

ASSOCIATION MANAGEMENT 101

Registration Deadline:
Friday, April 2, 2010

Name _____

Job Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

E-mail _____

Member Fee

KCSAE Member \$149

Group Rate* \$130

Non-Member Fee

Non-Member \$199

Special Offer** \$229

TOTAL

\$

*For 2 or more KCSAE members from the same organization. Please submit each person's registration form together.

**Includes AM 101 registration fee AND 1 year membership in KCSAE. A savings of \$79!

3 WAYS TO REGISTER

⇒ **ONLINE** with PayPal using a credit or debit card at www.kcsae.org/page/registration

⇒ **MAIL** registration form with check or credit card information to: **KCSAE, Attn: AM 101 Registration**
P.O. Box 23728
Shawnee, KS 66283-0728

⇒ **FAX** registration with credit card to KCSAE at **913-685-8459**

If Paying by Credit Card: Please print clearly.

MasterCard Visa

Card No. _____

Exp. Date _____

Cardholder's Signature _____

Why is AM 101 for You?

AM 101 will help jump-start your orientation to the association world.

"AM 101 was very informative and gave a great overview to all aspects of associations. It was great for people new to the field."

Quickly become an association insider with the understanding of the business objectives and challenges associations face.

"Excellent learning experience for association management, networking and collaboration with peers from a variety of association backgrounds."

Broaden your scope of association knowledge and experience.

"Excellent meeting. Outstanding opportunity to network and learn!"

"Very informative—learned many things that will help me in my position—but mostly gave me a much better understanding of the "Big Picture"

For more information, contact:
Cynthia Edmunds, Executive Director
Kansas City Society of Association Executives

cedmunds@kcsae.org
www.kcsae.org
913-685-8459



ASSOCIATION MANAGEMENT 101

APRIL 12 -13, 2010



**Enhancing your
professional knowledge**

Hosted by Kansas City Association of REALTORS
11150 Overbrook Road, #100
Leawood, KS 66211-2235

AGENDA

Monday, April 12, 2010

8:00	Registration
8:30	Welcome, Introductions, and Icebreaker AM 101 as a Learning Community
9:00	A Snapshot of Associations in 2010: Trade Associations, Professional Societies, Association Management Companies & Charitable Organizations
10:30	BREAK
10:45	Government Relations Overview
Noon	Networking Lunch <i>(Included in registration fee)</i>
1:00	Membership Marketing, Development & Services
2:00	Meeting Management in a Nutshell
3:00	BREAK
3:15	Chapter Development
4:00	Careers in Association Management & KCSAE Networking Opportunities
4:30	Open Discussion

Tuesday, April 13, 2010

8:30	Wake-up and Work Together!
8:45	Working with Volunteers
10:15	BREAK
10:30	Financial Considerations for Your Association
11:30	Lunch on Your Own
12:45	Changing Face of How Associations Communicate
2:00	Legal Issues in Association Management
2:45	BREAK
3:00	Association Trends & Resources/ Emerging Issues Forum
4:15	Open Discussion

*Schedule may change without notice.
Check www.kcsae.org for the latest updates.*

EXPLORE the Association World

⇒ If you are **just starting your career**, this course will help jump-start your orientation to the business world and to the association's vital niche within it. You will have the chance to learn the fundamentals of association structure, programs and operations while you build your professional network of peers in association management.

⇒ If you are a **seasoned professional**, but new to association management, AM 101 will help you quickly become an association insider with an understanding of the business objectives and challenges associations face.

⇒ If you are an **experienced association professional**, AM 101 is designed for you too. The process of learning never stops. If you are ready to broaden your scope of association knowledge and experience, AM 101 will give you a solid overview of association programs, presented by experienced association professionals.

⇒ If your business provides products or services to associations, AM 101 can benefit you too. By learning the fundamentals of association operations, you will better understand the business objectives of your association clients.



ENHANCE Your Professional Knowledge

KCSAE is pleased to announce this unique opportunity to enhance your professional knowledge and expand your network of professional peers through its annual Association Management 101 course. AM 101 helps to prepare you for the world of work unique to associations. The two day program provides a rich learning environment that helps you better understand organizational structures, government relations, membership marketing and development, organizational communications, meetings and conventions and more.

STRENGTHEN Your Professional Network

Everyone who attends AM 101 will be connected to a vital network of association professionals. You will meet expert presenters, peers, association colleagues and new friends who share your commitment to excellence in association management. Let AM 101 be your link to a professional network that can enhance your career.

For more information, visit
www.kcsae.org