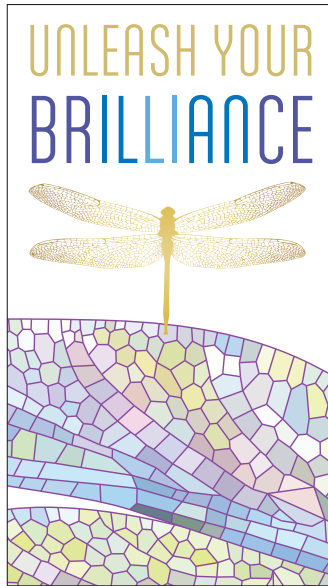


2019 Regional Conferences



IN THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

REGISTER TODAY!

Unleash your brilliance and register for a 2019 Regional Conference Event in **Safety Harbor, Florida, Reno, Nevada or Des Moines, Iowa.**

Complete the registration form and mail or fax your payment information to ABWA National.

To take advantage of the two-part payment plan, submit your completed registration form to ABWA National by Monday, January 28, 2019.

EASTERN REGIONAL CONFERENCE ONLY SAFETY HARBOR, FLORIDA

COACHING AND TEAM BUILDING

ABWA leaders recognize that in order to achieve their goals, they must couple inspiration with collaboration, and turn conflict into opportunities, however, that is never as easy as it sounds. In this 6-hour session, you will learn how to:

1. Identify strategies for developing a results-oriented ABWA team.
2. Recognize skills and behaviors necessary for effective leadership that will motivate and engage your members.
3. Become a positive leader that will inspire others to unleash their brilliance in the American Business Women's Association!

Session value (.6 CEUs)

Presenter: Anne Bonney

Anne is a fun trainer who is both energetic and inspirational. She enjoys motivating her audiences, and this really shows no matter what the topic. Anne has been an instructor in various industries where she has motivated audiences on various topics, including leadership. Her experience isn't just limited to training. Anne has led and managed teams in large scale operations by creating corporate strategies and coordinating execution in crossfunctional teams.

CENTRAL AND WESTERN REGIONAL CONFERENCES RENO, NEVADA & DES MOINES, IOWA

DIGITAL MARKETING BOOTCAMP

This course received rave reviews from this year's conference attendees. Today's ever-changing digital world presents new opportunities (and challenges) for ABWA's Chapters and Express Networks to effectively target current and future members. Building a strong online presence is vital to boost your league's profile. With PPC, SEO, email, social marketing, retargeting and Google Analytics™, it can seem quite overwhelming. With so many options available, it can be difficult to determine what will be the most effective approach for your league. In this 6-hour session, you will learn how to:

1. Create an effective digital marketing strategy
2. Use online tools to increase productivity
3. Audit your marketing strategies
4. Use successful techniques that will engage mobile friendly users.

Session value (.6 CEUs)

Presenter: Ted Janus

Ted Janus is a highly skilled and experienced trainer who is at home in front of a small group or hundreds of participants attending a large scale conference. Ted delivers training that will "stick" with conference attendees long after the session is over. As the author of two books on social media marketing, Ted has proven he knows how to make the seemingly complex look simple using technology to connect current and future members.

AGENDA for all 2019 Regional Conferences

THURSDAY

- 1:00 p.m. to 3:00 p.m. Conference Registration
- 4:00 p.m. to 6:00 p.m. Welcome / Networking Reception
(Note: The networking reception for the Western Regional Conference will be hosted at an off-site venue to be announced at a later date. Conference attendees will be transported to the venue by a chartered bus).

FRIDAY

- 7:30 a.m. to 9:00 a.m. Conference Registration
- 7:30 a.m. to 8:30 a.m. Continental Breakfast
- 9:00 a.m. to 1:00 p.m. Professional Development Seminar
- 1:00 p.m. to 2:30 p.m. Break
- 2:30 p.m. to 5:30 p.m. Professional Development Seminar *(continued)*

SATURDAY

- 7:30 a.m. to 8:30 a.m. Continental Breakfast
- 9:00 a.m. to 1:00 p.m. ABWA/SBMEF Session
- 1:00 p.m. to 2:30 p.m. Break
- 2:30 p.m. to 4:30 p.m. ABWA/SBMEF Session
- 4:30 p.m. to 5:30 p.m. Candidate Speeches/ Meet the Candidates

BSTR (BUSINESS SKILLS TUITION REIMBURSEMENT)

If your league contributed a minimum of \$500 to SBMEF in the 2017-2018 Award Year, you are eligible to sponsor a BSTR scholarship up to \$125 per person.

WHERE YOU WANT TO STAY • 2019 HOUSING INFORMATION

Eastern Regional Conference
SAFETY HARBOR, FLORIDA
March 28-30, 2019

Hotel reservations for ABWA's commitment of rooms must be received by **Monday, February 25, 2019**, or until the room block is full. Please make reservations directly with the hotel.

Safety Harbor Resort and Spa
105 N. Bayshore Drive
Safety Harbor, FL 34695

Main Reservation Number: 727.724.7710 (request in-house reservations)
Group Code: ABWA Conference-Group

Note: Due to company changeover, group room reservations must be made through the Main Reservation Number vs. online or through a call center at this time.

| | |
|------------------------------------|--------|
| (Room Rate does not include tax.): | |
| Single (One person/one bed) | \$159* |
| Double (Two people/two beds) | \$159* |
| Triple (Three people/two beds) | \$159* |
| Quad (Four people/two beds) | \$159* |

Overnight Parking: Complimentary
Valet Parking: \$10.00 per day

Nearest Airports:

Tampa International Airport (TPA)
St. Petersburg/Clearwater International Airport (PIE)

*Rate includes Complimentary Resort Shuttle to/from the Airport (Shuttle reservations must be made at least one week prior to arrival directly with the Reservations department and spots are based on availability). Both Tampa International Airport (TPA) and St. Petersburg/Clearwater International (PIE) are serviced. Shuttle runs from 7:00 AM – 10:00 PM daily. Any needs for the shuttle prior to 7:00 AM and after 10:00 PM will be at the Guest's expense. You will be asked to provide airline, arrival/departure times and your cell phone number.

Western Regional Conference
RENO, NEVADA
April 4-6, 2019

Hotel reservations for ABWA's commitment of rooms must be received by **Friday, March 8, 2019**, or until the room block is full. Please make reservations directly with the hotel.

Atlantis Casino Resort Spa

3800 S. Virginia Street
Reno, Nevada 89502
Main Reservation Number: 1-800-723-6500
Group Code: SABWA19

(Room Rate does not include occupancy tax, tourism surcharge and standard resort fee):

| | |
|----------------------|----------|
| Wednesday Room Rate: | \$99.00 |
| Thursday Room Rate: | \$99.00 |
| Friday Room Rate: | \$139.00 |
| Saturday Room Rate: | \$139.00 |

Nearest Airport:

Reno-Tahoe International Airport (RNO)

Central Regional Conference
DES MOINES, IOWA
April 11-13, 2019

Hotel reservations for ABWA's commitment of rooms must be received by **Wednesday, March 20, 2019** or until the room block is full. Please make reservations directly with the hotel.

Holiday Inn Downtown at Mercy Campus

1050 6th Avenue
Des Moines, Iowa 50314
Hotel Main and Reservation Number: 1-515-283-0151
Group Code: BZA

Group Code: ABWA Central Regional Conference, group ABWA042018

| | |
|------------------------------------|-------|
| (Room Rate does not include tax.): | |
| Single (One person/one bed) | \$139 |
| Double (Two people/two beds) | \$139 |

*Rates are valid for single or double occupancy. Add \$10.00 per person, per room, per night plus tax for triple or quads.

Complimentary Parking for Hotel Guests

Nearest Airport:

Des Moines, Iowa (DSM)

Complimentary Airport Shuttle until 11:00 PM

ABWA makes every effort to secure the best possible rates for overnight accommodations, room rental, food and beverage, and audio-visual equipment. Your registration fees are contingent on meeting our financial obligation to the conference venue in terms of rooms booked and food and beverage contracted. To ensure we maintain an affordable registration fee, book your room in the Conference Headquarters Hotel. Thank you!

