

# PASAE PROFESSIONAL DEVELOPMENT

Friday  
July 11, 2008  
Holiday Inn Conference Center  
New Cumberland

Get out of the HEAT and into some  
GREAT EDUCATION!

REGISTER TODAY!



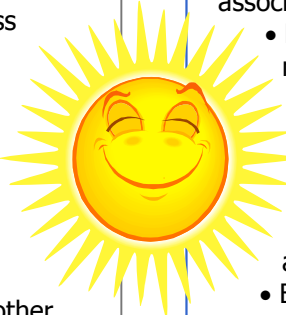
## SESSION 1 - Hi Speed Rapport Building via NLP (Neuro-Linguistic-Programming)

"People like to do business with people they like!" Fair or not so fair, this is a reality all great business people know well. Effective rapport building translates into more and better business for you and is a big boost to your job security. All of us have been taught traditional methods of building rapport with our account base. We mostly rely on words to accomplish this ("Isn't it humid today?", "Nice tie!", etc.), yet NLP teaches us that words are likely the least effective means of "connecting" with another human being. Are there ways that, at least on the unconscious level, we can build instant and binding rapport with prospects, customers, and even co-workers? NLP says "yes" and teaches us the non-traditional skills to do just that. Happier customers, happier bosses, happier you!

Join Presenter **Ed Iannerella** for this exciting session!

**Ed Iannerella** is noted for having fun in his sessions due to his delivery style of "enter-TRAINment" ®. He has spoken at PCMA 2006, PA Tourism and Lodging Assn 2007, as well as annual hotel conferences for the Blackstone

Group of hotels, Best Western International, and Choice Hotels, to name a few. In addition to delivering sales related programs all across the US, Ed has provided sales training to clients in Canada, England, Mexico, Aruba, Argentina, Guatemala, and El Salvador. Ed developed a property sales background as Director of Sales for full service Marriott hotels and former National Director of Sales and Training for Residence Inns. In addition, he is a contributing author for articles on hotel-online.com.



## SESSION 2 - Summertime Networking Success

*Working the Beach... Plane... Vacation...*

Networking doesn't take the summer off!!! Spend the morning with **Soni Dimond** and find out how your association can *Be Remembered by September*:

- Make lemonade: Sweeten up your casual summer networking and make a profit from it! Invite business colleagues and their support staff to join you at social events, baseball games, picnics.
- Lighten up your language: Value the art of easy, relaxed communication.
- Transit talk: Know the unwritten rules of dialog and behavior while traveling by Land, Sea or Sky.
- Buff up your beachside manner: Seaside secrets to networking at the shore!
- Enjoy summer "reading": Read others' body language with verbal and nonverbal clues you can use.
- Learn to build your reputation while others are on vacation!

## AGENDA

- 8:30 a.m. Registration & Continental Breakfast
- 9:00 a.m. Sessions 1 & 2
- 11:30 a.m. Networking Reception
- 12:00 p.m. Lunch
- 1:30 p.m. Wrap Up

Communication coach, author, publicist and media relations specialist **Soni Dimond** is a nationally-recognized keynote speaker and a news placement authority. Listed among Pennsylvania's **Best 50 Women in Business**, Soni blends her public speaking expertise with more than 25 years of global media relations experience and communication training.

Soni's has a professional history with the media and public relations, including on-air experience as a news reporter and anchor-woman at WHTM-TV in Harrisburg and WGAL-TV in Lancaster and has made national appearances. As a member of National Speakers Association, Soni brings her ideas, techniques and tips for successful, positive relationships to business associates and colleagues.

Soni is launching her new book, **LIFE'S A PITCH!**™. This publication is designed to encourage individuals to improve their communications skills and to conduct effective presentations in front of a wide variety of audiences. Her memorable message is: "Be aware; be sincere; be your best!" ©

Try our Quick & Easy online  
registration at [www.pasae.org](http://www.pasae.org)!

# PASAE Professional Development Series - July 2008

Friday, July 11, 2008 ♦ Holiday Inn Conference Center

148 Sheraton Drive ♦ New Cumberland, PA 17070 ♦ Ph. (717) 774-2726

8:30 a.m. Registration & Continental Breakfast ♦ 9:00 a.m. Sessions ♦ 11:30 a.m. Reception ♦ 12:00 p.m. Lunch  
(Exit 40-A off of Interstate 83)

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 # \_\_\_\_\_

**TRY OUR EASY ONLINE REGISTRATION at [www.pasae.org](http://www.pasae.org)**

**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:*

Rapport Building                       Summertime Networking

**GET OFF YOUR HUMP and  
REGISTER ON-TIME!**  
Registrations received less than 48 hours prior to the event add \$5.00.  
Payments received after the day of the event add \$5.00.  
**Cancellations** must be received in writing. No refunds for cancellations received less than 48 hours prior to the event.

**Online Registration  
is Quick & Easy!  
Try it TODAY!**

