Association Management 101

ABOUT BOB HARRIS, CAE

Bob Harris, CAE has more than 20 years of experience with associations. His seminars are interactive, focused on core-knowledge and member needs. He utilizes case studies, trends and headlines board orientation, training, strategic planning, staff training and consulting. He is the author of Association Management 101 Online©; creator of the Association Self-Auditing Process© and co-author of “Building an Association Management Company.” His philosophy is to promote the association management profession and share the tools of success.

Bob is a frequent speaker at ASAE events and many state SAE conferences. He has studied thousands of nonprofit organizations to develop best practices. He will share many of these with you at the Association Management 101 seminar. He offers hundreds of complimentary, downloadable management documents on his website at www.nonprofitcenter.com.

PROGRAM OVERVIEW

Association Management 101 will introduce fundamental concepts, answer questions, offer resource and focus on three core competencies to be a great executive:

- **Strategic Direction**
- **Board Development**
- **Organizational Structure**

The Core Competency Discussion will cover in detail:

**Organizational Structure**
- Mission, Vision & Values
- Operating Framework - Business Model
- Inventory, Assess and Improve Your Association

**Board Development**
- Primary Functions of a Board
- Ten Responsibilities of the Board
- Obedience, Loyalty and Care
- Board Orientation Topics

**Strategic Direction**
- Strategic Planning in 60 to 90 Days
- Strategic Planning Terms
- Strategic Planning Discussion Worksheet & Templates
- Sustaining the Plan
- Reading the Organization

Other topics and resources that will be discussed include:
- History and Impact of Associations in America
- Unique Terminology of Associations
- Career Opportunities - Professional Development, Career Pathways, Certifications
- Trends in Associations
- Certification - CAE

A seminar featuring Bob Harris, CAE is a **not to miss** event! Take this opportunity to hear him in Columbia on November 9. As one association executive said about Bob’s seminar, “Your session is the most practical I have ever attended!”
REGISTRATION
Please complete the following form and return with your payment to SCSAE, P.O. Box 1763, Columbia, SC 29202. You may also fax forms to (803) 252-0589 or register online at www.scsae.org. Questions? Please call (803) 254-0873.

Name________________________________________
Association/Company ________________________
Address_______________________________________
City/State/Zip_______________________________
Telephone____________________________________
Fax__________________________________________
Email________________________________________
Additional Names of Those Attending:
_____________________________________________________________________________________
_____________________________________________________________________________________

Registration Fees:

  Amount
  ____ $49     SCSAE Member
  ____ $99     Non-Member
Total $_____

Payment:__________________________
  _____ Check  _____ AE  _____ VI  _____ MC
Card Number ________________________
Exp.________ Signature __________________

Seating is limited, so please register early. Cancellations will be accepted in writing until Friday, November 2. Please send a substitution if you cannot attend. The deadline for registration is November 6, 2007.

Please return form and payment to:
SCSAE • P.O. Box 1763 • Columbia, SC 29202