



**Marines' Memorial Club & Hotel Union Square**

600 Sutter Street  
San Francisco, CA 94102  
(415) 673-6672

The Marines' Memorial Club & Hotel blends old world with modern comforts. It is intimate and elegant, with a private club atmosphere. When you arrive, you will sense a spirit of welcome that will remain with you throughout your stay, thanks to an extraordinary team of employees, many of whom have been with the Club for decades.

*(Copy Form for Additional Registrants)*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Org: \_\_\_\_\_

Address: \_\_\_\_\_

City, St, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Vegetarian  Special Needs \_\_\_\_\_

**SAVE TIME! Members register online at [www.calsae.org](http://www.calsae.org). Go to the "Calendar of Events" link on the home page.**

Or fax/mail your registration form to CalSAE:  
775 Sunrise Ave., Ste. 270 ~ Roseville, CA 95661  
Fax: 916-749-3369

ASAE Northern CA Network and CalSAE Collaborative Education  
**Bay Area Region Education Luncheon**

*Special thanks to our Host:*

**Marines Memorial Club & Hotel Union Square  
Wednesday, July 28, 2010**

*Membership Session - Maximize Your CalSAE Membership:*

*10:30 a.m. – 11:30 a.m.*

*Networking: 11:30 a.m. – 12:00 p.m.*

*Luncheon: 12:00 – 1:30 p.m.*

**Creative Solutions:**

**Generating Event Revenue During The Recovery Economy**

Associations must be agile and creative to meet the challenge of budget slashing and economic constraints of their customers. Contracts signed years ago, in good times, reflect higher hotel room rates and attrition penalties; associations need creative solutions to move forward. Alternative strategies to sustain professional conferences and achieve revenue expectations are an imperative discussion for many associations: How do we drive attendance to reach the necessary room nights? How do we achieve budgeted revenue in a time of unanticipated freezes on funds?

**Dr. Carole Anderson**, Vice President of Education at the American Society on Aging, will begin sharing her organization's attempt to solve these and other challenges for their 2009 conference. ASA's story will be in "Ignite" format: 20 slides in 5 minutes – a succinct visual and verbal presentation, followed by a World Café discussion of key points from this conversation including brainstorming ideas for revenue generation.

**Event parking** is available for Marines' Memorial Club guests at the Olympic Park Garage with validation (validation machine is located in the Hotel Lobby) at the current rate of \$5.00 per hour for up to 4 hours or \$20.00 maximum for up to 10 hours.

*\*\*This program qualifies for one CAE credit.*

**Morning Membership 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 veteran, this **complimentary** session will help you maximize your membership!

**Registration  Yes! I plan to attend the Maximize Your Membership Session**

CalSAE or ASAE Member \$49 x # of registrants \_\_\_\_\_ = \$ \_\_\_\_\_

Add'l Member, Same Firm \$39 x # of registrants \_\_\_\_\_ = \$ \_\_\_\_\_

Non-Member Guest of Member \$55 x # of registrants \_\_\_\_\_ = \$ \_\_\_\_\_

Non-Member \$60 x # of registrants \_\_\_\_\_ = \$ \_\_\_\_\_

**If registering after 07/21/10 please add \$10.** \$ \_\_\_\_\_

**Total Amount:** \$ \_\_\_\_\_

American Express  Visa  MasterCard  Check # \_\_\_\_\_

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**NOTE:** CalSAE membership is individual. If you are not a member, please pay the non-member price. **Cancellations** received prior to 72 hours before the event will receive a refund otherwise CalSAE will retain all registration fees. 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. **If you do not receive an e-mail confirmation within 24 hours please contact the CalSAE office at 916-443-8980.**