



June 2018



**SAVE THE DATE....November 11-14, 2018**

and Register today on line at [www.fiae.net](http://www.fiae.net)

**CHECK OUT what's planned for the  
the Highlight of the Annual Convention:  
the State Executive Round Table**

*Join your state association colleagues in small groups for interactive dialogue on the hot topics of the day. On Tuesday, each of these **four topics** (below) will be offered twice for one hour each. Attendees will select one of the four for each time period.*

**Playing Nice in the Sandbox: Making it Work With Your  
(and your members) Contract Lobbyists**

Keeping your own contract lobbyist on task and working effectively with your members' contract lobbyists can be a big challenge. How do you get the most bang for your own buck and effectively utilize your members' lobbyists to tackle tough issues at your state capitols. Come to this discussion group prepared with tips for hiring, contracting, reviewing, and setting expectations for contract lobbyists. Any state executive who interfaces with a contract lobbyist will benefit from the discussion.

*Moderator Session One: Brandon Scholz, Wisconsin*

*Moderator Session Two: Wayne Pesce, Connecticut*

**All politics is local: Managing the ordinances and  
regulations at the town/county/city level**

Local ordinances pop all around the state with very little (or no) notice. How do you manage these town meetings? Do you even try? The group will explore the pros and cons. What resources should be devoted to managing local ordinances? If you have no relationship with the town officials, how do you impact the outcome?

*Moderator Session One: Linda Doherty, New Jersey*

*Moderator Session Two: Jon McCormick, Kansas*

## **Fresh Ideas for Staffing**

You hire a new employee, train them over the course of a year, only to have them quit and go down the street to another association! Is simply rehiring a replacement the smartest way to do business today? The table will invite your thoughts and ideas on new ways to look at staffing, internships, outsourcing, performance reviews, motivating, delegating and managing staff.

*Moderator Session One: Kathy Kuzava, Georgia*

*Moderator Session Two: Julie Miro-Wenger, Delaware*

## **An Educational Revolution!**

Longtime conference attendees know the drill: three days in a large hotel or convention center, general sessions that precede education seminars that wrap around trade show hours, followed by cocktails and finger food at networking events, tied up in a neat bow with a closing event that involves dinner and music. It works well, except when it doesn't. Associations are leaving behind the traditional educational sessions and introducing lively, much shorter sessions. Would this work for you? Is it time to shake things up? The group will dip its toe into "TED" talks (how do you even do that?), webinars, live streaming meetings. What ideas have you implemented - or thought of implementing - that can help others? Come with fresh ways to sell your meeting, exhibit space and golf sponsorships.

*Moderator Session One: Michelle Hurd, Iowa*

*Moderator Session Two: Lindsey Kueffner, Carolinas*

**And from our exciting keynote speaker....**

**DAVE CRENSHAW**



## The Culture of Now vs. the Culture of When

Is your organization addicted to the Culture of Now?

The Culture of Now is that desire-that need-to have immediate responses to everything. When a member emails a question, you feel you need to answer it right now. When the phone rings, you need to pick it up now. When a co-worker comes into your office to ask a question, you need to respond right NOW!

Exhausting, isn't it?

The problem with the Culture of Now is that sooner, rather than later, it contradicts itself. As I demonstrate in my book, *The Myth of Multitasking*, you and your team cannot do everything at the same time. So, when you try to do it all now, you end up doing everything very poorly-or even not at all!

On the other hand, the Culture of When says, "I'm going to accomplish it all, and this is when I'm going to do it." In other words, you do respond to everything, but in timely, scheduled manner.

Leaders become more productive when they evolve from a Culture of Now to a Culture of When. Here are three steps you can take to begin that evolutionary process:

1. Give others a *when*. If you delegate a task to someone else, give them a deadline as to when you expect completion. For instance, I could ask an employee, "Hey, John, could you get that to me next Tuesday at three O'clock?" By giving others a clear when, you provide the opportunity to schedule time in their calendar to complete items.
2. Ask others for a *when*. If anyone asks you to do something, ask them for a when, such as, "When is the latest that I can get this to you? Can I get it to you

by Wednesday at three O'clock?" Get a specific date and time so that you both clearly understand expectations. Then schedule a time to complete the items on your calendar.

3. **Commit to a when.** This commitment applies to the schedule of when you're going to check your email, your voicemail, and other messages. The Culture of Now expects you to check constantly through the day. Instead, have a recurring schedule as to when you check those messages. Let others you work with know this schedule, so they learn to not expect immediate, but timely, responses.

In the end, the Culture of Now leads to chaos, confusion, and collapse. On the other hand, the Culture of When leads to control, completion, and confidence.

By following just these three starting steps, you can help your organization start the transition to a much more productive Culture of When.

*Dave Crenshaw is the master of building productive leaders. He has appeared in Time magazine, USA Today, FastCompany, and the BBC News. His courses on LinkedIn Learning have received over 10 million views. He has written five books and counting, including The Myth of Multitasking which was published in six languages and is a time management bestseller. As an author, speaker, and online instructor, Dave has transformed hundreds of thousands of businesses leaders worldwide.*

***Dave will be our keynote speaker at our annual convention on November 11-14, 208 in Puerto Rico!***

**Don't miss this great meeting.....Join us in November at the beautiful Condado Vanderbilt in San Juan, PR...our headquarters hotel for the FIAE Annual Convention!**



**REGISTER NOW for the FIAE Webinar Series:  
Thursday, June 28, 2018 @ 1 pm EST**

**Plastics and Packaging....  
What's Happening Around the Globe and In Your State  
Capitol**

TO REGISTER: <https://attendee.gotowebinar.com/register/7505139218607143170>

**Presenters**

**Emily Tipaldo, Director, Packaging, ACC Plastics Division**

**Tim Shestek, Sr. Director, State Affairs, ACC**

**Shari Jackson, Director, Flexible Film Recycling Group, ACC Plastics Division**

*Plastic packaging is a workhorse. It helps keep the things we rely on fresh, sanitary, clean and in some cases sterile. Often, plastics can provide these benefits using significantly fewer resources and with lower (yes, lower) environmental impacts than alternatives. And, in addition to the upfront contributions to sustainability, the plastics industry recognizes more must be done to increase recycling, recovery and reuse of plastics within a circular economy framework. Plastic packaging faces multiple challenges across the globe - stemming from challenges with marine litter to generating less waste as a society - and the industry is stepping up to the challenges.*

*Additionally, the Wrap Recycling Action Program (WRAP) has exciting program enhancements, including new resources to better support retailers' sustainability goals for plastic film packaging. Listen in and learn more about how the plastics industry plans to achieve 100% recycling of all plastic packaging by 2040, and how each of us can be part of the solutions.*

**Register today for this informative webinar on Thursday, June 28!**

**Webinar Ideas? Newsletter Article Submissions?**

**Send them our way!**