



JOIN US!

Friday, November 9, 2007
Sheraton Harrisburg-Hershey
Harrisburg, PA

Please join us for this exciting meeting featuring Board & Officer Elections and our guest Luncheon speaker, John Graham, CAE, President & CEO of ASAE! Also joining us will be the Executives from PSAE (Pittsburgh), DVSAE (Delaware Valley), and NJSAE (New Jersey).

Choose from one of the following great sessions:

What Every Association Needs to Know About Branding

Take a look at the brands you love. Ever wonder how they got to be such great brands? In this entertaining and educational presentation, author Kae Groshong Wagner walks you through the world of branding - from the Brand Building Blocks to how to strengthen your brand. From small businesses to larger corporations, everyone who hears this presentation will walk away knowing how to increase their brand strength and how to create a better brand experience.

In a world where low-price is king and everyone faces commoditization, the only salvation is to embrace a branding strategy in your company. Learn how to identify your brand strengths and capitalize on them.

Kae Groshong Wagner is CEO and Founder of North Star Marketing, Inc. She is a 20-year veteran of marketing and is a published writer, author of two books: The Power Principles of Marketing, and The CEO's Little Black Book on Branding and an award-winning communicator.

Meeting Planning at It's Best!

This is no ordinary Meeting Planning 101 educational seminar. Join us for an amazing educational session that presents experienced/advanced level meeting professionals with strategic business and meeting management skills. This comprehensive educational session is focused, intimate and exciting. You will surely walk away with immediate knowledge to apply in your current position.

Are you looking for new direction to stimulate excitement in your meetings and events? Then plan to attend this exhilarating session to discover the latest and hottest trends influencing association meetings and events! You'll leave this session with improved skills in organizing or hosting your association meetings. Join your fellow meeting planners to learn more today!

Session Speaker To Be Announced

AGENDA

8:00 a.m.	Registration
8:30 a.m.	Continental Breakfast
9:00 a.m.	Sessions
11:30 a.m.	Reception
12:00 p.m.	Lunch John Graham, CAE Election of Board/Officers
2:00 p.m.	Wrap Up

Register TODAY! Form on reverse side!

PASAE Professional Development Sessions, Networking Reception & Luncheon

Friday, November 9, 2007 ♦ Sheraton Harrisburg-Hershey
 4650 Lindle Road ♦ Harrisburg, PA 17111 ♦ Ph. (717) 558-4610

8:00 a.m. Registration ♦ 8:30 a.m. Breakfast ♦ 9:00 a.m. Sessions ♦ 11:30 a.m. Reception ♦ 12:00 p.m. Lunch

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 ACCT # _____

EXPIRATION _____ SIGNATURE _____

**MAIL COMPLETED
 REGISTRATION TO:**
 PASAE
 777 East Park Drive, Suite 300 (717) 232-4550
 Harrisburg, PA 17111

QUESTIONS:
 (717) 232-4500

<u>PRICING PER PERSON</u>	<u>MEMBER</u>	<u>NON-MEMBER</u>
FULL CONFERENCE (Continental Breakfast, Professional Development session & Lunch)	\$55	\$70
MORNING SESSION (Continental Breakfast & Professional Development session)	\$40	\$45
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:

Branding Meeting Planning

DON'T BE A TURKEY!

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.

