

# 2019 OSAM Spring Symposium



**Doing What's  
Right For Our  
Members**



OREGON SOCIETY OF  
ASSOCIATION MANAGEMENT

**Tuesday, May 7**

**Symposium Sponsored and Hosted  
by the Salem Convention Center**



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## CONFERENCE SCHEDULE

**7:00 - 8:30 am**

Exhibitor Set-Up

**8:30 am - 2:00 pm**

Registration Open

**9:00 - 10:00 am**

Opening Keynote: Love Thy Customer

*Presented by Dr. Rick Brinkman*

The first commandment, in today's customer-driven marketplace, is to "Love Thy Customer!" Transcending mere "customer satisfaction" and shooting for customer delight, by fulfilling their needs and making them feel cared for, delivers a true loyal customer base every time.

Voted "Funniest Speaker of the Year" by Sales Forum, Dr. Rick takes the one-on-one game of customer service and reveals how to win-over customers no matter how they behave. With his trademark humor, he delivers communication skills guaranteed to bring back every customer, every time!

Dr. Rick has taught customer service to all industries including those that normally don't think they have customers like government agencies, hospitals, utilities and more.

**10:00 - 10:15 am**

Exhibitor Networking Break

**10:15 - 11:15 am**

Working, Recruiting and Marketing Across Generations

*Presented by Katie Schrock, Owner, Western Insights Media*

Membership recruitment is at the top of every Association agenda, often resulting in the development of a task force or committee who comes up with one general theme to sell the association. Like society, though, associations are made up of different demographics, ranging from age, experience, job description and more. One general marketing theme often generates few potential leads because it does not resonate with anybody. Schrock will outline the importance of cross promoting your organization to highlight the important features that matter to every demographic within your potential membership.

**11:15 - 11:30 am**

Exhibitor Networking Break

**11:30 am - 12:30 pm**

Lunch and Exhibitor Networking

**12:30 - 1:30 pm**

**BREAKOUT SESSIONS**

**A1) LEGISLATIVE UPDATE**

*Presented by Shelly Boshart Davis, Republican Member of the House of Representatives from District 15*

Boshart Davis, a Freshman representative from the Albany / Tangent area, will provide her insight on the issues and challenges surrounding the 2019 legislative session.

**A2) MARIJUANA IN THE WORKPLACE - WHAT EMPLOYERS CAN, CAN'T, AND MIGHT BE ABLE TO DO**

*Presented by Peter Hicks, Director, Jordan Ramis, PC*

**1:30 - 1:45 pm**

Exhibitor Networking Break

**1:45 - 2:45 pm**

Closing Keynote: Facebook Meltdown – How to Avoid a PR Blunder in 2019

*Presented by Chris Edmonds, Principal, Hubbell Communications*

More than ever, organizations and industries are facing crisis communications challenges that threaten their hard-earned reputations. This presentation looks at the anatomy of a crisis: what are the phases, how does a crisis get resolved, and most importantly - what is the first thing you should do when the phone rings at 4am?

**2:45 pm**

Symposium Concludes / Exhibitor Tear-Down

**Doing What's Right For Our Members**

# About Our Presenters

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## Rick Brinkman



Dr. Rick Brinkman is a motivational speaker and trainer best known for his Conscious Communication® expertise conveyed to millions of people via keynotes and trainings, radio, television, print interviews, and numerous award-winning books, videos and audio programs. He has presented more than 4,000 programs in 18 countries to top companies, associations and government clients.

He is co-author of the international bestselling book, *Dealing with People You Can't Stand: How to Bring Out the Best in People at Their Worst*, published by McGraw-Hill and translated into 25 languages. He is also co-author of four others, *Life by Design: Bringing Out the Best in Yourself*, *Dealing With Relatives*, *Love Thy Customer*, and *Dealing with Meetings You Can't Stand: How to Meet Less and Do More*.

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## Katie Schrock



Owner and founder of Western Insights Media and the corresponding affiliation with the That Western Life culture, Katie is passionate about promoting the western industries that see so little representation in today's mainstream news. Her background comes from direct reporting in the legislature of Oregon on ranching, agriculture, and water & land use issues throughout the pacific northwest. Her belief of helping those in the western lifestyle keep their boots in the dirt and hands in the ground is imperative to the legacy of the west, and finds her role in preserving this heritage through story telling in a variety of new and old communication mediums. As a part of her business she currently resides on two magazine editorial boards, writes for an additional three print and e-mediums, manages the production of one podcast, various cinematic pieces, a regional music festival and enjoys, in her free time, starting her own mini ranching operation and practicing/ competing with her two American Quarter Horses in a variety of disciplines.

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## Shelly Boshart Davis



Shelly Boshart Davis is rooted in Linn County and Oregon's agriculture community. She grew up on a family farm in the Tangent and Shedd area. She attended Oregon State University where she earned a bachelor's degree in business administration. Shelly advocates for her community and industry as an active volunteer. She serves on the Government Affairs Committee for the Albany Chamber of Commerce, and previously sat on the local United Way board. In 2016, she was appointed to the Linn County Budget Committee.

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## Peter Hicks



Peter S. Hicks is an executive committee member and shareholder at Jordan Ramis PC. Peter's practice focuses on litigation and counseling, with an emphasis on employment and commercial matters, including real estate and business disputes. He makes every effort to ensure that his clients fully understand the law and its practical impacts, counseling them on regulatory interpretation, employment contracts, non-competition agreements, trade secret protection, and labor relations and negotiations. Peter has represented local, regional, and national clients in state and federal courts and before administrative agencies, including the Oregon Bureau of Labor and Industries, the Washington Human Rights Commission, and the Equal Employment Opportunity Commission. His representation has included cases involving: Title VII and equivalent state laws; The Americans with Disabilities Act (ADA); The Age Discrimination in Employment Act (ADEA); retaliation claims; private sector whistleblower statutes; The Family and Medical Leave Act (FMLA); The Oregon Family Leave Act (OFLA); and employment-related tort claims, including misappropriation of trade secrets, defamation, and interference with business relations.

He is also a member of the board of directors of the KIDS Center and has been involved with the Boys and Girls Clubs of Central Oregon and the Heart of Oregon Corps, providing these important organizations with pro bono legal services.

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## Chris Edmonds



Chris Edmonds brings a wealth of campaign and political experience to Hubbell Communications. As an expert in project management, Chris designs and manages many of the firm's complex communications projects and advises clients on a range of political and communication matters. In 2010, Chris was recognized as Best Campaign Manager by the Oregon House Democrats. A native Oregonian, Chris began his career as a staffer on U.S. Senator Jeff Merkley's successful campaign in 2008. He was recruited to serve as a Regional Director for New Jersey Governor Jon Corzine, and has since worked on numerous other state campaigns and ballot initiatives. Prior to joining Hubbell Communications, he served as Director of Government Affairs for the Department of Human Services, Oregon's largest state agency. Chris holds a bachelor's degree in Political Science from Oregon State University and a certification in Project Management.

# Important Symposium Information

## Location

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All activities of the 2019 OSAM Spring Symposium will take place at the Salem Convention Center, located at 200 Commercial St SE, Salem, OR 97301.

## How to Register

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ONLINE at [osam.org](http://osam.org)

Printed registration forms can be sent to OSAM - 147 SE 102nd Avenue - Portland, OR 97216 / fax: 503.253.9172

## Registration

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Discounted registration fees are available until Monday, April 15. Consult the registration form for more information. Registration confirmations will be emailed to attendees upon processing in the OSAM office, so be sure to list a current email address. Discounted registration is offered to individual members from the same organization. Memberships are on an individual basis and will be verified in the OSAM office at the time of processing. If you are not a current member but wish to receive the discounted member rate, a completed membership application and payment must be submitted with the registration form.

Member and Non-Member registration includes all education sessions and electronic materials (as provided by the speaker; see below), breaks, lunch, and access to the exhibits.

## Handout Information

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OSAM will provide handouts for the presentations (as supplied by the speaker) via our website [osam.org](http://osam.org). Handouts will be available approximately one week prior to the conference. Registered attendees will receive an email with information on how to access handouts, as well as additional conference details. Each individual will be responsible for printing and bringing handout materials on-site if so desired.

## Exhibits/Sponsorships

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Exhibitor and sponsor opportunities are available at this event. For more information, pricing and what is available, please contact Geoff Horning, OSAM Association Manager, at 503.253.9026. You can also view forms on the OSAM website at [osam.org](http://osam.org).

## Continuing Education (CE) Credits

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Attendees who attend the entire conference are eligible for up to four (4) continuing education (CE) hours. A certificate of participation will be available for individual's own record keeping. OSAM does not submit hours on behalf of the individual attendee. Attendees should only claim credit commensurate with their level of participation in the symposium.

OSAM is an official CAE Approved Provider. We will maintain records of your participation in accord with CAE policies. This program may be applied for up to 4 credits toward your CAE application or renewal professional development requirements (specific domain areas depend on session attended).

## Cancellations

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Cancellations received on or before April 12 will receive their total registration fees minus a \$50 administrative processing fee. Cancellations received after April 12 and before April 18 will receive a 50% refund of their total fees. Cancellations received after April 18 are not eligible for refunds. No-shows and same-day cancellations will not be refunded any registration fees. There is no reduction in fees for partial attendance.

## Event Restrictions

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Early registration is encouraged. In the event that room space becomes filled to capacity, some registrants may not be able to be accommodated, and will be notified. Registrations will be accepted on a first-come, first served basis. In the event of inadequate registration, weather problems or other events beyond OSAM's control, the conference may be moved or canceled. Should this occur, an attempt will be made to contact all registrants by telephone and fees will be refunded.

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2019 OSAM Spring Symposium
Tuesday, May 7, 2019 | Portland, Oregon

Only one registrant per form is allowed. To register for the symposium, please complete this form in its entirety and send with payment to the OSAM office OR REGISTER ONLINE at www.osam.org.

Name (Include all Designations) Position Title

Association/Company

Mailing Address

City State Zip Code

Business Phone Email

Website Badge First Name

Is the above information an OSAM database change? Yes No

Registration Fees (fees are per person)

Please check ONE box below. Please remember only ONE registrant is allowed on this form.

Registration fees include all education sessions and materials (as provided by the speaker), morning coffee/tea refreshments, morning and afternoon breaks, access to exhibits, and lunch.

Early/Discounted Registration (Deadline: April 15)

- Member: Association Executive/ED/CEO \$175 per person
Member: Association Staff \$175 per person
Allied Member \$250 per person
Additional Member\* \$150 per person
Non-Member \$400 per person
Additional Exhibitor Rep \$150 per person

Late/On-Site Registration (After April 15)

- Member: Association Executive/ED/CEO \$225 per person
Member: Association Staff \$200 per person
Allied Member \$300 per person
Additional Member\* \$200 per person
Non-Member \$500 per person
Additional Exhibitor Rep \$200 per person

\*From same company/association and must be a designated member representative - Name of first registrant:

Special Needs: If you have any special requirements (medically necessary dietary restrictions, accessibility, etc.), please indicate here (onsite requests cannot be accommodated):

Cancellation/Refund Policy: Cancellations received on or before April 12 will receive their total registration fees minus a \$50 administrative processing fee. Cancellations received after April 12 and before April 18 will be refunded 50% of their total fees. There is no reduction in fees for partial attendance. No-shows or cancellations after April 18 are not eligible for a refund.

Payment Options

- Check (invoice me) Visa MasterCard American Express Discover

If paying by credit card, all fields below must be completed to be able to process payment. Fax credit card payments to 503.253.9172. (For your security, please do NOT email credit card payments.)

Card Number Expiration Date

Name on Card Amount Authorized \$

Signature CV

Card Billing Address

City State Zip Code

Email Card Receipt To

Registrant agrees to grant OSAM and Update Management the right to photograph or video Registrant during participation in the event. Registrant understands that any photographs or recordings may be used by OSAM and Update Management for marketing and promotional purposes, at their sole judgment and discretion, without compensation or credit to Registrant.

Oregon Society of Association Management | 147 SE 102nd Ave. | Portland, OR 97216
REGISTER ONLINE at www.osam.org | Or fax completed forms to 503.253.9172
Questions? Call 503.253.9026 or email info@osam.org
Please do not email registration forms with credit card information