

CARY, N.C. · OKLAHOMA CITY, OK · LOUISVILLE, KY



You Will Find More to Like Than Ever Before at This Year's Regional Conferences!

ABWA sessions presented by Executive Director René Street and the National Board of Directors with featured speaker Kelly McDonald.



2011-2012 ABWA National Board of Directors

Front row (from l to r): National Secretary-Treasurer Pattie Vargas, National President Tina Gandy, National Vice President Tina Ackles.

Back row: District VI Vice President MyChelle Andrews, District V Vice President Paula Clutter, District IV Vice President Eileen Royer, District III Vice President Jennifer Childress, District II Vice President Lorie Burch, and District I Vice President Carolyn Parks.



Each regional conference will begin Thursday evening at 6 p.m. followed by two full days of sessions, networking, and recognition. (Additional information, including conference agenda, will be available in the Winter 2011/2012 district newsletters coming in January.)



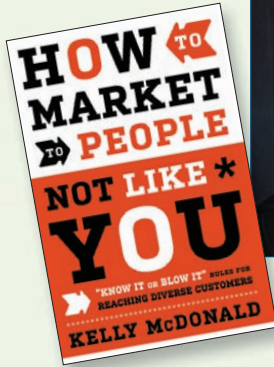
The curriculum for each regional conference event is designed to give you more KASH: K-knowledge, A-attitude, S-skills, H-habits. When you have more KASH, you'll be more effective in your role as an ABWA mentor, team leader, or a member of the executive board. Each breakout session will focus on a specific area of chapter/Express Network management including operations, membership engagement, and membership growth. In addition, we will review your district performance, the 2011 national bylaw amendments, dates to remember, new products and WINnovations, and the benefits of running for national office.

This year, get the KASH you need while you learn:

- The importance and criteria for being a best practices chapter/Express Network
- How to access the tools, materials, and resources that will help you lead your team
- How to use SBMEF programs
- How to sell ABWA to grow membership and influence in your community.

Register Today for the 2012 Regional Conferences!

2012 REGIONAL CONFERENCES



FEATURED SPEAKER
Kelly McDonald

Kelly McDonald is a marketing and advertising expert with more than 20 years of ad agency experience. She worked in top positions for several global ad agencies before starting her own marketing firm. Her book, *How to Market to People Not Like You*, is a best seller and was named one of the "Top 5 Best Business Books of 2011."

Kelly McDonald joins us at all three regional conferences for this ABWA Breakout Session.

SATURDAY WORKSHOP

Ready, Set—GROW!
How to "Sell" ABWA to Grow Membership and Influence



The race to be the best and stay the best has no shortcuts. The best athletes know that they must consistently train to stay fit and that preparation always pays off. "Marketing fitness requires the same dedication, discipline, and training as any other fitness regime. You have to fuel your marketing plans and initiatives with the right healthy ingredients to achieve top performance. This session will focus on how you can effectively market ABWA to your local community and position the organization in the most relevant, compelling, and powerful way to truly entice new prospective members as well as retain the great members you already have.



Regional Conference Pre-Payment Plan

The Regional Conference two-part payment plan makes it easy to register for the 2012 regional events.

Just complete the registration form, mark the pre-payment plan box, and send your registration form in by Wed., Jan. 25. We'll divide your payment into two affordable installments, charging your account on Jan. 31 and Feb. 28.

Fax to (913) 660-0101 or mail to ABWA, 11050 Roe Avenue, Suite 200, Overland Park, KS 66211. You cannot register for the payment plan online.

SBMEF

Participating ABWA chapters and Express Network members qualify for \$80 in SBMEF Business Skills Tuition Reimbursement. Individual members must pay the full registration fee (no discounts). Chapter/Express Networks must be eligible and vote to submit applications for reimbursement. The Friday program is valued at .5 CEUs. To determine eligibility, contact Sara Bufton-Rosen at sbrosen@abwa.org or (800) 228-0007 ext. 259.



Meet Your DVP Candidates

NEW THIS YEAR! We hope you'll join us for an opportunity to meet your candidates for district vice president immediately following the Friday afternoon session. Take this time to introduce yourself and ask them about their goals for your district!

2012 REGIONAL CONFERENCES

Cary, N.C. · Oklahoma City, OK · Louisville, KY

2012 Eastern Regional Conference

Robin White joins us
in Cary, N.C., from
March 22-24, 2012.



SEMINAR SPEAKER
Robin White

With nonstop energy and infectious enthusiasm, Robin White instantly builds rapport with audiences and captures their attention. She is a natural and dynamic presenter, trainer, and professional developer. Wherever she presents, she is a breath of fresh air for participants who easily come away with techniques and practical tools they can put to use immediately to be more effective in their jobs.



VOLUNTEER OPPORTUNITIES

We're looking for 16 members from across both districts to volunteer on-site at the Eastern Regional Conference. Use this opportunity to learn new skills and practice old ones while working with members in your region. If you're interested in being part of this team, please contact Kerri Craven at kcraven@abwa.org or (800) 228-0007 ext. 241.

FRIDAY SEMINARS

Secrets to Creating and Sustaining an Energized, Engaged, Effective Workplace

Contribute to and invigorate your work environment with positive energy, motivation-building, and productivity-boosting enthusiasm—the hallmarks of a great organization! Find ways to build a sense of community by thinking outside the lines and learning how to use humor to motivate yourself and others to higher levels of productivity, better morale, and unwavering loyalty.

COURSE OBJECTIVES:

- Develop and demonstrate key leadership characteristics to energize and engage the team
- Create positive culture and work environment
- Increase effectiveness through strategic communication
- Become personally motivated and enthused about work, the team, and the organization

Getting Results Without Direct Authority

An indispensable part of organization change is positive risk-taking. Innovation requires that business owners and employees at all levels have the power to take risks not only in their departments but in the company as a whole as their actions (or inactions) can have widespread impact on customer satisfaction, speed and quality of delivery, and many other vital business factors. People have competing interests and different priorities, and don't always give you the cooperation you need. So, how do you build relationships that help you accomplish your goals? You need to communicate with tact and finesse, walking that fine line between confident assertiveness and nagging. Even if you're a "people person," you may be committing some of the cardinal sins of persuasion and influence.

COURSE OBJECTIVES:

- Identify your own strengths and weaknesses in your influencing style
- Discover your own leadership style
- Understand the basics of influence and authority
- Use persuasion and influence skills on those above you in the chain of command.

Total of .5 CEUs for Friday Seminars.

CARY, N.C.

Districts I and IV · March 22-24, 2012

Where You Want to Stay

2012 Housing Information



ABWA makes every effort to secure the best possible rates for overnight accommodations. These rates are part of a negotiated overall conference package that incorporates meeting room rental as well as other services associated with providing the conference. ABWA saves money if the number of conference attendees staying at the host hotel exceeds a negotiated minimum (which in turn keeps registration fees from increasing), so please consider that when making your accommodation decisions. Go to www.abwa.org to download individual housing forms or to access online housing links.

Eastern Regional Conference Cary, N.C.

March 22-24, 2012

Hotel reservations for ABWA's commitment of rooms must be received by Thursday, March 1, 2012. Please send your forms directly to hotel. Reservation code: ABW

Embassy Suites Raleigh-Durham/
Research Triangle
www.raleighdurham.embassysuites.com
Main number.....919-677-1840
Reservations fax.....919-459-1524
Self-parkingFree for hotel guests

RATES:*

Single (one person/one bed).....\$115
Double (two people/two beds).....\$115
Triple (three people/two beds).....\$125
Quad (four people/two beds).....\$135

**Prices do not include tax. All rooms in the hotel are non-smoking. Deposit is fully refundable if cancellation is received 24 hours prior to arrival.*

TRANSPORTATION:

Complimentary airport shuttle through the hotel.

Western Regional Conference Oklahoma City, OK

March 29-31, 2012

Hotel reservations for ABWA's commitment of rooms must be received by Tuesday, Feb. 28, 2012. Please send your forms directly to the hotel. Reservation code: abwabwa

Renaissance Oklahoma City
www.renaissancehotels.com/okcbr
Main number.....405-228-8000
Reservations fax.....405-228-2575
Self-parking\$7/day

RATES:*

Single (one person/one bed).....\$129
Double (two people/two beds).....\$129
Triple (three people/two beds).....\$139
Quad (four people/two beds).....\$149

**Prices do not include tax. Deposit is fully refundable if cancellation is received 48 hours prior to arrival.*

TRANSPORTATION:

Airport Express Oklahoma City
Go to www.abwa.org to make your online reservations and receive a discount.

Central Regional Conference Louisville, KY

April 26-28, 2012

Hotel reservations for ABWA's commitment of rooms must be received by Tuesday, March 27, 2012. Please send your forms directly to the hotel. Reservation code: ABWA

The Brown Hotel
www.thebrownhotel.com
Main number.....502-583-1234
Reservations fax.....502-587-7006
Self-parking\$20/night

RATES:*

Single (one person/one bed).....\$129
Double (two people/two beds).....\$129
Triple (three people/two beds).....\$139
Quad (four people/two beds).....\$149

**Prices do not include tax. All rooms in the hotel are non-smoking. Deposit is fully refundable if cancellation is received 48 hours prior to arrival.*

TRANSPORTATION:

Complimentary airport shuttle through the hotel.

2012 REGIONAL CONFERENCES

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2012 ABWA REGIONAL CONFERENCE REGISTRATION FORM

Check One Conference Date Conference Location Districts Early Registration Date

- March 22-24 Eastern: Cary, N.C. Dist. I and IV Feb. 15
- March 29-31 Western: Oklahoma City, OK Districts II and VI Feb. 22
- April 26-28 Central: Louisville, KY Districts III and V March 21

Name: _____ Email: _____

Address: _____

City/State/Zip: _____ Daytime phone: _____

Member No. _____ Chapter or Express Network _____

First Name Preferred on Member's Badge _____

NEW!

PAYMENT PLAN: CHECK BOX FOR PAYMENT PLAN. This form must be received by Jan. 25, 2012; cannot register online. Divide my payments into two parts charging my credit card on Jan. 31 and Feb. 29. **Early registration pricing applies.**

Conference Fee Schedule	Office Use	Early	Regular	Non Member	
Complete Registration (Celebration Breakfast and Recognition Luncheon included.)		\$278*	\$328	\$378	\$
Guest Luncheon (Saturday)		\$45	\$55		\$
				TOTAL	\$

*Early and regular rates are available to those ABWA members whose national dues are current.

Food Allergies (please describe): _____

CANCELLATIONS: Registrants acknowledge that ABWA will incur expenses as a result of this registration. Therefore, a fee of \$100 will be charged for any cancellation. Two weeks prior to the start of the conference, the **entire registration fee** will be forfeited.

PAYMENT METHOD

Check/Money Order (payable to ABWA) Check No. _____ Date of Check _____

Visa MasterCard Discover

Card # _____ Exp. Date _____ Security Code _____

Card Holder Signature _____

Permissions: Holder grants permission to ABWA to use their image or likeness incidental to any live or recorded display or other transmission or projection in whole or in part of the event to which the ticket is issued.

MAIL WITH PAYMENT TO:

ABWA Registration
11050 Roe Avenue
Suite 200
Overland Park, KS 66211

Register online at: www.abwa.org

Or charge by fax: (913) 660-0101

Phone: (800) 228-0007

Questions? Email kcraven@abwa.org

2012 REGIONAL CONFERENCES
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**American Business Women's Association Housing Form
2012 Eastern Regional Conference, District I and IV
March 22-24, 2012 in Cary, NC**

The deadline to make reservations for ABWA rooms is **Thursday, March 1, 2012**. After this date, rooms and group rates are subject to availability. To reserve your room, return this form and 1 night advanced deposit on a credit card to the hotel's reservation department.

Headquarters Hotel:

Embassy Suites Raleigh-Durham
Attn: Reservations
201 Harrison Oaks Blvd.
Cary, NC 27513
919-677-1840 Main
919-459-1524 Fax

Airport Transportation:

Complimentary airport shuttle through the hotel
Complimentary full cooked to order breakfast
Complimentary reception daily 5:30-7:30
Parking: Self parking – *Free for hotel guests*
Room Tax: 13.75%
Check-in time: 3 pm
Check-out time: Noon

Amenities: At the Embassy Suites Raleigh-Durham/Research Triangle hotel you'll find exceptional accommodations in comfortable surroundings. Our two room hotel suites offer everything a visitor would need – from high-speed internet access, two televisions and two telephones to an in-room refrigerator, microwave oven, coffee maker and hair dryer.

Check preferred accommodations (price does not include tax):

- Single (One person/one bed) \$115
- Double (Two people/two beds) \$115
- Triple (Three people/two beds) \$125
- Quad (Four people/two beds) \$135

All rooms in the hotel are non-smoking.

Confirmation to be sent to (please print):

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Daytime phone: _____ Evening phone: _____
Fax Number: _____ Email: _____
HILTON HONORS Preferred Guest Number: _____

Sharing room with:

2. _____ 3. _____
4. _____

Special needs: _____
Arrival date: _____ Time: _____ Departure date: _____

Please check one:

Please charge to my
 Diner's Club Visa Discover MasterCard American Express

Account No.: _____ Expiration Date: _____

Signature: _____ Security Code: _____

Reservation code: ABW

Deposit is fully refundable if cancellation is received 24 hours prior to arrival.