



# 2011 REGIONAL CONFERENCES

## agenda

FOR ALL CONFERENCE LOCATIONS

### Friday

7:00 a.m. – 4:00 p.m.	Conference Registration
8:00 a.m. – 9:30 a.m.	Celebration Breakfast
10:30 a.m. – 12:30 p.m.	<i>ABWA Updates, News, and Information</i>
12:30 p.m. – 5:30 p.m.	Submit Newsletters for Competition
12:30 p.m. – 2:00 p.m.	Lunch on Own/Exhibitor Shopping
2:00 p.m. – 4:30 p.m.	<i>ABWA Updates, News, and Information (con't.)</i>
6:00 p.m. – 8:30 p.m.	Banquet

### Saturday

7:00 a.m. – 9:00 a.m.	Conference Registration
8:30 a.m. – 12:30 p.m.	<i>Professional Development Seminar</i>
12:30 p.m. – 2:00 p.m.	Lunch on Own/Exhibitor Shopping
2:00 p.m. – 4:30 p.m.	<i>Professional Development Seminar (con't.)</i>

### DISTRICT BREAKOUT

## Get on the Inside Track for Successful Teams

After this daylong breakout, you're guaranteed to come out with new and valuable tools in your kit and some new friendships as well. We'll roll up our sleeves and have a lot of fun in the process. If you're a candidate for National Office or already serving, this session is a must:

- Get a look at ABWA's blueprint for success—Best Practices
- Preview the newest WINnovations available to all members via the Women's Instructional Network (WIN)
- Learn how your team can inspire women for business careers through the Stephen Bufton Memorial Educational Fund
- Work with members to tackle the universal challenges facing ABWA teams today
- Assess the District Dashboard to review performance and opportunities for each district represented

Your participation will serve to enhance your team's experience. Be the first to hear of the latest ABWA innovations and opportunities scheduled for 2011.

*We look forward to seeing you there!*

LEADING WITH



# ATLANTA • SANTA FE • ST. LOUIS

# 2011 Eastern Regional Conference

**Carlton Reed joins  
us in Atlanta from  
March 18-19, 2011.**



## SEMINAR SPEAKER Carlton Reed

Carlton Reed began his post-college professional life holding positions he was good at but not necessarily passionate about. In 2002, he left his long career in finance and struck out in a new direction devoting himself to speaking and training. Today, he is a top-rated international speaker who has trained an impressive list of clients including the IRS, the Armed Services, as well as numerous private corporations and foundations.

### VOLUNTEER OPPORTUNITIES

*We're looking for 20 members 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](mailto:kcraven@abwa.org) or (800) 228-0007 ext. 241.*

### SEMINAR

## Positive Risk Taking

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.

### COURSE OBJECTIVES:

Successful completion of this course will increase your knowledge and ability to:

- Accept risk as a necessary factor in successful innovation and as a normal part of business and of life.
- Evaluate your own capacity for positive risk taking, building on strengths, and compensating for weaknesses.
- Evaluate positive risks using objective methods.
- Apply corporate and personal values and ethics to potential positive risks.
- Overcome corporate, team, and personal barriers to positive risk taking.
- Encourage positive risk taking in your team.

Risk taking is a necessary factor in successful innovation, and it can be key to your success when you have developed the knowledge, skills, and abilities necessary to evaluate potential positive risks and to act on their evaluations.

***The Saturday program is valued at .6 CEUs. 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). Chapters/networks must be eligible and vote to submit applications for reimbursement.***



# ATLANTA, GEORGIA

Districts I and IV · March 18-19, 2011

# 2011 Western Regional Conference

Jo Ann Corley joins us  
in Santa Fe, N.M., from  
April 29-30, 2011.



## SEMINAR SPEAKER Jo Ann Corley

As a seasoned business professional, Jo Ann Corley brings insight and experience to her presentations. With more than 20 years of business experience, including the management of an international benefits program, she considers herself an insatiable learner with strong business acumen, committed to personal and professional growth. With a passion for performance as well as both career and life planning, her personal mission statement is to lead, educate, and inspire people to lead the best quality lives possible.

### VOLUNTEER OPPORTUNITIES

*We're looking for 20 members to volunteer on-site at the Western 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](mailto:kcraven@abwa.org) or (800) 228-0007 ext. 241.*

### SEMINAR

## How to Build Strategic Thinking Skills

A lack of understanding of what strategic thinking really is leads to poor strategies. Poor strategies lead to missed goals, time lost, and money wasted. This day of learning will open your mind to a whole new way of thinking about how you work through any challenge or problem. You'll learn how to break down any business situation from a strategic perspective—identifying hurdles, opportunities, hot issues, and constraints. Finally, you'll understand how to formulate effective strategies for addressing the dilemma you're up against—creating an effective strategic plan and execution strategy to ensure positive results.

### COURSE OBJECTIVES:

Successful completion of this course will increase your knowledge and ability to:

- Recognize the differences between strategic thinking and strategic planning.
- Understand how creative and critical thinking can boost strategic efforts.
- Develop or evaluate a company's mission and vision statements as they relate to the company's core purpose and values.
- Challenge conventional thinking through various methods presented.
- Gather information through environmental scans, SWOT analyses, and other tools.
- Identify obstacles that make strategic planning challenging, and develop effective decision-making skills.
- Understand how SMARTTEST goals transform vision into action when combined with clear objectives.
- Evaluate the strategic plan and vision periodically, knowing when changes might be required.

Learning to formulate effective strategies for addressing any dilemma you're up against will help you to create an effective strategic plan and execution strategy that will ensure positive results.

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# SANTA FE, NEW MEXICO

Districts II and VI · April 29-30, 2011

# 2011 Central Regional Conference

**Karen R. Marzo** joins  
us in **St. Louis, Mo.,**  
from **April 1-2, 2011.**



## SEMINAR SPEAKER **Karen R. Marzo**

An engaging speaker who holds audiences at rapt attention, Karen Marzo has a gift for connecting with people, largely because her ideas have a ring of truth and because she peppers her presentations with fascinating anecdotes that attendees remember long after the day ends. Sought after by groups around the globe and in all 50 states, she has facilitated training for many Fortune 500 companies as well as smaller business owners and not-for profit associations.

### VOLUNTEER OPPORTUNITIES

*We're looking for 20 members to volunteer on-site at the Central 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](mailto:kcraven@abwa.org) or (800) 228-0007 ext. 241.*

### SEMINAR

## Innovation and Creativity

Visionaries have always been outside-the-box thinkers, but for some, that's difficult. In this amazing day of learning, you'll develop brainstorming skills that allow you to create and invent. You will also learn to perceive and overcome rigid creativity, generate ideas that are out of the common compartments and organizational structure, and accept others' new and different modes for idea generation.

### COURSE OBJECTIVES:

Successful completion of this course will increase your knowledge and ability to:

- Improve teamwork contribution with techniques for involving and processing the collective group of ideas and creations.
- Establish an energetic working environment that suits the needs of the individuals and the business initiative.
- Think smart and expand on ideas.
- Find new sources of inspiration and motivation to help get started.
- Reinvent your talent development process.

Overcoming fears that prevent free and new thinking will allow you to facilitate creative thinking or organizational change that will keep you on top of your industry's game.

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LEADING WITH



# ST. LOUIS, MISSOURI

Districts III and V · April 1-2, 2011

# Where to Stay

## 2011 Accommodations

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](http://www.abwa.org) or log into WIN to download individual housing forms or to access online housing links.**

### Eastern Regional Conference Atlanta, GA March 18-19, 2011

Hotel reservations for ABWA's commitment of rooms must be received by Wednesday, Feb. 16, 2011. Reservation code: ABC14.

The Westin Atlanta  
North at Perimeter  
[www.westinatlantanorth.com](http://www.westinatlantanorth.com)  
(770) 395-3900

Reservations.....(800) 937-8461  
Reservations fax.....(770) 395-3918  
Self-parking .....Free for hotel guests

#### RATES:\*

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

*\*Prices do not include tax. Deposit is fully refundable if cancellation is received 24 hours prior to arrival. All rooms in The Westin Atlanta North Perimeter are non-smoking.*

#### TRANSPORTATION:

**MARTA Rail Service**—\$4 round trip fare. Take the North Springs Line to the Medical Center Station (approx. 40 min. ride). Call the hotel shuttle, at (770) 395-3900, when you are near the Buckhead Station. Please let the driver know how many people need to be picked up and what you are wearing so they can identify you.

### Western Regional Conference Santa Fe, NM April 29-30, 2011

Hotel reservations for ABWA's commitment of rooms must be received by Tuesday, March 29, 2011. Reservation code: ABWA Regional Conference.

Santa Fe Hilton Historic Plaza  
[www.hiltonofsantafe.com](http://www.hiltonofsantafe.com)  
(505) 988-2811

Reservations.....(800) 445-8667  
Reservations fax.....(505) 986-6439  
Self-parking .....Free for hotel guests

#### RATES:\*

Single (one person/one bed)..... \$109  
Double (two people/two beds)..... \$109  
Triple (three people/two beds).....\$129  
Quad (four people/two beds).....\$139

*\*Prices do not include tax. Deposit is fully refundable if cancellation is received by 6:00 pm the day prior to arrival.*

#### TRANSPORTATION:

**Sandia Shuttle Express**—\$20 one way or \$40 round trip. Reference ABWA for the discounted pricing above. Schedule information only, available online at [www.sandiashuttle.com](http://www.sandiashuttle.com).

### Central Regional Conference St. Louis, MO April 1-2, 2011

Hotel reservations for ABWA's commitment of rooms must be received by Sunday, March 20, 2011. Reservation code: ABWA Regional Conference.

Hyatt Regency  
St. Louis at the Arch  
[www.hyattregencystlouis.com](http://www.hyattregencystlouis.com)  
(314) 655-1234

Reservations.....(314) 655-1234  
Reservations fax.....(314) 241-9839  
Self-parking .....\$19/night  
Valet parking.....\$25/night

#### RATES:\*

Single (one person/one bed).....\$129  
Double (two people/two beds).....\$129  
Triple (three people/two beds).....\$154  
Quad (four people/two beds).....\$179

*\*Prices do not include tax. Deposit is fully refundable if cancellation is received 3:00 pm the day prior to arrival. All rooms in the Hyatt Regency St. Louis at the Arch are non-smoking.*

#### TRANSPORTATION:

**GO BEST Express Airport Shuttle**—\$17 one way or \$32 round trip if booked before March 24, 2011. Go to <http://bit.ly/ABWAtransfer>.

# 2011 ABWA REGIONAL CONFERENCE REGISTRATION FORM

Check One ..... Conference Date ..... Conference Location ..... Districts ..... Early Registration Date

- ..... March 18-19 ..... Eastern: Atlanta, GA ..... Districts I and IV ..... Before February 9
- ..... April 29-30 ..... Western: Santa Fe, NM ..... Districts II and VI ..... Before March 23
- ..... April 1-2 ..... Central: St. Louis, MO ..... Districts III and V ..... Before February 23

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Daytime phone: \_\_\_\_\_ Member No. \_\_\_\_\_ Chapter or Express Network \_\_\_\_\_

First Name Preferred on Member's Badge \_\_\_\_\_

Company Name: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Conference Fee Schedule	Office Use	Early	Regular	Non Member	
Complete Registration (Celebration breakfast and the banquet included.)		\$264*	\$314	\$339	\$
Guest Banquet Ticket		\$75	\$75	\$75	\$
				<b>TOTAL</b>	<b>\$</b>

\*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 utilize 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 REGISTRATION FORM WITH PAYMENT TO:

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

Register online at: [www.abwa.org](http://www.abwa.org)

Or charge by fax: (913) 660-0101

Phone: (800) 228-0007

Questions? Email [kcraven@abwa.org](mailto:kcraven@abwa.org)