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PRESIDENT'S MESSAGE

Dear Colleagues,

This time of year has always been special to me both because it is a time to reflect on the past year and look forward to the new year. It is also a time to reflect on what we have to be thankful for. I look back at the past six months at the activities and work of PSAE and I am excited about our accomplishments, energized by working with all of you, and grateful for the dedication and hard work of this year's Board of Directors of PSAE.

Since September, we have had several excellent and timely programs and luncheons which many members and non-members have participated in. Thanks to Lisa Rawa and this and last year's Program Committees, members have had the opportunity to:

- Hear and discuss the latest on association trends directly from ASAE President John Graham
- Had a "green" tour and luncheon of the Pittsburgh Convention Center from Mark Leahy
- Discuss the political environment two weeks before the election with KDKA Television Politics & Money Editor Jon Delano
- Learn how to create leads during this time of economic downturn from Peter Bruening

We have also made a continuing effort to increase and improve our communications with our members. With assistance from Manuel Redman, we have continued to improve our newsletter and with assistance from volunteers like Kate Shaughnessey, we have re-introduced our email summaries of the programs for PSAE members. And, we are continuing to improve and update the website.

In addition, with the efforts of Diane Scheuring we continue to work on ways to make our current and new members feel welcome to our programs. And, thanks to Linda Paris and Rick Strunk, we have created a great sponsorship program which encompasses our events, our newsletter, our website and our programs and meetings. Without sponsorships and donations from our friends and partners, PSAE would not be able to offer the type of programs, luncheons and social events it does at a reasonable cost to members.

And, this month, we celebrated the holiday season with our annual holiday luncheon on December 5th. All of these programs would not have been possible without the ongoing support of our hotel partners and the PSAE Board is grateful for their ongoing support.

Looking forward to 2009, we have several programs and events planned each month and we encourage you to participate in:

- Our March Association Master's program at the Marriott Pittsburgh North
- Nominating candidates for PSAE's awards—(with special thanks to Sandra Vincent DeWolfe for her ongoing work on creating awareness about these special awards)
- Upcoming CAE exam study classes planned and facilitated by Nick Stratigos, Angie Stengel and Bill Albaugh
- Our annual dinner held in early summer

It is amazing to me to see how much dedication each Board member and volunteer has to PSAE and the mission of the organization. I am deeply grateful for the dedication of this Board of Directors and our volunteers. I am also thankful for the assistance of PSAE Administrator Anne McKenna, who consistently works on the details of each program and meeting.

I wish each of you a wonderful holiday season and a Happy New Year. I am looking forward to seeing all of you in 2009.

Sincerely,



PSAE Event Calendar

Thursday, January 8, 2009 | *Westin Convention Center* | Delivering Training in New Ways

Friday, February 6, 2009 | *TBA* | Job Burnout

Friday, March 6, 2009 | *Marriott Cranberry* | 5th Association Masters Program

NEW MEMBERS

Bonnie Skagen
Sales Manager
Eden Resort & Suites

Mark Didiano
Manager of Finance/Administration
AIST

Laurie Reynolds
Executive Director, BIA, LPIA &
SME
Printing Industries of America

Allison Kaharick
Meetings Assistant
Printing Industries of America

Emily Brewer
Sales Manager
Embassy Suites Pittsburgh Airport

STAY CONNECTED: JOIN PSAE's LINKEDIN GROUP

By now you have probably heard of social media tools. Many members are using these resources to connect and stay connected with peers, partners, and customers. To serve the PSAE member community, we have created a **LinkedIn Group** that can serve all PSAE members. To join the PSAE group simply visit <http://www.linkedin.com/groups?gid=85273> after you have created a LinkedIn profile.



Get in front of 100's of Association Professionals. Sponsor the PSAE Society Scene. Click For Details

DECIDE RIGHT NOW TO BE LUCKY AT SALES!

Most of us have heard this saying: "Luck can be defined as Preparation meeting Opportunity". This saying is true about life, and is eminently true about successful selling. Companies and sales people who excel in sales are able to do so by consistently leveraging this principle of luck. They use the following seven steps to accomplish two objectives. First, these seven steps will ensure that you generate the activity necessary to put you in the path of opportunity. And second, these steps will prepare you for opportunity when it arises.

Follow these Lucky Seven Steps to create Supercharged Sales for Your Business!

1. Define Your Target Market

The first factor that is often overlooked when creating a successful sales machine is to clearly define



Peter Bruening

your target market. If one of my clients has been in business for long enough to have existing customers or clients, we'll start by taking a sheet of paper and making three columns. In the first column we'll make a list of each customer. Then we'll talk about each customer or client and try to identify common traits among them. We'll start to identify certain demographic traits they share such as industry, number of employees, revenue size, geographic location, number of branch locations, etc. In the middle column of the page, we'll write down next to each customer the things they have in common with the other customers. Once we've completed this, in the third column we'll write down the things they do not seem to share with other customers.

The next step in the process is to further break the list down into target market segments. These are groups that share things in common among themselves, but not with the whole group overall. For example, one target market segment may include local manufacturing companies with 50 to 100 employees. And another may include national manufacturing companies with over 100 employees. Each of these segments may be looked at separately because they have different needs, and will therefore buy your products and services differently.

The final step in the process is to identify which segments contain your highest value customers. These will be the segments that produce the highest return to your business, and they should be targeted as your ideal customers and clients.

Do not neglect this step. Defining your target market is critically important to creating an effective sales system.

2. Determine Your Marketing Methods

The next step I take with my clients is to look at each target market to determine the most effective methods of marketing for each one. Marketing includes all of the methods we will identify to create awareness and attraction among the members of each target market and segment. Awareness is created by ensuring that the members of each target market know who you are, what you do, how you do it, and why your customers and clients choose to work with you. Attraction takes awareness one step further by creating some momentum among as many members of your target market as possible so that they actually approach you. You cannot do this with every member of your target market, but the more often you can get a potential customer to take action to approach you, the better.

During this step, it is important to remember that there are two main types of marketing: Active and Passive. Passive methods include any marketing that places your message into some type of general media – publications, billboards, radio & TV for example – with the hope that it will create awareness and attraction among members of your target market. The advantage of passive media is typically the ability to reach a large number of people. But because it is passive, the disadvantage is that this type of marketing relies heavily on a one-way message to create action on behalf of the target market member.

Active methods include marketing & individual contact methods that are designed to create a more focused communication with the target market members. Because of this focus, they do not have the advantage of passive marketing in terms of reaching large numbers of people. They may also be more time consuming to implement, because they require a higher level of personal involvement. But because they are two-way, they allow more control, and they have the built-in advantage of creating more personal contact with target market members. Active methods include any marketing activities, or combination of activities, that are specifically created for one target market segment – examples are direct mail with warm follow-up calls, joining networking groups or trade groups where your target market members belong, creating an e-newsletter with specific value for your target market, cold walk-ins followed up by warm calls, etc.

Active methods can be combined with passive methods. I almost always advise my clients to ensure that they resist the temptation to rely too much on passive methods. It is tempting to do so, because it often appears to be easier. But without the advantages of active marketing, it can be risky and expensive to rely too much on passive marketing alone. Putting all of your emphasis and investment in passive marketing often leads to disappointing sales results.

3. Plan the Frequency, Methods & Messaging to Convert Potential Customers into Prospects

This step is actually the first phase of a 3-phase sales process. Prior to this, you were focused on defining who you should be selling to, and how you would make initial contact with them. You can think of the members of your target market segments as potential customers or clients. They are not prospective customers or clients yet. They are potential because they meet the target market definition you outlined in step 1 above. Because of this, they resemble someone who has the potential to become your customer or client.

The word 'prospect' refers to a prospective customer or client. This is different from a potential customer

or client because of one important factor: Prospects have agreed to begin a conversation with you or your company because they have determined that you may be able to help them in some way. Step #3 focuses entirely on how you will convert potential customers and clients into prospects. The following are the two main components to this step:

- **Methods & Frequency** – I work with each client to identify the methods and to set specific goals for each activity. For example, the target number of cold or warm phone calls per day and per week, the target number of new referral contacts to meet each week through business networking, the target number of weekly appointments with prospects, the target number of emails to send out to potential decision makers, etc. The activities and the frequency will differ for each of my clients depending on their business and their goals, but it is important to set these activity goals;
- **Messaging** – When you are communicating with a potential client, whether on the phone, face-to-face, or in writing, it is important not to sound or appear scripted. However, it is equally important that every contact with a potential customer or prospect is not wasted – it must be effective. The best way to do this is to start with a training script, and then build that script into a natural communication message. I work with each client to create the verbal and written messages that will effectively communicate their value. The power and clarity of your messaging will greatly impact your success in converting potential customers and clients into prospects.

4. Develop Your Questions and Transitions for Your Customer Interview

This step is the second phase of the 3-phase sales process. This is the most important phase of your overall process because it allows you to do two important things. First, it allows you to create personal rapport with the prospect, and to build this rapport into a relationship. In today's environment, relationship-building is more important than ever to being successful in sales & business. Second, it allows you to learn about how or if the prospect is currently doing what you offer, so that you can also learn how you may be able to improve on their current method. This step is entirely focused on asking good questions and on listening & learning. Very little presenting of your capabilities should be done in this step.

When I work with a client, we also create training scripts for this step. Again, it is important to develop these scripts into a natural communication style, but it is just as important to start with a written script. These scripts focus mainly on the transition statements and questions that you will use during your conversation with the prospect. They are developed so that you have a good opening to the discussion, followed by your ability to create positive rapport with the prospect, followed by your ability to gather the business information you need, and wrapped up with a graceful meeting close that leads to a specific next step. Setting this next step is very important, as it will determine how long your sales cycle will be. My clients are able to shorten their sales cycles considerably by developing the habit of always trying to set a specific next step at the end of each contact with their prospect.

5. Develop the Format to Present Your Recommendation

This step is the third phase of the 3-phase sales process. At this point you have gathered the information you need to be able to understand the following: How your prospect is currently doing what you offer; What they would like to accomplish in the future; and, How you can help them to improve on their current situation. It is now time to present your recommendation to the prospect. Each recommendation has four main components: The prospect's objectives, your solution, the timeframe & next steps that need to be taken to move forward, and the cost or investment necessary to implement the solution.

As with the sales phases described above – converting potential customers or clients to prospects, and the customer interview – I work with my clients to develop their transitions through the four parts of the recommendation. The most important thing to remember about presenting your recommendation, in addition to developing a flow and style that is natural to you, is to prevent yourself from presenting too early in your sales cycle. Too many sales are lost because the sales person attempts to move too quickly into the recommendation step. The key thing to remember is that the true selling is done during the customer interview, not during the presentation of the recommendation. A good recommendation is simply a response to a good customer interview.

6. Define the Post-Sale Responsibilities of Sales and Non-sales Personnel

Once the sale is closed, there is still plenty of selling opportunity related to that customer. You must determine who is responsible for delivering the product and/or service that was sold, and also who is responsible for the ongoing development of the relationship. In large corporations, these functions may be done by a department that is completely separate from the person who actually made the initial sale. In smaller companies, the entire pre-sale, sale and post-sale may be handled by the same person. It is important that every single person and department who is involved in any way with the customer realizes

that each contact with that customer is part of the sales process.

I work with my clients to identify the specific contact points that occur in their business after the sale, and who is responsible for each of these contact points. It is very important that each of these people understands how their activities affect future sales, and how & what they should be communicating with the customer to most effectively create additional sales and referrals. Customer retention is a critical success factor for every business.

7. Identify the Activities to Generate Repeat Business and Referrals from your Customer Relationships

Study after study has confirmed that it is much less expensive, and much easier, to sell to an existing customer than to a new one. This does not mean you should ever consider the process of generating new customers to be unimportant – it is not. You will always need new customers if you are going to grow your business. It simply means that you should ensure that you are making the most of every customer relationship, and your customer base overall, in terms of the opportunity to generate additional business from those relationships. There are two ways to do this: Repeat business (or cross-sales) and referrals.

I work with my clients to develop the specific activities they can use to develop repeat business and referrals from their customers. The activities that support these objectives may include things such as targeted phone calls, emails and letters. They may include coupons as referral incentives. They may include customer appreciation events for top customers. And many more activities like these. The key is to identify the specific activities that you will implement, and to set plans and targets to implement these activities consistently. Repeat business and referrals will not just happen. They need to be created through targeted sales and service activity.

What will You do to Supercharge Your Sales?

Luck happens when preparation meets opportunity. As you read through the Lucky Seven Secrets to Supercharged Sales, what steps jump out at you as the ones you think can be improved the most in your business? Just about every business can make improvements in all 7 steps, and even slight incremental improvements in each of the 7 steps can add up to dramatic results for your business.

#

The Power Guide to Supportive Selling, a book written by Peter Bruening, describes in detail how you can apply the 7 steps above to your business. To order a copy, or for more information about the programs offered by Peter Bruening and The SellingPoints Group, Inc. please contact us at: www.SellingPointsGroup.com



Oncology Nursing Society

ONS EARNS CEO GOLD STANDARD

The Oncology Nursing Society (ONS) received the CEO Cancer Gold Standard™ accreditation from the CEO Roundtable on Cancer, in recognition of its effort to improve the health of employees and reduce their risks of cancer. The CEO Cancer Gold Standard™ is awarded only after a company meets or exceeds the rigorous requirements set out by the CEO Roundtable on Cancer.

“We are honored to receive the CEO Cancer Gold Standard™ accreditation,” said CEO of ONS Paula Rieger, RN, MSN, AOCN®, FAAN. “ONS is committed to workplace wellness to promote a healthy lifestyle as part of the overall fight against cancer.”

To earn Gold Standard accreditation, a company or organization must establish programs to (1) reduce cancer risk, through discouraging tobacco use, encouraging physical activity and teaching diet and nutrition; (2) detect cancer at its earliest stages; and (3) provide access to quality care and clinical trials.

[Read More](#)

PIA/GATF is now PIA

PIA/GATF is now just Printing Industries of America, by approval of both organizations' boards on Nov. 16.

The organizations are determining what the structure will be under the new name. PIA is a (c)6, and



Printing Industries of America

GATF is a (c)3. Both share the same staff, and the same group of volunteers serves on the boards of the respective organizations. PIA/GATF was created in 1999 when the former Printing Industries of America and Graphic Arts Technical Foundation consolidated.

In a video on its current site, www.gain.net, CEO Michael Makin tells members, “We probably are guilty of creating noise in the market ourselves with so many of our sub-brands – PIA, GATF, PIA/GATF, SME, PIFE, DPC, EBC – and the alphabet soup goes on and on. So we’re going to make it simple going forward – your national assn will be known as Printing Industries of America.”

PIA unveiled a new logo and tagline, and soon there will be a new web site, www.printing.org. The organizations’ publications *GATFWorld* and *Management Portfolio* also will merge into one publication, *Printing Industries of America: The Magazine*. PIA will conduct a reader survey to determine what the editorial content will be.



Principle Financial Group

COPING WITH VOLATILE MARKETS: SIX TIPS FOR ALLEVIATING ANXIETY

These may be trying times for some investors, but it’s a time when you can become a better informed and more disciplined investor.

Volatility, or wide, rapid swings in equity prices, is a natural part of investing. These price movements may seem more exaggerated when the media focuses on other economic issues, such as credit problems or the declining housing markets. As the chart below shows, the worst 12-month stock market declines historically have been followed by periods of even greater recovery.

12 Months Ended	Trailing 12-Month Return	Next 1-Year Return	Next 5-Year Return	Next 10-Year Return
Sept. 1974	-38.9%	+38.1%	+16.8%	+15.6%
Sept. 2001	-26.6%	-20.5%	+7.0%	—
March 2003	-24.8%	+35.1%	+11.32%	
May 1970	-23.3%	+34.7%	+7.3%	+8.2%
Aug. 1988	-17.8%	+39.0%	+15.8%	+17.0%
Oct. 1962	-14.9%	+35.3%	+14.3%	+10.6%
July. 1982	-13.4%	+59.4%	+29.7%	+19.2%
Sept. 1966	-12.0%	+30.6%	+8.7%	+ 6.9%
Dec. 1957	-10.8%	+43.4%	+13.3%	+12.8%
Sept. 1990	-9.3%	+31.3%	+17.2%	+19.4%

Source: Ibbotson Associates (Demonstration of the U.S. Stock Market)

- The trailing 12-month returns were sorted from worst to best. Adjacent 12-month periods were not considered. As a result, the 12 months ended September 1974 had the lowest return in the data set, so the 12-month periods that overlapped with September 1974 were not considered.
- The trailing 12-month returns are compounded total monthly returns for the S&P 500 as reported by Ibbotson Associates. The 5- and 10-year returns are annualized total returns. Investors cannot invest directly in an index.
- This chart demonstrates historical results. There is no guarantee of future positive returns after a prolonged stock market downturn.

Here are six tips to help cope with challenging market environments:

1. Stay in the Market

When you sell an investment, you can increase your chances of missing the major market movements that signal the start of a longer recovery. Many of these major upside moves can happen quickly, often in just a few days. To avoid missing these key days, you may want to consider staying invested and avoid panic selling. Consider this hypothetical example as illustrated in the following chart:

An individual who was invested in the S&P 500 from January 1, 1997, until December 31, 2007, would

have turned a \$10,000 investment into \$21,789 for an average annual return of 8.10%. Alternately, an investor who panicked and sold their positions during this same period and missed the 10 best trading days in this period would have seen their return fall from 8.10% to 3.58%.*

The simple lesson: you may want to consider staying invested since no one can predict when the market will experience its best days.



Source: Ned Davis Research, Inc.

2. Invest for the Long Term

Research shows the longer an investor held their investment position, the greater their returns.* Of the three types of investments studied (stock funds, bond funds, and asset allocation investment options), the average investors in asset allocation funds held their investment options the longest (an average of 4.9 years) over the five time periods studied (1-, 3-, 5-, 10-, and 20-years). As a result, these investors successfully weathered one of the most severe market declines in history (2000-2002).



Source: Dalbar Quantitative Analysis of Investor Behavior, 2007

The average investor refers to the universe of all mutual fund investors whose actions and financial results are restated to represent a single investor. This approach allows the entire universe of mutual fund investors to be used as the statistical sample, ensuring ultimate reliability.

*Dalbar's 2007 Quantitative Analysis of Investor Behavior study

3. Diversify the Portfolio

Another important strategy is to diversify the portfolio. According to the Dalbar study, investors guess incorrectly about the market's direction 75% of the time.

Diversification is the process of spreading investments across a number of different types of investment options, as well as in different styles and market capitalizations of equities and bonds. Diversification enhances the benefits of asset allocation so investment balances are less affected by short-term market swings than they would be if you invested in a single asset class.

Numerous academic studies have found that asset allocation is responsible for over 90% of a portfolio's performance variability over time.*

If you are an investor who is nearing retirement, consider consulting your financial professional or a representative of the Principal Financial Group® about solutions that can help minimize losses and offer diversification for short-term investment options.

Note: Asset allocation/diversification does not guarantee a profit or protect against a loss.

4. Consider Asset Allocation Portfolios

Historically, business cycle contractions last about one-sixth as long as expansions.** While no one knows when the current decline will end, now may be a good time to re-evaluate your risk tolerance.

If you want a professionally managed investment option to handle this complicated task, consider using target-date and target-risk asset allocation portfolios. These investment options are specifically designed to match your risk tolerance or projected retirement date with an appropriately diversified portfolio.

For example, a target-risk lifestyle investment option is based on a person's risk tolerance preferences and can offer 12 to 16 separate asset classes in one investment. Similarly, the family of target-date lifestyle investment options offer asset allocation solutions based on an investor's future retirement date. Both target-date and target-risk investment options are designed and managed based on the established principles of portfolio diversification and risk management.

5. Remember the Benefits of Long-Term Investing

The bottom line: It takes discipline to keep today's bad news from derailing your long-term investment goals. However, when you continue to pursue your long-term investment goal you should recognize that successful investing is a marathon, not a sprint.

Keep in mind that both separate accounts and mutual funds are subject to the typical risk of investing, including but not limited to, market risk and the risk associated with the underlying securities in the portfolio.

Sources:

* G.P. Brinson, L.R. Hood and G.L. Beebower, "Determinants of Portfolio Performance," Financial Analysts Journal, January/February 1995.

** George Hildebrand, Business Cycle Indicators and Measures, Probus Publishing, 1992.

6. Stay in Touch with Your Financial Professional

News headlines can understandably make you nervous. However, to keep these developments in perspective while staying focused on your personal situation, remember to stay in touch with your financial professional or a representative of The Principal® by calling 1-800-547-7754. They are familiar with your personal situation and can provide the information you need to help you stay on track to reach your retirement savings goal.

You can also use My Principal® Edge Milestones to develop your retirement strategy and help you maximize retirement income.

Login at www.principal.com/milestones to help:

- Discover your retirement goal
- Determine whether you are on track
- Draft your personalized retirement guide

While these six tips can help you navigate through periods of market volatility, one thing to remember is that the stock market is a collective gauge of investor sentiments, negative and positive. It is the investor's task to not be distracted by these emotional moves. These six tips can help you stay focused.

While this communication may be used to promote or market a transaction or an idea that is discussed in the publication, it is intended to provide general information about the subject matter covered and is provided with the understanding that the member companies of the Principal Financial Group® are not rendering legal, accounting, or tax advice. It is not a marketed opinion and may not be used to avoid penalties under the Internal Revenue Code. You should consult with appropriate counsel or other advisors on all matters pertaining to legal, tax, or accounting obligations and requirements.

2009 CAE Study Group

Ready to achieve a new level of professional growth and recognition? The Certified Association Executive (CAE) program is designed to elevate professional standards, enhance individual performance, and designate association professionals who demonstrate the knowledge essential to the practice of association management. Founded in 1960, the CAE program stands as a mark of excellence and has evolved to reflect what it takes to manage an association in today's challenging climate.



One of the benefits of PSAE is the opportunity to grow professionally by joining a study group of peers working towards earning the designation of Certified Association Executive. To earn the CAE, there are two basic requirements: the accrual of educational credits earned by attending PSAE and ASAE programs and conferences as well as passing a test.

PSAE members who are interested in forming a study group to take the test are asked to contact Angie Stengel, CAE at astengel@ons.org. Angie will coordinate a study group if there are enough members interested.

The classes cover several key areas of association management and are taught by association executives in the region who have earned their CAE and who have years of experience in association management.

HEIGHTEN YOUR SPEECH PRESENCE

How do you deal with empty space while speaking? Instead of dead space, do you fill it up with something--anything--just to avoid the silence?

Here are some common words and phrases that people use to fill space:

- "um" and "uh"
- "You know what I mean?" and "You know?"
- "and stuff"
- "anyway"
- "like"
- "and" (or another conjunction used to string sentences together)

An alternative to this habit is the adoption of a unique phrase or word. For example, on a recent trip to the computer store, the gentleman working with me said, "BAM!" every time he showed me something on the computer. He would type in an instruction, hit "return" and say "BAM!" When he printed something off for me, he said "BAM! There it is."

Fillers like these are distracting and diminish our presence as professionals. To figure out if you use fillers and just how often, ask a partner to listen to you while you speak for a minute. Talk about yourself or your business. Ask your partner to count the number and type of fillers that you use in one minute.

Once you have awareness of your speech, pick a time during the day that you can work on eliminating this behavior. An excellent place to start to making changes to your speech is while you speak on the telephone. If you can tape record your end of the conversation and listen to yourself after the call, you will be able to monitor changes even better.

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Lynda Stucky is an expert at working with people to develop communication skills which enhance soft skills like intelligibility, credibility, and influence.

If you would like Lynda to present at your company visit her website at www.clearly-speaking.com and her blog at lyndastucky.wordpress.com or contact her at lynda@clearly-speaking.com or 412-264-1717.

CAREER RESOURCES

POSTED	JOB TITLE	COMPANY	LOCATION
Nov. 26, 2008	Executive Director	Western Pennsylvania Diversity Initiative	US - Pittsburgh - Downtown
Nov. 14, 2008	Member Relations Manager	Oncology Nursing Society	US - PA -



Lynda Waltner Stucky

Dec. 03, 2008	Patient Assistance Coordinator	The Clinic	US - PA - Phoenixville
Dec. 01, 2008	Executive Director	PA State Association of Township Supervisors	US - PA - Enola
Nov. 22, 2008	Executive Director	Capstone Legacy Foundation	US - PA - Philadelphia
Nov. 17, 2008	Account Executive for Trade Association	Fernley & Fernley, Inc.	US - PA - Philadelphia
Nov. 13, 2008	★ Information Systems Director	CPCU Society	US - Philadelphia Suburb

SPONSORSHIP OPPORTUNITIES

Would you like the opportunity to meet professional executives who serve the trade, technical, business, professional, and philanthropic associations?

Pittsburgh Society of Association Executives conducts monthly meetings throughout the Greater Pittsburgh area and has a special offer for you to meet local industry professionals.

Exclusive sponsorship of one monthly meeting includes:

- Company logo on our website
- Company logo on all marketing materials for the meeting
- Tabletop display next to registration
- Company sponsorship mention by PSAE president before morning seminar
- Introduction by PSAE president and brief presentation before lunch
- Continental breakfast and plated lunch
- Participation in the seminar and lunch programs
- Discount price of \$300.00

Available Dates:

Thursday January 8

Friday February 6

Friday March 6 (Annual Conference)

Friday April 3

Thursday May 7

For more information and to confirm availability contact:

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This e-newsletter is brought to you by the Pittsburgh Society of Association Executives
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