

Schedule of Events

Networking

11:30 a.m. – 11:55 a.m.

Luncheon

12:00 p.m. – 1:30 p.m.

Advancing the Association Community in California

San Diego Region Luncheon

Crowne Plaza San Diego – Mission Valley Wednesday, May 13, 2009

“Critical Communications Critical Connections: Critical Times”

This keynote session is designed for senior management and experienced sales team members. In the current environment of changing economics, expanding technology and increasing work life demands how much would even one new technique be worth to improve your communication skills?

This presentation will assist in reviewing your own communication techniques while outlining the critical elements of connecting with others – including members, employees and peers. It will also assist you in leading and maximizing communication efforts in your organization! Cut through the noise and get to the point in this fun, high-level, interactive session!

Topics covered include:

- Improve listening skills, minimize mistakes, and decrease stress for you and your team
- Practical ideas to assist in building team morale and increasing cooperation
- “Can’t miss” opportunities to really connect with a new member or potential customer
- Tips on staying sane and lighthearted in stressful times

Sheryl Roush, CEO of Sparkle Presentations, Inc., is an internationally top-rated presenter, known for her high-energy, high-content, how-to presentations. Her programs rekindle the spirit, raise the bar and create excitement.

Sheryl has over 30 years of expertise in communication, is a 12-time published author, and has presented over 3,000 programs in nine countries with rave reviews and results. Clients include: hotels, law firms, real estate, housing, retail, tourism, HR, associations and small business. She has spoken alongside celebrities including: Olivia Newton-John, Geena Davis, Jane Seymour, Joan Lunden, and Art Linkletter. And business giants including: Robert G. Allen, Southwest Airlines' CEO Howard Putnam, Suze Orman, and the Gallup Organization's Marcus Buckingham. www.SparklePresentations.com.



Crowne Plaza San Diego – Mission Valley

2270 Hotel Circle North
San Diego, CA 92108
(619) 297-1101

The San Diego Crowne Plaza Hotel is located in the heart of Mission Valley. This affordable, luxury hotel is just minutes from the San Diego International Airport (SAN) and near many of Southern California's most popular attractions.

SAVE TIME

Register online!

Go to www.calsae.org,
and click on
“Calendar of Events”
on the home page!

Complete registration form on Page 2 and fax or mail by 5/6/09 to:

CalSAE • 1301 H Street • Sacramento, CA 95814 • Fax: 916-443-8008

Registration Form
San Diego Region Membership Luncheon
Crowne Plaza San Diego – Mission Valley
Wednesday, May 13, 2009

Attendee (please copy form for additional attendees)

Name: _____

Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Special Needs: _____ Vegetarian

Luncheon:

CalSAE Member \$30 = \$ _____

Add'l Member, Same Firm \$25 = \$ _____

Non-Member Guest of Member \$45 = \$ _____

Non-Member \$50 = \$ _____

If registering after May 6, 2009, please add \$10.

TOTAL: \$ _____

Payment Method:

American Express

Visa

MasterCard

Check # _____

Bank Card #

Expiration Date: _____ / _____

Cardholder Name:

Signature: _____

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.

Note: CalSAE membership is individual. If you are not a member, please pay the non-member price.

Cancellations received prior to 72 hours will receive a refund otherwise CalSAE will retain all registration fees.

If you do not receive an e-mail confirmation within 24 hours please contact the CalSAE office at 916-443-8980.