



Capital Region Workshop & Luncheon

Sacramento Marriott Rancho Cordova

Friday, June 6, 2008

Special Thanks to our Sponsor



Reno's Premier Hotel Casino!

Schedule of Events

Registration Begins

7:30 a.m.

Membership Session:

Maximize Your CalSAE Membership! (*complimentary*)

8:00 a.m. – 9:00 a.m.

Education Sessions

9:00 a.m. – 11:15 a.m.

Networking

11:15 a.m. – 11:45 a.m.

Luncheon

11:45 a.m. – 1:30 p.m.

Member Session:
Maximize Your CalSAE Membership!

Discover how to build a road map to professional success using your CalSAE membership. Whether you are a new member or a veteran, this complimentary session will help you maximize your membership!



Sacramento Marriott Rancho Cordova

11211 Point East Drive
Rancho Cordova, CA

<http://www.marriott.com/hotels/travel/sacmc-sacramento-marriott-rancho-cordova>

Welcome to the Sacramento Marriott Rancho Cordova Hotel. Situated in Rancho Cordova, their elegant 4 Diamond hotel can host all your business, leisure and meeting needs.

Morning Education Sessions (Select One):

Session 1: "Millennium Membership: How to Attract and Keep Members in the New Marketplace" - *Mark Levin, CAE*

The importance of membership recruitment and retention to an organization's success won't change in this new century — but your members and potential members will! How well organizations deal with this new generation will determine if, and how much, they can grow. **Nationally-renowned expert, Mark Levin, CAE**, will help you:

- Learn how to identify the "new marketplace"
- Find ways to use technology to recruit and retain members
- Determine how to enhance your organization's image
- Understand the need to create a membership "experience"

Session 2: Social Networking for Professionals
- *Tony Stubblebine*

What about blogging, podcasting and social networks? How do we use them? How do our members expect us to use them? How can we get beyond dipping our toes in and actually start swimming? Come hear from one expert who can tell you from personal experience that it is time to come on in, the water *is* warm!

Tony Stubblebine is the founder and CEO of CrowdVine, a social network company specializing in turning conferences and meetings into amazing professional networking opportunities.

Luncheon:

The New Face of Membership - *Mark Levin, CAE*

With multiple generations now actively involved in all organizations, there needs to be better understanding of, and better communications among, these various generations if the important work of each organization is going to get done. Get specific suggestions on what leaders and organizations can do to reach, motivate and recruit this multi-generational target market.

For over 25 years, Mark Levin, CAE and CSP (Certified Speaking Professional), has been helping organizations throughout the world grow and prosper. When Mark talks (or writes!) about membership development or volunteer leadership, it's with the voice of experience.

NEW – Online registration now available! Go to www.calsae.org, and click on the "Calendar of Events" link on the home page.

Complete registration form on Page 2 and fax or mail by 5/30/08 to:

CalSAE • 1301 H Street • Sacramento, CA 95814 • Fax: 916-443-8008

Registration Form

Capital Region Workshop & Luncheon

Sacramento Marriott Rancho Cordova

Friday, June 6, 2008

Attendee (please copy form for additional attendees)

Name: _____

Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Special Needs: _____ Vegetarian

YES! I'll attend the complimentary "Maximizing Your Membership" Session.

Education Session (does not include lunch):

(Session qualifies for 2 CAE certification/recertification points)

Session 1 or Session 2

CalSAE Member \$60 = \$_____

Add'l Member, Same Firm \$45 = \$_____

Non-Member Guest of Member \$65 = \$_____

Non-Member \$80 = \$_____

Luncheon:

CalSAE Member \$35 = \$_____

Add'l Member, Same Firm \$25 = \$_____

Non-Member Guest of Member \$40 = \$_____

Non-Member \$55 = \$_____

If registering after May 30, 2008, please add \$10.

TOTAL: \$_____

Payment Method:

American Express

Visa

MasterCard

Check # _____

Bank Card #

Expiration Date: ____ / ____

Cardholder Name:

Signature:

The planners and sponsors of this function claim no liability for the safety of any attendee while in transit to or from this event. The planners and sponsors reserve the right to change speakers and/or cancel the event due to unforeseen circumstances without penalty. The total amount of any liability of the planners and sponsors will be limited to a refund of the attendance donation.

Note: CalSAE membership is individual. If you are not a member, please pay the non-member price.

Cancellations received prior to 72 hours will receive a refund otherwise CalSAE will retain all registration fees.

If you do not receive an e-mail confirmation within 24 hours please contact the CalSAE office at 916-443-8980.