



JOIN US!

Friday, January 11, 2008

Radisson Penn Harris Hotel & Conference Center
Camp Hill, PA

Happy 2008!



Chilly? Warm up with some cozy new sessions to kick off the New Year!

Session 1: Extreme Message Makeover—Association Edition

Whether it is e-mail, correspondence, brochures, or meeting announcements, association executives and staff accomplish important work through writing. In the hectic pace of a business day, most people muddle through, but they don't achieve the best possible results. They miss opportunities to capture attention, create urgency, or influence members to act. This workshop will share strategies to do all three, plus help you avoid mistakes that can sabotage your messages.

Bonus: You'll leave this workshop with models you can use on the job!

Bonnie Budzowski is the author of *Secrets to Get Busy People to Respond to Your Messages*, and *Clickety Clack: 86 Ways to Keep Your Speech on Track*. She is past president of National Speakers Association—Pittsburgh Chapter and past managing editor of *Speaker Magazine*.

ALL PASAE PAST PRESIDENTS ARE INVITED TO BE OUR GUESTS FOR LUNCH.
PAST PRESIDENT BOB EDWARDS WILL BE HIGHLIGHTING PASAE'S 30 YEARS

**Special Business Member's Session:
Marketing to Associations**

Join our very own Chris DeMeo for an informational seminar on how to increase your share of the State Association market opportunities available through PASAE.

Association members spend literally millions of dollars each year on the goods and services you provide. What percentage of this market are you capturing? Find out how to get your fair share and much more. Seminar will focus on guerilla sales and marketing techniques that can be used for all markets to attract and capture more business as well as the many advertising.



Chris DeMeo has 20 plus years experience in hospitality sales and marketing. He is the owner of Hospitality Services Network, The Mom's Card and Printstuffnow.com

***FREE TO BUSINESS MEMBERS!** 10:00 - 11:30 a.m.

On registration form, select this session, but pay for lunch only.



AGENDA

- 8:30 a.m. Registration & Continental Breakfast
- 9:00 a.m. Sessions 1 & 2
- 10:00 a.m. Business Member's Session
- 11:30 a.m. Reception
- 12:00 p.m. Lunch
- 1:30 p.m. Wrap Up

Session 2: Public Policy - PA Mid-session Update

Was all the reform worth it? In the wake of the 2006 election "purge", the General Assembly was forced to rethink how it conducts business, and how the public views the "system".

Ted Mowatt, CAE, one of Harrisburg's leading association lobbyists, and PASAE member, leads an informative discussion on what has happened so far in the 2007-08 session, and offers a look ahead to what Pennsylvania associations can expect in 2008.

Register TODAY! Form on reverse side!

PASAE Professional Development Series - January 2008

Friday, January 11, 2008 ♦ Radisson Penn Harris Hotel & Convention Center
1150 Camp Hill Bypass ♦ Camp Hill, PA, 17011 ♦ Ph. (717) 763-7117

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Assn/Bus _____

Name _____

Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Check if you wish to have your credit card receipt emailed to you

Do you have any special dietary/accessibility needs? Yes No

If so, please List attendee name(s) & describe: _____

CK # _____ FOR \$ _____ IS ENCLOSED

VISA MASTERCARD AMEX DISCOVER EXP. _____

ACCT # _____

**MAIL COMPLETED
REGISTRATION TO:**

PASAE
777 East Park Drive
Suite 300
Harrisburg, PA 17111

FAX TO:

(717) 232-4550

QUESTIONS:

(717) 232-4500

PRICING PER PERSON MEMBER NON-MEMBER

FULL CONFERENCE \$55 \$70
(Continental Breakfast, Professional Development session & Lunch)

MORNING SESSION \$40 \$45
(Continental Breakfast & Professional Development session)

LUNCH ONLY \$30 \$40

TOTAL ENCLOSED _____ _____

*Please keep a copy of this completed form for CAE/CMP credit

Please indicate which session you will attend:

- Extreme Msg Makeover Public Policy Update
 Association Marketing 101 (Business members)

