



Kentucky Society of Association Executives

<http://www.ksae.com>

EVENTS

March 24, 2010
"Getting your Association or Business into the Social Media World".

KY Broadcasters Association

April 21, 2010
Luncheon
NEW DATE!

Keeneland

May 12, 2010
Workshop - "It Isn't Easy Being Green"

Historic Boone Tavern Hotel and Restaurant, Berea KY
Time: 10AM – 12PM
Lunch certificates given to attendees. More information to follow.

June 6-8, 2010
Annual Conference
French Lick Resort

Aug 25, 2010
Luncheon
Embassy Suites Lexington

September 22, 2010
Luncheon
Hilton Garden Inn
Louisville Northeast

October 27, 2010
Workshop
Location and topic to be determined

November 17, 2010
Luncheon
Churchill Downs

KSAE
1501 Twilight Trail
Frankfort, KY
40601
502-223-5322
502-223-4937 FAX

Contact KSAE at
info@ksae.com

Thank you to those who attended the Legislative Breakfast on January 28 at the Governor's Mansion in Frankfort. Great information was presented on the General Assembly Tax Proposal. The 2010 General Assembly is discussing a proposal for a dramatic change in Kentucky's tax structure. The primary goal of the proposal is the expansion of the state sales tax to a majority of services. Go to the main page of the KSAE website to download the document that shows the impact on service areas and the net increase in new state tax revenues. We look forward to a great turn out at our next luncheon in April!



GET FIRED UP!

How to Accelerate Organizational Performance and Improve Job Satisfaction

The new realities of this economy have challenged business executives at all levels. Uncertainties about the economic recovery, increasing government involvement, rising health care costs, and the motivation of the workforce have placed management in a complicated and tenuous situation. While the challenges seem endless, one of the biggest issues executives face is how to improve performance as well as keep the workforce engaged and maintain a high level of productivity.

A 2010 survey conducted by the Conference Board showed only 45 percent of Americans are satisfied with their work. This is the lowest level ever recorded by the Conference Board in more than 22 years of research. Those that fail to improve job satisfaction are at risk of losing their top talented people to the competition. Losing good employees is bad enough, but businesses are also seeing a growing percentage of unhappy employees staying just for a paycheck. As a result, many organizations are hamstrung with employees who are only performing at a minimal level. What should you do?

HOW TO ACCELERATE ORGANIZATIONAL PERFORMANCE AND JOB SATISFACTION —THE PRIDE SYSTEM

The responsibility for change and performance improvement rests squarely on the shoulders of leaders at all levels. Dr. Edwards Deming said, “The aim of leadership should be to improve the performance of man and machine, to improve quality, to increase output, and simultaneously to bring pride of workmanship to people.”

A motivating environment is one that gives workers a sense of pride in what they do. To show executives and business owners how to accelerate performance and build a more productive work environment, I've created a five-step process called the PRIDE system.

- P-Provide a positive working environment
- R-Reward and recognition
- I-Involve and increase employee engagement
- D-Develop the skills and potential of your workforce
- E-Evaluate and make continuous improvements

STEP 1: PROVIDE A POSITIVE WORKING ENVIRONMENT

Engaged and motivated employees provide the health insurance businesses desperately need in these challenging times. Fran Tarkenton said to find what motivates people, “you have to find what turns people on.” This is the most important factor in the PRIDE process. Senior leaders have the responsibility for setting the culture and climate of their organization. A positive work environment requires leaders are in touch with their workforce. The Walt Disney Company provides an excellent work environment for their employees or “cast members.” They have spread employee assistance centers strategically across the theme park. Some of the services include employee discount programs, childcare information, money orders, postage stamps, check cashing and bus passes. The Walt Disney Company realizes taking care of their employees' needs keep them motivated, on the job and loyal to the company.

STEP 2: REWARD AND RECOGNITION

Pay and benefits are important, but financial incentives are limited in their ability to motivate and drive performance improvement. For most people, the most powerful form of reward and recognition is a job that gives them a sense of purpose and is in alignment with their skills and abilities. As reported in the Conference Board survey, one of the main reasons job satisfaction has decreased is workers do not consider their jobs interesting. Personal recognition is also a powerful tool that increases job satisfaction

and motivation. Mark Twain once said, “I can live for two months on a good compliment.” A pat on the back or a personal note from a peer or a supervisor does wonders. Small, informal celebrations are many times more effective than a once-a-quarter or once-a-year formal event. Graham Weston, co-founder and CEO of Rackspace Managed Hosting, gives the keys to his BMW M3 convertible to his top performing employees for a week. This creative way to reward employees has a bigger impact than cash. He says, “If you gave somebody a \$200 bonus, it wouldn't mean very much. When someone gets to drive my car for a week, they never forget it.”

STEP 3: INVOLVE AND INCREASE EMPLOYEE ENGAGEMENT

People may show up for work, but are they engaged and productive? Job satisfaction increases when there is a process to contribute their ideas and employee suggestions. This gives them a sense of ownership and pride in their work. Marsha Myers of Lee Hecht Harrison said, “Managers usually overlook the company's most valuable asset and source of information - their employees. As the economy slows, creative organizations can find new ways to drive revenue and reduce costs by seeking employee suggestions.” In order to stimulate innovation, Sony Corporation fosters the exchange of ideas within departments by sponsoring an annual Idea Exposition. Scientists and engineers display projects and ideas they are working on. Open only to Sony's employees, this process creates a healthy climate of innovation and drives employee engagement for all those who participate.

STEP 4: DEVELOP THE SKILLS AND POTENTIAL OF YOUR WORKFORCE

Ongoing training and development is a critical element of a successful organization. It helps people become more productive and effective at what they do. Well-trained employees are more capable and have more autonomy over their jobs. It also gives them internal mobility and has a positive impact on employee retention. At Federal Express, all customer contact people receive six weeks of training before they ever answer the first phone call. Learning never stops and testing continues throughout their employment tenure. Every six months customer service people are tested using an on-line computer system. Pass/fail results are sent to each employee within 24 hours. They receive a personalized “prescription” on areas that need reviewing with a list of resources and lessons that will help. Their intensive training and development program have resulted in higher productivity and lower turnover.

STEP 5: EVALUATE AND MAKE CONTINUOUS IMPROVEMENTS

The economic realities we now face require increased vigilance. Businesses must balance cost reductions and cut backs with the needs of the workforce. Organizations should never be content with status quo and must be alert to anything that causes job dissatisfaction and lowers productivity. Many executives have in the past only focused on tangibles such as profit and loss while relegating matters of hiring, development and talent management to human resources. This can no longer be the case. Greg Smith's cutting-edge keynotes, consulting, and training programs have helped businesses accelerate organizational performance, reduce turnover, increase sales, hire better people and deliver better customer service. As President and founder of Chart Your Course International he has implemented professional development programs for thousands of organizations globally. He has authored nine informative books including his upcoming book *Fired Up! Leading Your Organization to Achieve Exceptional Results*. He lives in Conyers, Georgia. Sign up for his free Navigator Newsletter by visiting www.ChartCourse.com or call (770) 860-9464.

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<http://www.chartcourse.com/emailnavnews.htm>

6 TIPS FOR PRESENTING TO A TOUGH AUDIENCE

It was a late Tuesday afternoon when I found myself in a boardroom of one of the largest companies in the world, getting ready to meet with a group of executives and present Behance's research and best practices on execution. I was nervous. Despite the fact that I have a book coming out on the topic and have presented hundreds of times at creative industry conferences and companies, I felt particularly anxious about this presentation.

Why? Because I had been told that this was "generally a very skeptical group." Of course, high-performing executives have high expectations and very little tolerance for ambiguity. But, in my preparatory meetings for this engagement in particular, everyone kept using the words "cynical" and "aggressive" to describe the group.

Ultimately, the meeting went well, but the group kept me on my toes. Upon reflection and after soliciting some advice from a few great presenters I know, I've gathered a few tips to keep in mind when presenting to a tough audience.

- 1. State a measurable and achievable goal up front.** For me, I simply stated that my goal was to have everyone leave with just 2-3 things that, starting tomorrow, they could start doing (or do differently) that would help them with the business.
- 2. Acknowledge the audience, their importance, and their time.** If you're meeting with a high-performing team – or very stressed and busy people – you should acknowledge this up front. Time is precious and attention spans are short. You will gain respect by acknowledging the sacrifices that the team made to attend.
- 3. Check-in with the group throughout the presentation.** Occasionally "checking in" with the group means asking questions like "how does this relate to your situation" and "anything strike you about that particular point?" With quick questions, you can keep the group engaged and, for small groups, increase the amount of questions and conversation.
- 4. Learn and speak the local language.** Before speaking to a group, you should learn the company's common acronyms. When people say SAB (School Advisory Board) and the MC (Management Committee), you should know what they mean. And you should know the names of the leaders, departments, and the various businesses. With this knowledge, you should use it to make your points hit home and tune into the conversations of the group.
- 5. Use industry-specific and, if possible, company specific examples.** Before going in, you should have some case studies to cite. An obvious best practice of any consulting engagement is to ask tons of questions up front. Be sure to get examples of the problems and needs you are trying to address with your presentation.
- 6. Upon conclusion, summarize and provide perspective.** Try to always end a presentation by "bringing home" the content. Restate the few crucial points that you want people to leave with. Great presentations also end with context. Talk about how your points might relate to everyday life and opportunities on the horizon. When your presentation comes to an end, ask for questions. If you don't get any, ask for reactions. The best presentations always end with discussion, whether it is formal or informal.

***This article is based on research by Behance CEO [Scott Belsky](#), whose book, [Making Ideas Happen](#), will be published by Penguin in April 2010. Behance runs the [Behance Creative Network](#), the [99% productivity think tank](#), the [Action Method project management application](#), and the [Creative Jobs List](#).

9 MUST-HAVE APPS FOR MEETING PROS

Feb 10, 2010 3:33 PM, By Sue Hatch

As published at [MeetingsNet.com](#)

As long as you're dragging that smart phone everywhere you go, you may as well put it to work. We've rounded up nine must-have apps for meeting professionals (and a few more just for fun). All are built for the iPhone, but BlackBerry users take heart: some comparable applications are out there.

The great thing about an app is the low cost. The most expensive on our list is \$9.99 and several are free. If you bought the most expensive app in each category below, the most you'd be out is about \$41—a small investment in productivity.

Check out our list, but more important, tell us what app you can't live without as a meeting professional.

1. Track Your Boxes

While shippers including the U.S. Postal Service all have free apps that let you track the status of your conference T-shirt and other meeting essentials, apps such as Package Tracker (\$.99) and Delivery Status (\$2.99) support tracking from multiple services, including UPS, FedEx, DHL, and the USPS.

2. Track Your Flight

While a number of apps compete in the flight-tracking space, Flight Track (\$4.99) allows users to track flights worldwide; check gate numbers, delays, and cancellations; and view live flight maps with weather radar, among other features. The pro version (\$9.99) automatically sends users delay information and other updates on the flights they're following. (BlackBerry users: try FlightView)

3. Better Photos of Big Spaces

When you need a photo of the ballroom or reception space you're checking out but the view is wider than what your iPhone camera will capture, Auto Stitch (\$2.99) can merge up to 20 overlapping pictures to create the effect of a wide-angle camera.

4. Dictate, Don't Type

If your thumb-typing skills aren't up to par, Dragon Dictation (free) is a voice-recognition app that creates voice-to-text transcriptions that can be sent via e-mail or text message, or pasted into any iPhone app. In the words of *The New York Times* technology columnist, David Pogue, "I'm finding Dragon to be a much faster, more efficient way to spit out e-mail messages, notes, text messages and Twitter updates. It's really, really cool." (BlackBerry users: try MyCaption)

5. Web Conferencing

Don't miss a Web meeting just because you're on the road. The Cisco WebEx Meeting Center app (free) allows users to see the shared-screen content on their phones in addition to listening to the audio. Users can also see a list of participants and initiate text chats with them. Another popular app in the Web conferencing space is Fuze Meeting (free). (BlackBerry users: try Fuze Meeting)

6. Track Your Expenses

Whether traveling on a site inspection or to a meeting, receipts pile up. XpenseTracker (\$4.99) makes it easier to track expenses as well as mileage. The expenses can be sorted by date, category, payment type, or client, and exported via Wi-Fi. Using the iPhone camera, users can take pictures of receipts and tag them with location information before exporting.

7. Find a Business

What do you need on the road? A gas station? Movie theater? ATM? Restaurant? The AroundMe app (free) identifies your position on a map, shows you the nearby businesses in any of those categories (and more), and tells you how far away each one is. Super cool: For iPhone 3GS users, the new augmented-reality mode in version 3.5.1 opens your camera and superimposes labels of local businesses on the live image you see on the screen.

8. Get Some Work Done

Let's be realistic, nobody wants to deal with an Excel spreadsheet on a little phone screen, but if you're stuck, it's undoubtedly better than nothing. Quickoffice Mobile Office Suite (\$7.99) and Documents to Go (\$9.99) are among the apps that allow users to create and edit Microsoft Word and Excel documents, as well as view other popular file formats, including pdf and PowerPoint. Both were among Apple's best-selling apps for 2009.

9. Get Organized

There are many, many apps to help iPhone users stay organized. My Lists (\$1.99) is a good choice among the lightweight solutions for creating and organizing to-do lists. A more robust choice, Todo (\$9.99), earns kudos for its ability to sync with iCal and Outlook, manage multiple tasks, and allow phone numbers and URLs within notes to be clickable.

Just for Fun Apps

MeetDifferent (free): A must-have if you're attending Meeting Professionals International's Meet Different conference in February.

MultiBS Bingo (free): When the folks on the podium are speaking in clichés and buzz words, don't get aggravated, play bingo.

Shazam (\$4.99): When you want to know what song is playing on the radio, click this app to find out.

Doodle Jump (\$.99): A cute, fun, and addictive game that you'll like as much as your nine-year-old does.

HOW TO DEAL WITH NEGATIVE FEEDBACK

We often say that social media is a conversation, and what we mean by that is unlike traditional broadcast and print mediums, which are often one-directional, social media is very much a two-way channel. Not only can businesses communicate with their customers, but their customers can communicate with them and with each other, as well. By and large, this type of communication is a good thing — businesses can form more personal relationships with customers and customers can become part of a community around the brands and businesses they want to support.

However, when you open the conversation up to anyone, you can also potentially invite negative criticism that you need to be prepared to deal with. Here's a quick guide to dealing with negative feedback on social media.

Identify the Type of Feedback

The first step to dealing with negative feedback is determining what type of feedback you've received. Negative feedback comes in a few different flavors, each of which is best dealt with by a different type of response. Determining which type of feedback you're dealing with is an essential first step toward figuring out what is the appropriate response.

- **Straight Problems** - Someone has an issue with your product or service and has laid out exactly what went wrong. This type of feedback is negative in the sense that it paints your business in a poor light, but it can be helpful in exposing real problems that need to be dealt with.
- **Constructive Criticism** - Even more helpful is when the comment comes with a suggestion attached. Many customers — including some of your most loyal — will use social media to suggest ways in which you can improve your product or service. While this type of feedback may point out your flaws, and is thus negative, it can be extremely helpful to receive.
- **Merited Attack** - While the attack itself may not be merited, the issue that catalyzed it *does* have merit in this type of negative feedback. Essentially, you or your company did something wrong, and someone is angry.
- **Trolling/Spam** - The difference between trolling and a merited attack are that trolls have no valid reason for being angry at you. Also in this category are spammers, who will use a negative comment about your product or service (whether true or not) to promote a competing service.

Decide How to React

Once you've figured out which type of feedback you've received, your next step is to determine the type of response necessary. The number one rule when responding to all criticism, even the negative type, is to *stay positive*. Adding more negativity to the conversation by letting yourself be drawn into a fight with a customer or user will only reflect poorly on your business.

When dealing with **Straight Problems**, a response is almost certainly necessary. Whether that response is personal or a broad public-facing message depends on how widespread the problem is and how many people reported it. Regardless, if a real problem exists, steps should be taken to fix it and customers should be notified that those steps are being taken. Remember that there will be times when such criticism is the result of a perceived problem rather than an actual problem (e.g., someone who just doesn't like the method by which you do something). Even this type of complaint should be given a response, if only to say, "Thanks for bringing it to our attention, but here's why we do it that way."

Similarly, **Constructive Criticism** also requires a response. Certainly there will be times when you won't want to implement the suggestion given — probably most times you won't — but you'll build loyalty and trust by responding to criticism with a positive message. It is well worth the effort to thank those consumers who took the time to provide you with a suggestion or point out your product's flaws.

Merited Attacks are a bit tougher to deal with, because they're more likely to feel personal. You should always try to keep in mind that this type of feedback, as harsh as it may be, has a basis in a real problem. It is best to respond promptly and with a positive vibe (e.g., thank the commenter for the feedback and assure them that steps are being taken to correct the issue or mitigate their problem, such as offering a partial refund).

The final category is the only category of negative feedback that does not require a response. In fact, it is almost always best *not* to respond to **Trolling** or **Spam**. This type of feedback isn't really feedback at all. It is designed either to bait you into an unnecessary and image-damaging fight, or to siphon off your customers using underhanded tactics. You should always ignore this variety of feedback, and when appropriate, remove it as soon as you spot it.

Written by
Josh Catone, Features Editor Mashable.com

NEWS BITS...

KSAE Annual Convention

The Convention Committee will be meeting at the KSAE office on Friday, March 5, 2010 at 2:00 pm. If you want to join this committee and you have not signed up yet, please send an email to angela@ksae.com or call 502-223-5322.

KSAE Education Committee

"The committee recently hosted its first meeting. If you would like to join the committee, please contact Kathrine Wallender at kathrine.wallender@marriott.com or 859-288-6112. You can also contact Angela Underwood at angela@ksae.com or 502-223-5322."

KSAE Membership Committee

Toni Joyce-National Association of Social Workers, has agreed to chair the Membership Committee. If you would like to participate please contact Toni Joyce at tjoycenaswky@bellsouth.net or at 502-895-3715 or Angela Underwood at angela@ksae.com or 502-223-5322.

General Assembly Tax Proposal

The 2010 General Assembly is discussing a proposal for a dramatic change in Kentucky's tax structure. The primary goal of the proposal is the expansion of the state sales tax to a majority of services. Go to the main page of the KSAE website to download the document that shows the impact on service areas and the net increase in new state tax revenues.

UPCOMING MARCH EVENT

The Education Committee is working hard to bring you some educational and informative workshops. They are planning workshops for the months that we will not be meeting for lunch (March, May, and October).

The first workshop will be:

"Getting your Association or Business into the Social Media World".

Trying to figure out how to get your association or business into the social media world? Or maybe you have built your Facebook page and created your twitter account and now you are sitting there thinking, "what do I do now?"

Join KSAE for a social media discussion with Laura Cole, Associate Director of the AgriBusiness Association of Kentucky, about how to get involved in social media and how to make it work for you.

Bring your laptop along so we can have some "hands on" interaction after Laura's presentation.

Also, if your association or business is already on Facebook and/or Twitter, please send the links to Laura before the meeting – lcole@kyagbusiness.org.

Hope to see you there!

Date: Wednesday, March 24, 2010

Time: 9:00 am - 11:00 am EST

Location: KY Broadcasters Association

101 Enterprise Drive
Frankfort, KY 40601
(502-848-0426)

*If you cannot attend this workshop we will also be presenting as a webinar, however, it would be more beneficial to attend this workshop in person. More information to follow about the webinar portion.

There is no fee for members to attend this workshop. Guests will pay the regular guest fee of \$20.00.

Please register for this workshop online at www.ksae.com under Calendar: upcoming events.

2009-2010 OFFICERS

President

David Gooch

coadavidg@setel.com

President-Elect

Ellen Sykes

esykes@kata.org

Vice President

Tod Griffin

tgriffin@kyretail.com

Past President

Peggy Porter

pporter@iiaak.org

Secretary/Treasurer

Richard Vincent

rvincent@agcky.org

Executive Director

John T. Underwood

info@ksae.com

DIRECTORS

Bill Braden

bradenkca@fewpb.net

Dave Eggleston

daveegg@smalouisville.com

Carmen Grimm

cgrimm@agcky.org

Susan Helm

susiehelm@kar.com

Sarah Jones

sarah@kyeyes.org

Chris Quinn

chris@kbma.net

ASSOCIATE DIRECTORS

Michele Bowling

mbowling@frechlick.com

Joyce Deckard

deckardj@caesarsindiana.com

Kathrine Wallender

kathrine.wallender@marriott.com