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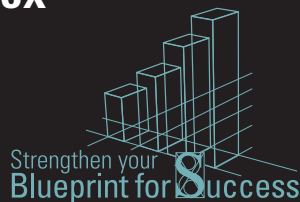
Colorado Society of Association Executives
Excellence by Association

CSAE

Strengthen Your Blueprint for Success

**The Embassy Suites Loveland –
Hotel, Spa, & Conference Center
and The Ranch on the Larimer
County Events Complex**

Annual Conference
June 10 – 12, 2009



Colorado Society of Association Executives

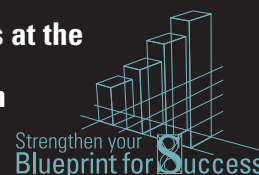
www.csaenet.org



Strengthen Your Blueprint for Success

The Embassy Suites Loveland – Hotel, Spa & Conference Center in conjunction with The Ranch on the Larimer County Events Complex has teamed with CSAE for this year's event. Located just forty minutes from DIA at the intersection of I-25 and Crossroads Boulevard (Loveland exit), this truly is where country meets the city.

At this newly opened facility you'll experience breathtaking views of the Front Range; suites featuring spacious living rooms and bedrooms; a fitness center; indoor pool; sundeck; and therapeutic spa treatments at the full service Spa Botanica, John Q. Hammon's signature spa.



SCHEDULE AT A GLANCE

WEDNESDAY | JUNE 10, 2009

- 7:30 AM** Scramble Golf Tournament
(Shotgun Start) at Mariana Butte
- 6:30 PM** Getting Acquainted:
Meeting Your Conference Guide
(for new conference attendees)
- 7:00 PM** Opening Reception
& Silent Auction
- 9:30 PM** Hospitality Suite –
A Taste of Two Cities
Grand Junction Visitor &
Convention Bureau; Fort Collins
Convention & Visitors Bureau

THURSDAY | JUNE 11, 2009

- 7:30 AM** Breakfast
- 8:15 AM** Opening Remarks
- 8:30 AM** Plenary with Keynote Speaker
- **NetWORTHing™ . . . Real Networking for Real Results!**
Learning to Speak the Language of Others
*Sarah Michel, CSP,
Perfecting Connecting*
- 9:30 AM** Break/Exhibitor Displays Open

10:00 AM Concurrent Educational Sessions

- **Leveraging Today's Meeting!**
*Dorothy Shadrick, MBA, MA,
Association, Conferences &
Exhibition Management;*
*John Sadwith, JD, Colorado
Trial Lawyers Association;*
*Rhonda Scurek, Antlers Hilton,
Colorado Springs, Heather Savoca,
The Arrangers*
- **More Potent Marketing Strategies in the New Economy**
Pecanne Eby, MBA
- **Tips for Navigating and Embracing Change**
*Dr. Gary R. Copeland,
Gary R. Copeland & Associates*

11:00 AM Break/Exhibitor Displays Open

- 11:30 AM Concurrent Educational Sessions**
- **Critical Trends That Could Impact Your Association Over the Next 5 – 10 Years**
*Mark Dorsey, CAE, American
Snowsports Education Associations*
 - **Managing Your Professional Image**
*Shari Harley,
Harley Group International*
 - **EQ + IQ = Sales Results**
Colleen Stanley, Sales Leadership



- 12:30 PM** **Lunch/Annual Meeting/Keynote**
- **Surviving the Storm**
Jim Davidson, Speaking of Adventure
- 2:00 PM** **Concurrent Educational Sessions**
- **Making Google Work for You**
Rhonda Scurek, Antlers Hilton Colorado Springs
 - **Keeping Membership Dues From Being Downsized**
Pecanne Eby, MBA
 - **Online Community for Members**
Christopher Dworin, GoLightly
- 3:15 PM** **Afternoon Open/Optional Activities**
- **Botanica Day Spa**
 - **Horseback Riding (Sylvan Dale)**
- 6:00 PM** **Bus Departs/Embassy Suites for Dine Around in Loveland**
- FRIDAY | JUNE 12, 2009**
- 7:30 AM** **Breakfast**
- 8:15 AM** **Opening Remarks**
- 8:30 AM** **Plenary with Keynote Speaker**
- **Be A Shortcut: The Secret Fast Track to Business Success**
Scott Halford, CSP, Complete Intelligence, LLC
- 9:30 AM** **Break/Exhibitor Displays Open**
- 10:00 AM** **Concurrent Educational Sessions**
- **Hunker Up—89 Seconds to Success™**
Mike Faber, Television Personality & Business Leader
 - **What's all the Twitter About?**
Nora A. Burns, Insightful Endeavors International Inc
 - **CEO Forum**
Panel of Association CEOs
- 11:00 AM** **Break/Exhibitor Displays Open**
- 11:30 AM** **Concurrent Educational Sessions**
- **Unsolved Mysteries: Managing a Multigenerational Workforce Without Going Crazy**
Ava Diamond, Diamond Success Group

- **A Systematic Approach to Advancing Your Career**
Laurie Macomber, Blue Skies Marketing
- **Education Delivery at Its Best**
Alexander Sidorkin, PhD, University of Northern Colorado

- 12:30 PM** **Lunch/Closing Keynote**
- **It's Your Life: Strategies that Make A Difference**
Marcia McGilley, Limelight Presentations

- 1:30 PM** **Microbrewery Tour**
(pre-registration required)

Keynote Sessions:

THURSDAY | JUNE 11, 2009

8:30 AM – 9:30 AM

NetWORTHing™

... Real Networking for Real Results!

Learning to Speak the Language of Others

Sarah Michel, CSP, Perfecting Connecting

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 the secrets to their continual success and walk away prepared to transform yourself and your organizational team.

1:00 PM – 2:00 PM

Surviving the Storm!

Jim Davidson, Speaking of Adventure

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.



FRIDAY | JUNE 12, 2009

8:30 AM – 9:30 AM

Be A Shortcut: The Secret Fast Track to Business Success

Scott G. Halford, Complete Intelligence, LLC

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.

1:00 PM – 2:00 PM

It’s Your Life: Strategies that Make a Difference, Obtaining a life with stronger relationships, income, status, respect, and peace of mind

Marcia McGilley, Limelight Presentations

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, and then connect them correctly for appropriate action.

Concurrent Sessions:

THURSDAY | JUNE 11, 2009

10:00 AM – 11:00 AM

Leveraging Today’s Meeting

Dorothy Shadrick, MBA, MA, Association, Conferences & Exhibition Management

John Sadwith, JD, Colorado Trial Lawyers Association, Rhonda Scurek, Antlers Hilton,

Colorado Springs, Heather Savoca, The Arrangers

How are you maximizing your meeting dollars in these economic times? The focus of this session will be contract wording and enforcement, venue negotiations, tips and techniques for saving time and money, as well as thoughts on positioning future meetings planned 2 to 5 years out.

More Potent Marketing Strategies in the New Economy

Pecanne Eby, MBA

Marketing anything is a bit like mixing up a “cocktail”, there are endless combinations and certain ingredients will make your cocktail more potent. But how do you know which ingredients and methods are most important to utilize? We’ll look at association examples at the macro level in terms of positioning strategies and innovative outreach methods to help inspire you.

Tips for Navigating and Embracing Change

Gary R. Copeland, PhD

Gary R. Copeland & Associates

These are times of great stress and uncertainty. In this session you will learn to identify and name specific stressors that you are currently facing, develop effective coping resources, and create strategies for positive change management and life balance.

11:30 AM – 12:30 AM

Critical Trends That Could Impact Your Association Over the Next 5 – 10 Years

Mark Dorsey, CAE, American

Snowsports Education Association

Mark participated in the recent ASAE and the Center’s research on Designing Your Future. Critical trends and factors, as well as challenges and opportunities on the horizon were explored and discussed. You’ll be introduced to the critical trends that could impact your association over the next five to ten years, and will be given insight on how others are wrestling, dealing with, and preparing for the future.

Managing Your Professional Image

Shari Harley, Harley Group International

Finding out how you’re seen both in your business community and by your colleagues is critical. In this session you will learn tools and techniques for managing your professional image, brand, and career. You’ll learn how to take control of your business or association by knowing how you are perceived. You’ll learn how to manage what you put in front of others. You’ll learn how to leverage your natural strengths. And, you’ll learn how to eliminate behaviors that diminish your professional image.

EQ + IQ = Sales Results

Colleen Stanley, Sales Leadership

This session will get to the core of why many salespeople can’t crack accounts, don’t call on the real decision maker, discount too soon, and don’t bounce back from setbacks. Emotional intelligence skills are the competitive edge for those in sales.



2: 15 PM – 3:15 PM

Making Google Work for You

Rhonda Scurek, Antlers Hilton Colorado Springs

Google has changed, is changing, and now is more robust than ever. For the savvy person in hotel sales this is good news. Back by popular demand, Rhonda Scurek, Antlers Hilton Colorado Springs has agreed to share her secrets in making the internet an effective tool when it comes to prospecting for future business in today's competitive market.

Keeping Membership Dues From Being Downsized

Pecanne Eby, MBA

Afraid your association may become a casualty of budget cutbacks on membership dues? Developing a timely understanding of your members' new fears, pain, attitudes, and beliefs is an essential piece of the membership retention equation. Translating those insights into communications that resonate is where the rubber meets the road. This session will give you the tips and take-away tools for keeping members.

Online Community for Members

Christopher Dworin, GoLightly

Many associations are considering (or should consider) implementing an online community for its members, prospective members, staff and other constituents. This presentation will explore the advantages to an organization that such a community can provide, as well as the advantages that the participants will derive from such a community.

FRIDAY | JUNE 12, 2009

10:00 AM – 11:00 AM

Hunker Up – 89 Seconds to Success™

Mike Faber, Television Personality & Business Leader

CSAE member, Mike Faber will engage you in a brisk session on thriving in 2009's financial reality. You'll walk away with the formula for a compelling value proposition to your members; key trust-builders and actions steps that will make you absolutely vital to your constituents; and leadership resources you can use every day.

What's all the Twitter About?

Nora A. Burns, Insightful Endeavors International Inc

Twitter, one of the power-players in the era of social networking is a force to be reckoned with. You'll walk away with a fresh perspective on the power and risks associated with Twitter; learn how to keep up with current and potential members and clients; and gain insight on how to position yourself as a leader in the marketplace with a loyal network.

CEO Forum

Panel of Association CEOs

What's on your mind? Come with the questions you want addressed. This panel of recognized CEOs from some of Colorado's most prestigious associations will address your questions in an open forum. Topics to be covered in addition to your questions include board relations and expectations of the CEO; staff retention and motivation; managing multiple associations; and contracts/compensations for the CEO.

10:00 AM – 11:00 AM

Unsolved Mysteries: Managing a Multigenerational Workforce Without Going Crazy

Ava Diamond, Diamond Success Group

Are the multiple generations in your association playing well or driving each other crazy? This program goes beyond the differences between the four generations. Lessons of success from companies who are dealing effectively with generational issues will be shared. You'll walk away with the tools necessary for creating and managing a work environment that inspires people to give their continual best.

A Systematic Approach to Advancing Your Career

Laurie Macomber, Blue Skies Marketing

How do you make social networking and connecting with others work for you? Our expert in career development will talk about why maximizing your efforts for developing a career path, enhancing your value, and exploring new opportunities is important. Whether at the beginning, middle, or end of your career, you'll walk away with a fresh perspective on how to enhance your visibility and personal brand.

Education Delivery at Its Best

Alexander Sidorkin, PhD, University of Northern Colorado

Are you burned out on typical methods of educational delivery? Are you going to scream if you see one more power point presentation or flip chart? Separating myth from reality, this session will provide you with the latest research on how we learn. You'll discover what tomorrow's teachers are learning today so you can incorporate these techniques and tools into your next program. Never again do you need to endure a boring presentation.

Share the CSAE Experience | Register as a Group and Save!

Special package pricing is available. Pay the 2-day full conference rate for the first two registrants from the same office. Then add on registrations from the same location for only \$150 each (regardless if 2-day or 1-day registration). All registrations must be made at the same time. This special offer includes meals, breaks, education and the Thursday evening dine around.

The Details

Reserve Your Hotel Room

A personalized group web page has been established for our group. The web page address is:

<http://embassysuites.hilton.com/en/es/groups/personalized/FNLESES-CSA-20090610/index.jhtml>

You may also call the hotel direct at 970.593.6200 and ask for the reservation desk. Please state that you are attending the Colorado Society of Association Executives 2009 Annual Conference.

Group Name: Colorado Society of Association Executives
2009 Annual Conference

Group Code: CSA

Check-in: 10-JUN-2009

Check-out: 12-JUN-2009

Hotel Name: Embassy Suites Loveland—Hotel, Spa & Conference Center

Hotel Address: 4705 Clydesdale Parkway
Loveland, Colorado
80538

Phone Number: 970-593-6200

Rates: \$89 per night exclusive of tax.

Why You Should Attend

This Conference is Packed With Value

- 12 Hours of CAE Credit/Hours Available
- 24 Nationally-Recognized Experts in Association Management & Business
- Inclusive Registration – All meals plus education
- Save Time and Money — You'll hear some of the top business speakers of today without leaving the beauty of Colorado, saving you travel dollars and time!
- Opportunities to build relationships, explore new venues, gain fresh insights, visit a wide range of displays, and enjoy the amenities of the new Embassy Suites Loveland – Hotel, Spa, & Conference Center.
- Explore the many art galleries of Loveland during the Thursday evening dine around.
- Time Sensitive Program – Trends, Issues, and Concerns will be addressed along with possible solutions for your success.
- Relax without Spending a Fortune – Unwind with a therapeutic spa treatment at the full service Spa Botanica, John Q. Hammon's signature spa.
- Golf at Mariana Butte – This continues to be rated as one of Colorado's favorite courses. Participate in the 2nd Annual CSAE Conference Golf Tournament Wednesday morning.
- See and experience Loveland as it is today!

Here is what people said about last year's conference . . . and this year promises to be equally as exciting.

Great conference! As a speaker, it could not have gone more smoothly. As a participant, it couldn't have been more fun and enlightening. It was a special pleasure for me to meet so many members. Thank you. – *Dick Durrance, Drinker Durrance Graphics*

Great conference again this year. The keynotes were really outstanding. – *Marilee Yorchak, CAE, Business Marketing Association*

I thoroughly enjoyed my time at the conference and look forward to attending again next year. The people were very welcoming, the programming was well planned, the presentations were excellent, the food was great and the setting was lovely. What more could anyone want? – *Saul Rosenthal, SFR Public Relations*

2nd Annual Conference Golf Tournament

Less than an hour's drive from Denver, Mariana Butte is a world away from big-city blues. Mariana Butte is a premier, 18-hole course featuring soaring elevated tees, challenging holes that border the rushing Big Thompson River, and breathtaking vistas of the Rocky Mountain Front Range. Repeatedly chosen as one of Colorado's favorite courses, Mariana Butte is the perfect place to relax and rediscover the good things in life.

6:30 AM

Registration Check In

7:30 AM

Shotgun Start – Scramble Format

12:30 PM

Buffet Lunch

Registration Fee:

\$125 per golfer

**Includes 18 holes, cart, luncheon,
and range balls**

See opposite page for Registration Form.

Embassy Suites Spa Botanica

We are Pleased to Offer An Amazing SPA Deal for CSAE...
From **Embassy Suites...Spa Botanica**

Buy \$100 in spa services and receive a \$25 credit towards retail spa product purchased on the same day.

Offer not valid with any other promotions. One offer per guest. Not valid towards gift certificates. Offer valid for June 9 – 13, 2009 only please.

Please call for an appointment at 970-612-2380





Loveland, CO

2nd Annual CSAE Conference Golf Tournament Wednesday, June 10, 2009 7:30am Shotgun Start

6:30am

Registration/Driving Range Open

7:30am

Shotgun Start

12:30pm (approx)

Buffet Lunch

Cost:

\$125.00 Per Golfer

Includes 18 holes, cart, luncheon and range balls

Registration Deadline: June 1, 2009

Name & Organization

1. _____
2. _____
3. _____
4. _____

Team Contact Phone/Email: _____

Complete Foursome not necessary - we will pair ones, twos or threes.

Payment: Amex Visa MasterCard Check

Name on Card: _____

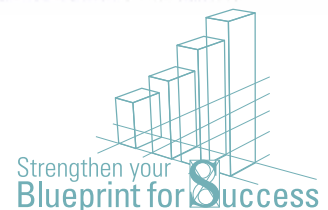
Credit Card #: _____ Exp: _____

Mail Registration & Payment to:
CSAE
2170 South Parker Road, Suite 120
Denver, CO 80231

Questions Contact:
Rhonda Scurek
719-955-6212
rhonda.scurek@hilton.com



Colorado Society of Association Executives
Excellence by Association





Annual Conference Registration Form

Embassy Suites Loveland Hotel Spa & Conference Center

The Ranch on The Larimer County Events Complex, Loveland, CO ■ June 10-12, 2009

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 22	After May 22	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	_____

PAYMENT METHOD

Make check payable and mail to:

Colorado Society of Association Executives
2170 S. Parker Road, Suite 120 ■ Denver, CO 80231

Credit Card Payment \$ _____

Name on Card _____ Card Number _____

Expiration Date _____ Security Code (3 or 4 digit) _____

Signature _____

Group Discounts

Discounts for groups of three or more are available. 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

a. Is this your first CSAE Annual Conference? ___ Yes ___ No

b. Please list the primary reason for registering. ___ Education/Speakers ___ Location ___ Networking

c. 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: _____