audition, but she would have to wait an entire year.

I never found out if she made it; as a writer my art is portable and a few months later I moved to a city where they still have a bedtime. I suspect she did, because that night she received a proof - a vital beginning step.

Doubt is a silent killer. We transmit feelings of doubt to others through subtleties in our body language, facial expression and tone of voice. It is picked up subconsciously by those with whom we communicate. Worse than that, we communicate it to ourselves, and it seeps into our performance. Doubt is the De-Motivator and all too often it prevents us from even trying.

We all suffer doubt occasionally and its cure is always the same: proof. Proof that we are indeed talented enough to do what we set out to do. A proof doesn't need to be big to eliminate doubt. A series of little ones can be just as effective.

I keep a journal - a log - of accomplishments. Both small and large, because they all add up to reasons for believing in my abilities. It is especially important to log the little ones, because they are so easy to forget or overlook, and yet they carry tremendous weight when it comes to giving ourselves confidence.

You say, "I'm just starting out and have no accomplishments." That just means you're not looking in the right places. We all have successes, some of them may be found in different areas of your life. I often read in the Wall Street Journal about women, who after years as stay-at-home Moms, return to the work force in well-paid management positions. They acquire these jobs by citing in their resumes the many skills and achievements they learned through their volunteer work. What talents are you racking up through your hobbies and leisure activities?

Sometimes proof comes to us by comparing ourselves to others. Simply ask yourself, "Out of all the people who have ever lived, how many have attained what I want?" The sheer numbers alone will often be all the proof you need.

When all else fails, fall back on faith. Some of the most successful people in the world had absolutely no proof that they could achieve their dreams. All they had was a strong desire and a belief in themselves. As Martin Luther King, Jr. once said, "Take the first step in faith. You don't have to see the whole staircase, just take the first step."

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit www.jumpstartyourmeeting.com.

NEWS BITS...

Advertisement opportunities - Have you ever wondered how you could put your best foot forward with the organization of KSAE? How about a low cost annual advertising program that reaches over 25,000 per month from member associations and from associations from other states? KSAE only offers advertising to its member organizations. There are several different ways to advertise: website banner ads, e-newsletters and the Who's Who Directory. Each opportunity is value-priced and can be used to highlight your company. The Who's Who Directory will be going to print shortly; don't miss your chance to start a new segment to your company's outward reach for a reasonable price! To start utilizing these advertising options, contact Angela Underwood at angela@ksae.com or 502-223-5322.

Any New News? - What's new within your organization? Let us help get your message out – send updates on staff, business news, renovation or other information and we'll publish it in the KSAE newsletter. All articles and information are due by the 20th of each month to be published in the next newsletter. Please email your stories to Beth at beth@ksae.com.

Wanted: You to share your professional experience! - You may not win a Pulitzer but you could become a published author by sending your articles to the KSAE newsletter! Share your expertise and experience with your fellow association professionals by writing an article. Topic ideas include, but are not limited to: "rightsizing" you meetings, the Green Meeting, current trends/tips, best use of technology that you have experienced recently. All articles and information are due by the 20th of each month to be published in the next newsletter. Please email your articles to Beth at beth@ksae.com.

Say Cheese! - Pictures are worth a thousand words, and we would love to publish your pictures from our recent events. If you have a great picture from a KSAE meeting or the annual conference, please send it to us for inclusion in the newsletter and posting on our Facebook page. All pictures are due by the 20th of each month to be published in the next newsletter. Please email your pictures to Beth at beth@ksae.com.

Facebook - Have you seen the great links on the KSAE Facebook's page? Interesting links on technology designed to help market and promote businesses, using social networking to your advantage and freeware are just some of the topics posted. Please be sure to check out the Facebook page for these and other great links, and be sure to link to our Facebook page – type in Kentucky Society of Association Executives in the search section of your FB page.

Call to Action - "A daring beginning is halfway to winning." Heinrich Heine (1797–1856), German poet

How do you use a "daring beginning" to start your work day? To motivate your members? To encourage your staff? To motivate yourself? To share your services? To network? Send your thoughts, ideas, success stories or challenges on this quote to Beth at beth@ksae.com; results will be published in the September newsletter and on the KSAE Facebook page.

Who's Who Directory for 2009 - 2010 - It is time to produce our very popular 2009 – 2010 Who's Who in Kentucky Associations Directory. This book contains information on State Associations, their meeting planners and their meeting rotations. It also includes detailed information on meeting sites and services available for associations.

KSAE sent out a broadcast email on July 27 with instructions on how to log into the KSAE website to update your information. We ask all members to provide as much details as possible to make this publication a valuable resource for other members. Membership dues for the fiscal year must be paid by September 1 to be included in this year's guide.

This book will include photos and is mailed to all KSAE members. A special advertising rate is available only to KSAE members. Full page and half page spaces are available. There is also a special opportunity for an advertiser on the back cover. Please contact Angela Underwood if you are interested in advertising at 502-223-5322 or angela@ksae.com. Copy deadline is August 25, 2008. Ads should be sent to Dennis Esterle at ableprinting@aol.com.

It's Renewal Time! - Renewal notices were sent out from the main office at the beginning of July. We hope that each of you will choose to renew your investment in KSAE. KSAE offers your organization many tools to help your business achieve and grow. From networking to educational opportunities and advertising, your membership in KSAE provides you with a strong partner for developing and growing your organization. You may renew online with a credit card, or mail a check to our main offices. Thank you for your continued support of KSAE.

ELECTIONS - Ballots were mailed out on August 13 for the upcoming Board for the 2009-2010 season. Please complete your ballot and mail it to the offices **no later than August 24, 2009. Faxed forms or copies will NOT be accepted!!**

2009 -2010 Meeting Schedule Request for Proposals - RFPs were mailed out on August 13 for 2009-2010 meeting locations. Please complete the form and fax it to the offices no later than August 31st, 2009. Please call if you have any questions.

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