



Affiliate Leadership Training Program

Gaylord Palms Resort & Convention Center

May 13-14, 2011

AGENDA

Friday, May 13, 2011

Time	Track Code/ Presentation ID	Session	Speaker(s)	Convention Center Location
8:00 a.m. – 5:00 p.m.		Registration		Sun Registration Desk #1
12:30 p.m. – 1:30 p.m.		Opening Remarks General Session - <i>Selling Your Affiliate's Value in the New Economy</i>	Mike Taylor, C.P.M. Kevin Williams	Sun A Ballroom Level
1:45 p.m. – 3:30 p.m.	AA	Affiliate President, Vice President and Board of Directors: The Necessities	Eddie Burton Doug Kolpak, CPSM, CPSD, C.P.M.	Sun A Ballroom Level
	AB	Affiliate Secretary/Treasurer: The Necessities	Jim Haining, CPSM, CPSD, C.P.M., A.P.P.	Sanibel Ballroom Level
	AC	Education: The Necessities	Mike Babineaux, CPSM, C.P.M., A.P.P.	Tallahassee 1-2 Ballroom Level
	AD	Membership: The Necessities	Kevin Nolan, CPSM Mark Thompson, C.P.M.	Miami 1-2 Ballroom Level
3:45 p.m. – 5:00 p.m.	BA	Affiliate Strategies	Karen Fedele, CPSM, C.P.M. Fred Ledbetter, C.P.M.	Sun A Ballroom Level
	BB	Planning and Running an Effective Meeting	Ellen Berry, CPSM, C.P.M.	Sanibel Ballroom Level
	BC	Fundraising	Mike Gifford, CPSD, C.P.M.	Tallahassee 1-2 Ballroom Level
	BD	ISM As a Resource	Jan Miller	Miami 1-2 Ballroom Level

Saturday, May 14, 2011

8:00 a.m. – Noon		Registration		Sun Registration Desk #1
8:30 a.m. – 9:45 a.m.	CA	Marketing Strategy	Kevin Nolan, CPSM Ellen Berry, CPSM, C.P.M.	Sun A Ballroom Level
	CB	Affiliate Online Membership Reporting	Jim Haining, CPSM, CPSD, C.P.M., A.P.P.	Sanibel Ballroom Level
	CC	Leadership Essentials	Karen Fedele, CPSM, C.P.M. Frank Kosakowski, CPSM, C.P.M.	Tallahassee 1-2 Ballroom Level
	CD	Affiliate Bylaws, Policies, Procedures and Job Descriptions	Eddie Burton Marty Rutkovitz	Miami 1-2 Ballroom Level
10:00 a.m. – 11:15 a.m.		Roundtable Discussions		Sun A Ballroom Level
11:15 a.m. – 1:00 p.m.		Lunch on your own		
1:00 p.m. – 2:15 p.m.	DA	Affiliate Name Change to ISM	Jan Miller	Sun A Ballroom Level
	DB	Maximizing Technology to Enhance Affiliate Communications	Mike Taylor, C.P.M.	Sanibel Ballroom Level
	DC	Communication and Conflict Resolution	Mike Babineaux, CPSM, C.P.M., A.P.P.	Tallahassee 1-2 Ballroom Level
	DD	How to Market the CPSM® and CPSD™	Doug Kolpak, CPSM, CPSD, C.P.M.	Miami 1-2 Ballroom Level
2:30 p.m. – 3:45 p.m.	EA	Volunteerism: Current Trends	Mark Thompson, C.P.M. Frank Kosakowski, CPSM, C.P.M.	Sun A Ballroom Level
	EB	Maximizing Technology to Enhance Affiliate Communications: In-Depth	Mike Taylor, C.P.M.	Sanibel Ballroom Level
	EC	Building Corporate and Academic Partnerships	Joe Gallagher, CPSM, C.P.M., A.P.P.	Tallahassee 1-2 Ballroom Level
	ED	Leverage an Affiliate Social Media Program	Ellen Berry, CPSM, C.P.M. Kevin Williams	Miami 1-2 Ballroom Level
4:00 p.m. – 4:30 p.m.		Closing Session		Sun A Ballroom Level
4:30 p.m. – 4:45 p.m.		Wrap Up		Sun A Ballroom Level

Please see the back of this book for additional resources.



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Moderator Notes

Opening Session

A. Welcome

- 1) Safety Topic – emergency exits & response to alarm
- 2) Cell Phones set to silent mode & messages available by ?
- 3) Introductions
 1. Jan Miller, Linda Thomas

B. Opening Remarks

- 1) Purpose & Goals of the Program
- 2) Format and structure Program
- 3) Topics to think about for later discussion

C. Speaker Introduction

- 1) Kevin Williams

D. Administrative Matters

- 1) Breaks & meals on your own
- 2) Room Locations & Schedule changes
- 3) Handouts & Proceeding Books
- 4) Questions, Comments, Concerns

General Session(s) – include at each opportunity

E. Review of sessions

- 1) What is working right?
- 2) What can we do to get more value?

F. Path forward

- 3) Schedule changes
- 4) Upcoming events

Round Table Discussions

G. Process Description

H. Introduction of facilitators

Closing Remarks

I. Thanks to the volunteers

J. Summary of the event

K. Food for thought

L. Feedback and evaluations

M. Continuing education points

N. Volunteer Appreciation Breakfast – Monday @7:30