



A Direct Path to Success

7th Annual Association Day

October 28, 2009 • Capital Hilton Hotel • Washington, DC

PROGRAM

- 8:00 am **Registration and Continental Breakfast** -Visit the Table Top Displays & book one-on-one times for custom consults later in the day – Presidential Ballroom
- 9:00 am **Welcome** – Presidential Ballroom
Program Chairs:
Barbara Armentrout, MGI List Division of Marketing General Inc.
Kevin Whorton, Principal, Whorton Marketing & Research
- 9:10 am – 9:40 am **Keynote** – *Doing More with Less is the New Norm: Association Marketing in the Economic Downturn*
Rick Whelan, President, Marketing General-, Inc. (no comma)
- 9:45 am – 10:45 am **Concurrent Session A**
Reducing Attrition by Maximizing Membership Renewals Process
Facilitator: Mike Thornsbury, DM Data Solutions
Rosario Ortiz-Davis, American Society of Association Executives
Lance Clark, American Society of Consultant Pharmacists
Laurie Kulikosky, Consumer Electronics Association
- Concurrent Session B**
Engagement Strategies: Improved Communications Through Social Media
Facilitator: Josh Jordan, Make Me Social
Andy Steggles, Higher Logic
Lynn Morton, American Academy of Physician Assistants
- 10:50 am **Refreshment Break** – Make your appointments with your solutions providers!
Presidential Ballroom
- 11:10 am – 12:10 pm **Concurrent Session A**
Generational Marketing: Gen Y and more
Facilitator: Shira Harrington, Positions, Inc.
Frances Reimers, Sister Cities International
Lovey St. Pellicer, Koffee Talk
- Concurrent Session B**
Non-dues Revenue: Online Publishing, Partner Alliances and Sponsorships
Facilitator: Lewis Flax, Flax & Associates
Karl Ely, ASAE & The Center
- 12:15 pm – 1:15 pm **Networking Lunch**
Mingle with tablemates and visit with on-site experts
- 1:15 pm – 2:10 pm **Concurrent Session A**
Successful Event Marketing in a Tough Economy
Facilitator: Kevin Whorton, Whorton Marketing & Research
Sarah Lawler, American Association of Community Colleges
Richard Yep, American Counseling Association
Ashley Carr*, American Association of University Women
Robb Lee, ASAE & The Center

Concurrent Session B

Connecting the Dots: Pulling Data from Association Info Silos

Facilitator: Vinay Kumar, Marketing General Incorporated

Steve Doran, National Association of College and University Business Officers

Kelly Ronayne, AARP

2:15 pm

Refreshment Break

Visit the Table Top Displays – Presidential Ballroom

2:30 pm – 3:40 pm

Marketing Roundtables:

Choose one table or table hop; last chance for meetings with vendors.

- **Membership Marketing** – Darryl Walter, Wildlife Society
- **Web & e-Marketing** – Elizabeth Engel, National Association of Children's Hospitals and Related Institutions
- **Creative** – Steve Fleshman, DR2
- **Non-dues Revenue** – Connie Paradise, American Industrial Hygiene Association
- **Trade Association Marketing** – Laurie Kulikosky, Consumer Electronics Association
- **Conference Marketing** – Reina Munsch, The Endocrine Society
- **Internal Communications** -- Jamie DeSimone, Independent Electrical Contractors
- **Outsourcing & Vendor Relations** – Caroline Fuchs, Smith Bucklin
- **Customer Service for All Association Staffers** – Talisa Thomas-Hall, Alexandria Brown Bag & The Center for Effective Organizations
- **Fundraising/Cause Marketing** – Christy Jones, AAUW
- **Personalized Multi-Channel Communications** – Ned Shannon, Nexus Direct

3:45 pm

Tabletops close

3:45 pm – 4:40 pm

Concurrent Session A

Association Membership Benchmarking Study

Tony Rossell, Marketing General Inc.

Concurrent Session B

Web and e-Marketing: Making the Best of Your Digital

Facilitator: Caroline Fuchs, Smith Bucklin

Millie Hurlbut, Association of the United States Army

Elizabeth Engel, National Association of Children's Hospitals and Related Institutions

4:45 pm

Closing Social

Join DMAW Young Professionals at their Networking Night

DMAW 7th Annual Association Day is proud to have as its sponsors:

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Graphic Innovations ● L&E Meridian ● Marketing General Inc
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