

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
Acct # _____ Exp. _____

Signature _____

Mail to: PASAE
777 East Park Dr., #200, Harrisburg, PA 17111
Fax: (717) 232-4550 Questions: (717) 232-4500

PASAE
777 East Park Drive, Suite 200, Harrisburg, PA 17111



Association Orientation Program

An Introduction to the
Fundamentals of Association
Management



PLEASE ROUTE TO ALL
OFFICE PERSONNEL
INTERESTED IN LEARNING ABOUT
THE FUNDAMENTALS OF HOW
ASSOCIATIONS WORK

Association Orientation Program
Oct. 28 and Nov. 4, 2005

October 28, 2005
777 East Park Drive, Harrisburg
November 4, 2005
Wyndham Harrisburg-Hershey

Dates

The seminar will be conducted in two sessions: Friday, October 28, from 9 AM to 12 Noon and Friday, November 4, from 8:30 AM to 11:30 AM (this is the same day as the PASAE Annual Business Meeting and Luncheon). Registration will begin a half-hour before the session starts.

Locations

Session 1, October 28

PASAE office, Penn Grant Centre
777 East Park Drive, Harrisburg

Session 2, November 4

Wyndham Harrisburg-Hershey
4650 Lindle Road, Harrisburg
(Swatara Exit of I-283)
Phone: (717) 564-5511

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 Service 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

- 1) Fundamentals of Associations
 - Structure*
 - Functions*
 - Governance*
 - Membership*
- 2) Association Management
 - Board and Staff Roles*
 - Strategic Planning*
- 3) Membership/Marketing
 - Demographics*
 - Dues*
 - Member Services*
 - Recruitment Efforts*
- 4) Meetings & Conventions
 - Types of Meetings*
 - Function of Meetings*
 - Value*
- 5) Communications & Public Relations
 - Defining Your Publics*
 - Types of Communications*
 - Media Relations*
- 6) Government Relations
 - Statutes*
 - Regulations*
 - Lobbying*
 - Political Action Committees*
- 7) Finance
 - Policies*
 - Financial Statements & Methods of Accounting*
 - Budgets*

Instructors

PASAE members with years of experience in association management will share their expertise and insights covering a broad spectrum of association functions.

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.