

Colorado Society of Association Executives



{ Executive *Memo*

› Excellence by Association

› SPRING 2009

**Amendment 54: Another Burden
on Political Speech in Colorado**

The Business Side of Identity Theft

The Power of Member Engagement

2009 CSAE Conference



VOL. 3, ISSUE 2

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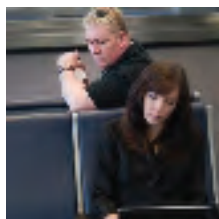
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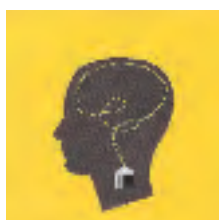
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Contents

SPRING 2009 ■ VOL. 3, ISSUE 2



- >5 **PRESIDENT'S LETTER**
- >7 **CALENDAR OF EVENTS**
- >8 **ADVERTISERS' INDEX**
- >16 **BOOK REVIEW**
- >18 **MEMBER SPOTLIGHT**



6

Amendment 54: Another Burden on Political Speech in Colorado

10

The Business Side of Identity Theft

14

The Power of Member Engagement



20

2009 CSAE Conference

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From the President



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ARE YOU PARTICIPATING?

Trick headline. You probably assumed this article is about to solicit volunteerism and give a “rah-rah” about getting involved in CSAE. But it isn’t.

Don’t misunderstand – I absolutely support and recommend your participation in CSAE. What the headline actually refers to, however, is a conversation I had with a member of an association I manage. He said, “I choose not to participate in the economic downturn.” That simple statement has been inspirational for me and a personal motto I’ve adopted.

My last column focused on maintaining relevance and sustaining tough economic times. It focused on some fundamental management practices to help survive the economic downturn. This time, I’m talking about leadership rather than management.

A visionary association CEO I knew when I lived in the Washington, DC-area told me the key role of the CEO is to “manage the mood” of the organization. It was an interesting way of explaining an age-old leadership maxim that your attitude as the leader determines the attitude of your staff. In associations, it also determines the attitude of your board and, in turn, your members.

I guess it’s always good to prepare for worst case scenarios, but I also believe in the concept of self-fulfilling prophecies. I’m not an economist, but it’s probably safe to say that constant fear-mongering and doom talk by politicians and media personalities, followed by our fearful reactions to them, is a core cause of the problem. So much of our financial market performance is based on “confidence” (another word for “mood”). Don’t get me wrong: I realize there are real foundational economic problems that go beyond the psychological aspect of the crisis. But I also believe our bunker mentality may well be creating or at the very least exacerbating the very outcomes we’re trying to avoid.

The Law of Attraction is a popular “new-age” concept, but it’s absolutely true that you attract what you focus your attention on. If your thoughts focus on financial insecurity, rather than abundance, you’re likely to remain financially insecure.

A colleague of mine has chosen to stop watching the news altogether and, frankly, I see that as an intelligent choice. I’ve gone on a severe news diet myself. The reality is, if I just look at my corner of the world, things are fine – the value of my long-term investments aside.

In fact, in the past two months, organizations we manage have seen all-time record meeting attendance and none of our groups are (yet) experiencing major downturns in membership or participation. I’m well aware that some associations are really hurting right now, particularly those related to the housing and financial services industries. But when I ask CSAE colleagues if they’ve seen major impacts to their associations due to the economy, most say “no.”

Even so, most associations right now are taking a stance that is risk averse, financially conservative, entrenched, and is characterized by lowered performance expectations.

Aside from doing what we ought to be doing anyway – watching expenses, focusing on preservation of capital, etc. – I don’t believe it is advisable to be risk averse or to have lower performance expectations. If anything, now is the time to be creative, innovative and expect success. Bad times for industry can be great for associations. People need us now more than ever. We’re the ones that can provide the tools and ideas that can help our members through tough times. We’re the place those who are in-between jobs can go to network and find opportunities or build their skill sets to improve their marketability.

It is easy to hide behind the economy as an excuse for drops in membership and participation in programs. You can probably even look your board in the eye and say, “It’s the best we can expect under the circumstances.” And this is may be one of the few times when a board will be forgiving, possibly even expecting to hear this from their chief staff executive.

I hope you’ll choose a different path. In order to “manage the mood” of the association, you need to manage your own mood first.

Amendment 54: Another Burden on Political Speech in Colorado

Colorado voters recently enacted Amendment 54, a measure that adds to Colorado's campaign finance regulation scheme. This measure is so broad, however, that two lawsuits have been filed to invalidate several of its major provision.

Amendment 54 prohibits holders of "sole source government contracts" from making contributions to any political party or any candidate for any state or local public office. This prohibition lasts for the duration of the sole source contract, *plus two* (2) years. The amendment defines "sole source government contract" as any contract where fewer than three bids were solicited and which is for an amount greater than \$100,000. Several "sole source" contracts can be aggregated to meet this \$100,000 threshold. Collective bargaining agreements that confer the right of exclusive representation to bind all employees are also sole source government contracts.

The prohibition on making contributions applies to any holder of a contract, defined to mean a 10% holder of shares or interest in that entity, the entity's officers, directors, or trustees, as well as any labor organization and any political committee controlled or created by the labor organization. Importantly, this prohibition is

not limited to contributions made in the jurisdiction in which the sole source contract was let. Instead, it applies to all contributions to all political parties and to all state and local candidates – no matter the office or the jurisdiction of the candidate who will receive a contribution!

These prohibitions apply with equal force to a contract holder's "immediate family." Contract holders are prohibited from making a campaign contribution themselves or on behalf of an "immediate family" member. "Immediate family" is broadly defined to include one's spouse, child, spouse's child, son-in-law, daughter-in-law, parent, sibling, grandparent, grandchild, step-brother, step-sister, step-parent, parent-in-law, brother-in-law, sister-in-law, aunt, niece, nephew, guardian or domestic partner. (Uncles were not included by the amendment's drafters in this list.)

Amendment 54 does not just address campaigns for elected office. The measure also prohibits any person who made a contribution "intended to influence the result of an election"



on a ballot issue campaign from qualifying for a sole source government contract "relating to that ballot issue." (Thus, even contributions made to committees *opposing* the proposed ballot issue would trigger this disqualification.) Unfortunately, Amendment 54 provides no guidelines about what "relating to" means.

The potential penalties for a violation are severe. If a contract holder makes a contribution in violation of the restrictions discussed above, the contract holder will be ineligible to enter into any "sole source" government contracts for any goods or services, or any public employment, with the state or any local government for a period of three (3) years. The recipients of contributions made by individuals or organizations in violation of Amendment 54's requirements must pay restitution costs, including but not limited the expense involved in

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Thursday, October 2, 2009

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Friday, November 6, 2009

PROGRAM FOCUS: Tiding Up Your Shop Professionally

Thursday, December 3, 2009

PROGRAM FOCUS: Celebrating the Holiday Season

- 11:00 a.m.** | New Member Orientation, Spotlight Series, or Networking
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- 12:00 noon** | Program
- 1:00 p.m.** | Wrap Up

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securing a new contract, if necessary. Under certain circumstances, officials can also be removed from office and disqualified from holding any office of trust, honor, or profit in the state indefinitely.

Additionally, any person acting on behalf of the any public entity (the state of Colorado or any city, county, special district, school district or other public entity that receives a majority of its funding from Colorado taxpayers) could be personally liable for the same restitution. So could an individual who is responsible for bookkeeping of an organization covered by Amendment 54. Liability can be avoided if the person has given written notice to the secretary of state or other "appropriate government officer" – another undefined phrase – within ten days of learning of these facts.

Amendment 54 creates filing requirements for organizations that have "sole source" government contracts, including a new Government Contract Summary system that must be filed with the state Department of Personnel & Administration. That notification must be filed "promptly"

– but the meaning of "promptly" is unspecified in the amendment. Information about the filing requirement and the terms to be included in covered contracts is posted on the Department's website. www.colorado.gov/dpa/dfp/sco/contracts.htm.

The two lawsuits filed in Denver District Court allege constitutional violations, given the breadth of the prohibitions enacted and the businesses, non-profits, unions, and individuals affected. The cases will be tried together, and motions for preliminary injunction have been filed by counsel for both sets of plaintiffs. Given the severity of the penalties, associations and their members should move cautiously in making any political contribution if they feel they may hold, or are related to, or are in the running to be, a sole source government contractor. ■

MARK GRUESKIN, ESQ. (MGRUESKIN@IR-LAW.COM) OR DAN STILES, ESQ. (DSTILES@IR-LAW.COM) ARE ATTORNEYS AT ISAACSON ROSENBAUM P.C. AND CAN BE REACHED AT 303-292-5656. ISAACSON ROSENBAUM IS PLAINTIFFS' COUNSEL IN ONE OF THE TWO LAWSUITS OVER THE CONSTITUTIONALITY OF AMENDMENT 54.

ADVERTISERS' INDEX

Beaver Run Resort.....	4
Brand Mentoring.....	15
Breckenridge Hospitality.....	7
Ceavco Rental \$ Staging.....	11
Denver Center for the Performing Arts.....	OBC
Embassy Suites Loveland.....	IBC
GL Specialties.....	18
Grand Junction Visitors Bureau.....	9
ISU.....	19
Keystone Resort.....	16
Marriott Denver City Center.....	17
Marriott Vail.....	13
Raft Masters.....	IFC
Ready Talk.....	12
Scotts Bluff, Gering Nebraska.....	19
Strong Spirit.....	7

How Associations Matter to Colorado March 2009 Membership Survey Results

■ Conference and Event Budget

45% of CSAE members spend \$150,000 or more a year on meetings, conferences, and events.

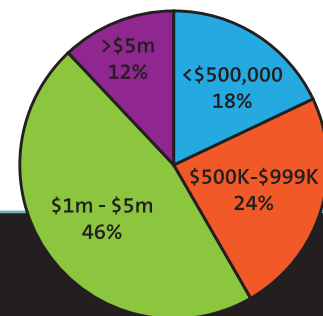
■ Training and Education Budget

29.4% of CSAE members spend up to \$24,000 annually on training and education, 29.4% spend between \$25,000 and \$99,000 annually, 35.2% spend \$100,000 or more annually.

■ Social Networking Membership Genesis

Of those CSAE members positioned on a social networking site 7.8% report that it has generated new members.

Association Budget





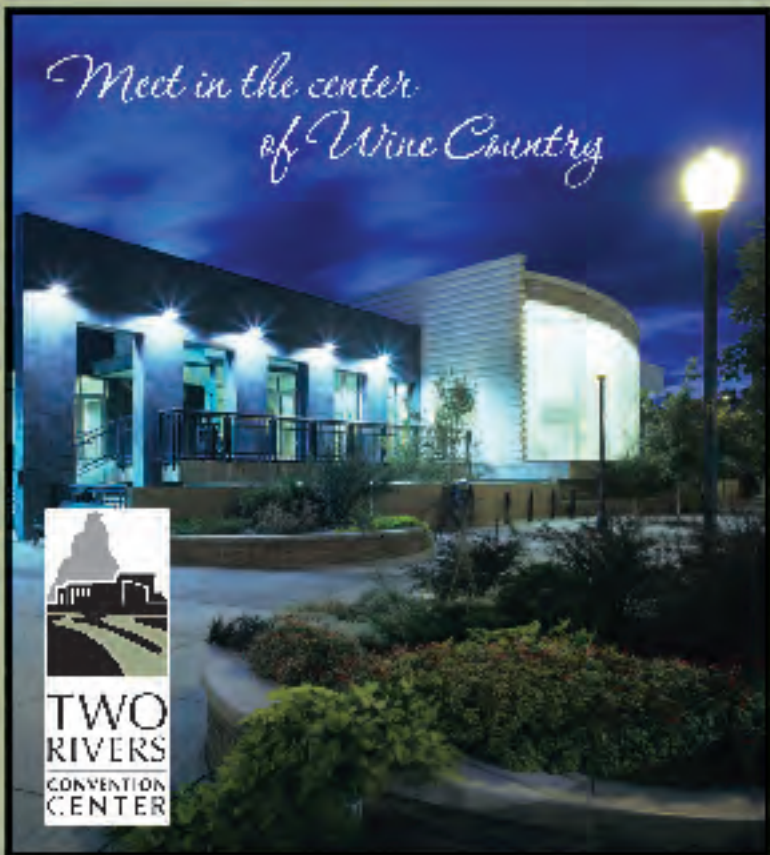
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The Business Side of Identity Theft

According to Dena Peck, an investigative paralegal with the El Paso County District Attorney's Office, who teaches identity theft prevention to community organizations, associations and businesses risk liability if records are mishandled. "Never take laptops, thumb drives, notebooks or files out of the office if they contain sensitive employee or member information, such as social security numbers, driver's license numbers, birthdates or credit card information" says Peck. She advises shredding mail or other documents since "dumpster diving" is a common method criminals use when targeting businesses.

Another commonly used method to target businesses is "pretexting." In this crime, the perpetrator uses a fictitious story, or pretext, when calling a business for the purpose of tricking an employee into disclosing sensitive information about a customer. The caller will often already have bits and pieces of information lending credibility to their story. Associations and

businesses can protect themselves by carefully controlling access to sensitive member or customer information, and by training their employees to be alert to this type of crime.

Attorney Bill Smith, Vice-President of the Mountain States Employers Council, advises, "Employers today cannot begin to know all areas of the potential liability they face in the workplace without having a well prepared resource to rely on. The question often is a negligence standard to determine whether the employer took reasonable precautions to protect the employee's privacy interest when storing documents under the various record retention requirements."

Smith goes on to say that a number of Federal, State and local laws affect employee privacy rights, including The Electronic Communications Privacy Act, The Fair Credit Reporting Act, and The Employee Polygraph Protection Act. Similarly, some states or local governments have enacted

As technology has grown more sophisticated, so has crime. According to a study prepared for the Federal Trade Commission (Synovate Final Report ID Theft 2006.pdf), as many as 10.3 million people were victims of identity theft in the United States in 2005. This number is staggering when you consider the costs involved in time and money for the individuals who fall prey and must restore their "good names." As associations, businesses and individuals, we are all at risk. Two main areas of risk and potential liability exist—business and personal.

laws related to drug or alcohol testing, personnel files, and polygraph tests. Confidential personal information and privacy rights are also part of the Americans with Disabilities Act (ADA), the Fair Credit Reporting Act (FCRA), and the 4th and 14th Amendments of the U.S. Constitution.

The Personal Side of Identity Theft

On the personal level, other commonly used methods of identity theft include:

Stealing mail from mailboxes.

Primarily a methamphetamine-driven crime, Peck says reported incidences in El Paso County have decreased in the past few years, but still believes in exercising caution. She recommends never putting outgoing mail in your home or office mailbox for pick-up, but instead taking it to the Post Office. You should also remove incoming mail from your mailbox as soon as possible.

Skimming. Most often perpetrated by



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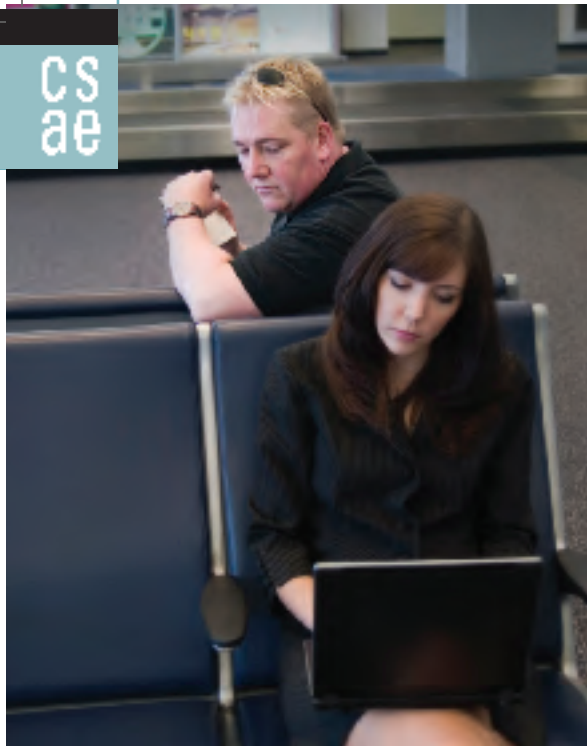
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restaurant employees, this is accomplished using a small, hand-held device or one that's actually mounted to the credit card scanner to read and store your credit card information. Fast food establishments are especially vulnerable to this crime. "Never,

ever use your credit card at a fast food restaurant," advises Peck. You should read your credit card statements carefully as soon as they arrive to make sure all of the charges are yours.

Phishing. In this Internet crime, perpetrators attempt to obtain your personal information by pretending to be a bank or other creditor. In the winter months, many of these emails appear to come from the Internal Revenue Service, and Peck advises that the IRS does not correspond by email. Senior citizens are frequently victims of phishing, so if you have an elderly relative who uses the Internet it's a good idea to caution them.

When it comes to personal protection from identity theft, Peck recommends the following:

1. Avoid giving out your Social Security Number. The Colorado Attorney General's Consumer Resource Guide explains who may require your SSN (<http://www.ago.state.co.us/con-sprot/CoResourceGuide.cfm.html#S>).
2. Check your credit reports from Experian, Equifax and Transunion (Colorado law allows you one free yearly credit report from each agency). Peck recommends that you order one from a different agency quarterly.
3. Review your Social Security statement to ensure reported earnings are actually yours. If you find something that doesn't look right, contact the Office of the Inspector General (800-269-0271).
4. If using a laptop, make sure the hard drive is password-protected in

- case your computer is lost or stolen.
5. If you suspect fraudulent checks have been passed under your name or bank account, you can call Telecheck (800-366-2425).
6. Avoid using debit or credit cards over the phone. The Internet is safer because sites are encrypted.
7. Log off immediately to break the connection after you use a credit card on a secure site or do online banking in case your firewall is inadequate.
8. Update your spyware at least monthly.
9. Review the information provided on the Federal Trade Commission's website: www.ftc.gov/bcp/edu/microsites/idtheft/.

When it comes to preventing identity theft, the bottom line is to exercise caution. As an association or business, apply the Golden Rule when handling employee and member records and treat them as you would want your own personal information to be treated. Your grandmother's expression, "An ounce of prevention is worth a pound of cure," is absolutely true when it comes to identity theft. Guard your good name as if your life depends on it. ■

LADDIE AND JUDY BLASKOWSKI ARE SPEAKERS AND AUTHORS OF THE POPULAR BOOK *THE STEP DYNAMIC: A POWERFUL STRATEGY FOR SUCCESSFULLY GROWING YOUR BUSINESS*. THEIR COMPANY, BUSINESS TRUTHS® CONSULTING, INC., WORKS EXCLUSIVELY WITH BUSINESS OWNERS AND PROFESSIONALS TO HELP THEM BUILD BETTER BUSINESSES, HAVE BETTER LIVES, AND CREATE WEALTH THROUGH BUSINESS OWNERSHIP. THEY MAY BE REACHED AT WWW.BUSINESS TRUTHS.COM.



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The Power of Member Engagement



THREE STRATEGIES FOR A SLOW ECONOMY

Let's face it, your members are bombarded by an army of well-intentioned resources (your competitors) ready to network, educate and sell to them, right? So how do you cement your "bond" with members so they remain with you for as long as humanly possible all while bragging about you to others?

A big part of the answer can be found in your member engagement strategies, specially how you attract and coax conversations online. Given the state of the economy, let's focus on three online strategies where you can still stand out in the marketplace.

1. The Power of Asking | Polling Questions

Getting a member to participate in a dialog often takes asking a question,

but not just any question, we're talking about the provocative question that begs for an opinion to be shared. This strategy can make your organization the industry opinion resource by using a tactic such as, "Question of the Week".

Think of the Gallop Polls, they are constantly asking public opinion questions related to timely topics. Why not apply this principle to your membership base? You can disseminate the questions and answers via email; on your website; within online presentations, such as webinars; and within social networking websites. With online survey tools, data collection has never been easier, just don't be tempted to ask more than one question at a time (that constitutes a survey!).

This strategy can not only actively engage members, it can also provide valuable insights about your members' real attitudes, perceptions, fears, hopes, you name it.

Keep in mind

Polls should not be used to measure member satisfaction. This is about being an aggregator and distributor of interesting industry opinions. If you ask it, be ready to report the results!

2. The Power of Thought Leadership | Webinars

We know members are continually seeking solutions to problems and with travel budgets being cut members will be looking for solutions closer to home. When you couple the right content and marketing promotion, webinars can be a powerful attraction marketing strategy.

Webinars are generally PowerPoint presentations delivered over the web with a presenter's voiceover. They can be used to showcase your association's thought leadership on legislative and regulatory issues and updates; provide continuing education programs; training on a timely topic or delivering credential program education. And the more your members are watching your content, the more they are becoming committed to your organization. Plus webinars can be recorded, expanding their shelf-life as on-demand programs residing on your website.

Keep in mind

Studies regarding webinars show that most attendees prefer solo presenters doing "deep dives" on more narrowly focused topics. Webinars are perfectly poised to compete with out-of-town workshops and conferences, so get ready to get very comfortable with webinars.

3. The Power of Social Networking | Online Groups

While members have joined your network, why not have your organization join their social networks? The power of social networks is manifold but from a membership perspective it's really about engagement and becoming a part of your member's online identity.

Your organization can set up a group within established social networks where your members already congregate, places like LinkedIn and Facebook are two of the biggest social networks. Having an organizational presence on these social networks

allows your members to both engage online and easily tell others in their personal networks about your events and resources. Plus social networks can become a form of "field research" where you can gather insights about your members by observing what they chose to ask and talk about in your groups.

Keep in mind

There only 800 member organizations currently using LinkedIn, so there's still plenty of opportunity. The average age for a LinkedIn user is now 41 years old. Facebook has also gained a lot of traction with at least 40% of its subscriber base over the age of 35 years old.

If you prefer to build your own social network, check out www.Ning.com which provides programmable platforms that allow for custom branding, member blogs, online chat, discussion forums, event calendars and many more features. ■

PECANNE EBY, MBA, FOUNDER OF BRAND MENTORING, LLC BASED IN DENVER, IS A MARKETING CONSULTANT WITH PAST EXPERIENCE AS AN ASSOCIATION EXECUTIVE. PECANNE HAS WORKED WITH THE AMERICAN SOCIETY OF PENSION PROFESSIONALS & ACTUARIES, THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION AND THE WILDLIFE SOCIETY. PECANNE'S MARKETING BACKGROUND ALSO INCLUDES ADVERTISING AGENCY EXPERIENCE, TEACHING, BLOGGING AND SPEAKING. TO LEARN MORE, VISIT WWW.BRANDMENTORING.COM

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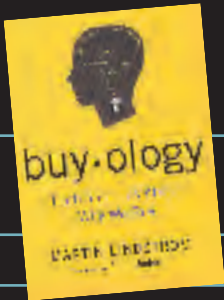
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Pecanne Eby, MBA is a seasoned marketing consultant with extensive association marketing and brand building background. From the practical and tactical to more strategic marketing issues, this is no nonsense consulting that works (and won't make your head hurt!).

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BOOK Review

Buy•Ology—Truth & Lies About Why We Buy
 Author: Martin Lindstrom

> BY MARILEE YORCHAK, CAE

I had been anxiously awaiting this book—I had heard about it, and it was likened to Tipping Point and Made to Stick—both newfound classics in the psychology of marketing. Buy•Ology is another one we can add to that list of classics—it’s that good.

The premise is about neuro-marketing and what behavioral scientists know about our decision-making—how the brain, brands, and emotions drive our buying choices. It was not only an interesting read, but also a useful one!

Lindstrom spent ten years developing research tools that bring together medical knowledge & technology to marketing, with the ability to scan the brain as a way of understanding brain stimulations.

Some highlights:

- > Does product placement really work? No.
- > How powerful are brand logos? Fragrance and sound are more potent than logo alone.
- > Does subliminal advertising still take place? Yes.
- > Is our buying behavior affected by the world’s major religions? Yes, and increasingly so.



> Does sex in advertising work? Not really.

(But you have to read the book to find out why!)

Understanding the multitude of subconscious forces that motivate us to buy is the first step in understanding how to market your own products and services better. Eight out of every ten products launched in the United States is destined to fail, according to Lindstrom. You don’t want yours to be one of them. I can recommend this book to any association executive looking to be smarter about how they market.

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› Dave Kanagy

In early 1984 I began my career in association management as an Educational Coordinator for the Fabricators and Manufacturers Association (FMA) located in Rockford, IL. I spent nearly 10 years developing programs, overseeing exhibit sales and operations, and helping to grow the organization. Following my years at FMA, I accepted a position with The Sanford Organization, a multi-association management company located in Wauconda, IL. As an account executive to several of TSO's clients, I very quickly learned there is a staff – time relationship that has to be managed. If you can't calculate an ROI, it's not likely to be approved. Following five years with TSO, I became the Executive Director of the Iron and

Steel Society (ISS) located just outside Pittsburgh, PA. As the CSO, I learned a myriad of things which provided experience and opportunity to expand on my first 15 years in association management. For the past five years, I've been the Executive Director of the Society for Mining, Metallurgy, and Exploration (SME) here in Littleton, CO.

SME is a professional engineering society primarily comprised of mining engineers, mineral processing engineers, geologists, and other professionals associated with the extraction of minerals and energy resources from the ground. Included in SME are environmental, safety and underground construction professionals as well.

With over 12,000 members and 35 staff, the most challenging aspects to this position are managing the long list of requests and ideas that

are presented daily. It's necessary to review and discuss these items and determine which will provide a service or benefit to the majority of members . . . and then determine how to politely say no to the rest. We use a set of permanent strategic committees to help in the evaluation process, followed by Board and staff review. The other most challenging aspect is "running the business". As I like to say, there is the technical/professional/member interest side of this business and then there is the fiscal side of the business and they have to balance each other. There is nothing we do that we can just ignore the fiscal side nor is there any we do that does not meet a technical or educational standard. We have a exempt purpose for which we operate and we have a responsibility to meet that mission.

The biggest trend affecting SME right now is the recent and very fast drop in commodity prices. Copper, molybdenum, silver, nickel, lead, zinc and many other minerals have experienced price drops by 30 to 70% in recent months. Many of the companies our members work for are now reacting to these changes and I expect that SME will see those changes in a variety of ways so we are preparing for them. But overall, support of natural resource professionals is a good place to be during the current recession.

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My leadership style is to be adaptive to as many changing situations as possible. The first advice I'd give anyone is BE REAL! Don't try and spin the company line all the time. Members and staff will see right through you and then you lose trust and if you lose trust with the staff and members that you are serving, you've made the job much harder than it needs to be. Make the workplace enjoyable. I like to say, a happy employee is a productive employee.

CSAE is a great organization. There are tremendous opportunities for training and networking. I joined because I think CSO's have a responsibility to support CSAE. I only wish there were more time in the day to take advantage of all the programs and opportunities that CSAE provides. I have really enjoyed my experience with Executive Circle and I would encourage all executives in the Colorado area to attend these discussions as they are filled with great ideas, concepts, and practical management programs that stimulate our thinking.

Spending too much time on airplanes, I have the opportunity to read a lot. Last year I probably read 40-45 books which were comprised of a lot of different types of books. Currently, I'm reading "Traitor to his Class", the Privilege Life and Radical Presidency of Franklin Delano Roosevelt. The author, H.W. Brands outlines the conflicts and the resolutions as Roosevelt tried to reach consensus in is decision making. Something we all need to be able to do in association management. ■

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SARAH MICHEL, CSP
 Opening General Session,
 Thursday, June 11



The single most important life skill in determining business and personal success is networking. Think about it! Those that rise to the top have perfected the ability to connect within the organization as well as externally in the community. They are the people quoted in the news, held in high esteem, and considered for the next business opportunity. Learn to transform yourself and your team.

Surviving the Storm
JIM DAVIDSON
 Lunch - Thursday, June 11



In life, business, and mountaineering, there will be storms. For climbers a storm arrives in the form of wind and snow. For the rest of us the storm might be economic difficulties or personal challenges. You'll learn tactics for minimizing losses, as well as strategies for being ready to move forward after the storm has cleared. Veteran association professionals will identify the special role they play during these tough periods, finding that the storm is often just the strengthening needed for success and opportunities ahead.

Be A Shortcut: The Secret Fast Track to Business Success
SCOTT G. HALFORD
 General Session, June 12



Based on his best-seller, Scott Halford drills into the catchphrase "shortcut" that identifies high-quality, influence and value in employees and executives. Be A Shortcut provides new framework and tactics to help you become the professional your organization cannot live without. Shortcut is a way of thinking, a way of doing, a way of being – and when you commit yourself to it, you'll draft your own Blueprint for Success.

It's Your Life: Strategies that Make a Difference
 Obtaining a life with stronger relationships, income, status, respect, and peace of mind
MARCIA MCGILLEY
 Lunch, Friday, June 12



Pulling together critical business skills highlighted during the conference, Marcia will provide a pattern for developing the blueprint for your envisioned success. You'll look at communication in a totally different light. You'll discover the secrets of captivating the best from your most important role and production ever: You and YOUR LIFE! You'll shine even when life isn't smooth and perfect. You'll learn how to recognize and separate your thoughts and feelings, then connect them correctly for appropriate action.

Photoops



CSAE Members enjoy gathering at 8th Annual Legislative Appreciation Reception



SCHEDULE AT A GLANCE

WEDNESDAY | JUNE 10, 2009

Optional Activities: Golf Scramble, Botanic Day Spa, Brewery Tour

7:00 PM Open Reception & Silent Auction

**9:30 PM Hospitality Suite
Taste of Two Cities:
Grand Junction & Fort Collins**

THURSDAY | JUNE 11, 2009

7:30 AM Breakfast

8:15 AM Opening Remarks

8:30 AM Opening General Session
Sarah Michel, CSP

9:30 AM Break/Exhibitor Displays Open

10:00 AM Concurrent Educational Sessions

11:00 AM Break/Exhibitor Displays Open

11:30 AM Concurrent Educational Sessions

12:30 PM Lunch with Keynote
Jim Davidson

2:00 PM Concurrent Educational Sessions

3:15 PM Afternoon Open
Optional Activities: Botanica Day Spa, Brewery Tour, Dude Ranch

6:00 PM Bus Departs/Embassy Suites

FRIDAY | JUNE 12, 2009

7:30 AM Breakfast

8:15 AM Opening Remarks

8:30 AM General Session
Scott Halford, CSP

9:30 AM Break/Exhibitor Displays Open

10:00 AM Concurrent Educational Sessions

11:00 AM Break/Exhibitor Displays Open

11:30 AM Concurrent Educational Sessions

12:30 PM Lunch with Keynote
Marsha McGilley

In addition to exceptional keynote presentations there will be 15 additional educational sessions on specifics of association management to give you the tools and information you need to succeed in today's environment.

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- > EQ + IQ = Sales Results
- > Hunker Up – 89 Seconds to Success™
- > Keeping Membership Dues From Being Downsized
- > Leveraging Today Meeting
- > Making Google Work for You
- > Managing Your Professional Image
- > More Potent Marketing Strategies in the New Economy
- > Online Community for Members
- > Tips for Navigating and Embracing Change
- > Unsolved Mysteries: Managing a Multi-generational Workforce without Going Crazy
- > What's all the Twitter About?

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Annual Conference Registration Form

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Please complete this conference registration form and mail with payment to:

CSAE ■ 2170 S. Parker Rd., Suite 120 ■ Denver, CO 80231 ■ Or fax to 303.368.4222

Register online at www.csaenet.org ■ Questions? Call CSAE at 303.368.9090

Please print or type all information. Photocopy form for additional registrations.

REGISTRANT INFORMATION

Name _____ CAE ___ CMP ___ Other (specify) _____

Name of Spouse/Guest attending with Registrant (if applicable) _____

Assn/Co _____ Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

REGISTRATION OPTIONS

Type of Package (Members)	Thru May 15	After May 15	TOTAL
Complete Conference Package <i>(Includes all meals, breaks, education, & CE points)</i>	\$325	\$425	_____
Thursday Conference Package <i>(Includes all meals, breaks, education & CE points for 6/11/09)</i>	\$225	\$325	_____
Friday Conference Package <i>(Includes breakfast and lunch, breaks, education & CE points for 6/12/09)</i>	\$175	\$275	_____
Meal Package for Spouse/Guest <i>(Includes all meals, networking functions)</i>	\$160	\$160	_____

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Signature _____

You may fax this completed form to: CSAE at 303.368.4222

Email: joant@csaenet.org ■ Register online at: www.csaenet.org ■ Or call 303.368.9090 to register by phone

Group Discounts

Discounts for groups of five or more are available. (\$10 discount per person). Contact Joan Tezak, CAE, CMP at 303.368.9090

Refund Policy

A full refund, less a \$10 processing fee, will be given if written request is received on or before May 15. Cancellations received after that date will be refunded at 50 percent of the registration paid.

Special Needs

If you or someone in your party has a disability and may require accommodations in order to participate please call CSAE at 303.368.9090. If you have a dietary restriction, please describe your restriction: _____

Embassy Suites Loveland – Hotel, Spa & Conference Center Accommodations

Reservations are accepted until May 22 on line at <http://embassysuites.hilton.com/en/es/groups/personalized/FINLESES-CSA-20090610/index.jhtml>
Single, double, triple, and quad accommodations are available at \$89. Hotel room rates are subject to applicable state and local taxes. Rates include a full cooked to order breakfast for up to four persons per room and complimentary hor d'oeuvres during in the evening. Rates apply three days prior and after the conference dates.

Please tell us

- Is this your first CSAE Annual Conference? ___ Yes ___ No
- Please list the primary reason for registering. ___ Education/Speakers ___ Location ___ Networking
- Do you know of someone else who would like to receive information about this conference? ___ Yes ___ No
If yes, please provide us with their name and address: _____

CSAE grants permission to register by fax 303.368.4222

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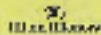
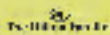
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