

AOP Registration Form

Name _____

Title _____

Assn/Bus _____

Address _____

Phone _____

Fax _____

E-mail: _____

Non-member: \$150

PASAE Members:

1st person from same organization: \$99

2nd person from same organization: \$79

Name _____

Title _____

3rd person from same organization: \$59

Name _____

Title _____

Enclosed is check # _____ made payable to PASAE for \$ _____

Visa MasterCard

AmEx Discover

Acct # _____ Exp. _____

Signature _____

Mail to: PASAE

777 East Park Drive, Suite 300

Harrisburg, PA 17111

Fax: (717) 232-4550

Questions? Phone (717) 232-4500

PASAE
777 East Park Drive, Suite 300, Harrisburg, PA 17111



Presents

Association

Orientation

Program

An Introduction
to the
Fundamentals
of Association
Management

Please route to all office
personnel interested in
learning the
fundamentals of how
associations work

December 5 and 12, 2008
777 East Park Drive, Harrisburg

Association Orientation Program
Dec. 5 and 12, 2008

Dates

The seminar will be conducted in two sessions: Friday, December 5, from 9 AM to 12 Noon and Friday, December 12, from 8 AM to 11:15 AM (this is the same day as the PASAE Holiday Luncheon at Harmony Hall, Middletown). Registration will begin a half-hour before the session starts on December 5.

Location

Location for both sessions is:

Penn Grant Centre
777 East Park Drive
Harrisburg

Call the PASAE office at (717) 232-4500 for more information

Who Should Attend

This educational session is invaluable to anyone in the association field, particularly if you are new to associations.

♦ **Association Staff** both new and seasoned can improve their job performance and job satisfaction by gaining an understanding of how associations function and how each individual staff position affects the whole.

♦ **Industries that Serve Associations** will benefit from learning how associations function and what factors drive their decision-making processes.

♦ **Everyone Else With an Interest** in getting an "inside view" of what associations do, including volunteers and people interested in association management as a career.

Content

Course Outline—Day 1

1) Membership/Marketing

Presenter: Joyce Reiner, CAE

**Special Assistant to Executive Director,
PA Optometric Association**

Demographics

Dues

Member Services

Recruitment Efforts

2) Communications & Public Relations

Presenter: Gene Veno

Executive Vice President

PA Chiropractic Association

Defining Your Publics

Types of Communications

Media Relations

3) Government Relations

Kathy Mebus, RN, CAE

Vice President, State Legislation,

**Hospital & Healthsystem Association
of PA**

Statutes

Regulations

Lobbying

Political Action Committees

Day 2

4) Fundamentals of Associations

Association Management

Presenter: Joseph M. Geiger, CAE

Executive Director, PASAE & PANO

Structure

Functions

Governance

Membership

Board and Staff Roles

Strategic Planning

5) Meetings & Conventions

Presenter: Sandra A. Sipe, CMP
Director of Sales and Marketing

**Radisson Penn Harris
and**

Leslie Beamer, CMP
President

Beamer Consulting

Types of Meetings

Function of Meetings

Value

6) Finance

Presenter: Dave Sheppard, CAE

**Chief of Staff, Evangelical Free
Church of Hershey**

Policies

Financial Statements &

Methods of Accounting

Budgets

Cost

PASAE Members

\$99 1st person from your organization

\$79 2nd person from your organization

\$59 3rd person from your organization

Non-members

\$150 per person

Cost includes a binder of all presentation materials to take home as a valuable reference.

Registration

Full registration must be paid at least one week in advance of the scheduled program. PASAE will accept written cancellations up to one week prior to the scheduled program and will refund the registration amount minus a \$25 administrative fee. No refunds will be given for cancellations within one week of the scheduled program.