

Advancing the Association Community in California

California Society of Association Executives



xPresso Ed is a fast-paced program in a small group environment. New to Association management? Get fast-tracked in your career. Been in Association management a while? Sharpen your skills and gain new perspective on old issues. Association supplier? Go beyond just "making the sale." Become a valued partner by learning about challenges your clients face.

WHEN & WHERE:

Bay Area Region –

DoubleShot Workshops: 9:00 a.m. – 4:30 p.m.

Hosted by – Professional Assn for Childhood Ed

Wednesday, October 28, 2009

Module 1 and Module 2

Thursday, March 11, 2010

Module 3 and Module 4

Capital Region – 8:00 a.m. to 11:00 a.m.

Hosted by – The Safety Center, Inc.

Thursday, July 9, 2009 – Module 5

Wednesday, September 30, 2009 – Module 6

Thursday, February 25, 2010 – Module 7

Thursday, May 13, 2010 – Module 8

So Cal Region –

DoubleShot Workshops: 9:00 a.m. – 4:30 p.m.

Hosted by – Los Angeles County Bar Association

Thursday, September 10, 2009

Module 5 and Module 6

Wednesday, May 26, 2010

Module 7 and Module 8

San Diego Region – 1:30 p.m. to 4:30 p.m.

Hosted by – San Diego Psychological Assn

Wednesday, August 5, 2009 – Module 1

Thursday, October 15, 2009 – Module 2

Thursday, March 18, 2010 – Module 3

Thursday, June 24, 2010 – Module 4

Short Shots of Intense Education ...



Module 1 - xPresso Management – Fake it 'til You Make it – Key Strategies in Organizational Dynamics - Covers both the operational and financial management of a successful and forward moving organization.

Module 2 - xPresso Knowledge – Immersion; Collaboration; Growth – Powerful Models of Thought - Investigates strategic planning and how to capture, organize and leverage knowledge. Learn how to think about your business goals and research methods in an intentional way.

Module 3 - xPresso Leadership – Livin' La Vida Loca – Setting Emergent Talent Free - Solidifies the leadership skills necessary for you to walk the talk of a successful association staffer or executive. Ethics, diversity, relationships and negotiating skills will be reviewed in detail.

Module 4 - xPresso Administration – Encouraging the Science of Controlled Chaos - Immerses you in the administrative tools necessary for a healthy, productive association from human resources and technology to legal issues, facility management and vendor relationships. You will learn how to administer it all.

Module 5 - xPresso Structure – Taming the Tricky Governance Hydra - Discusses in detail the inner workings of associations, from governance models, bylaws and policies to volunteers, divisions and communities of practice. The lines will be drawn and effective communication will be at an all time high.

Module 6 - xPresso Relations – Inside, Outside, Upside, Downside – Examines how to build effective government relations, public relations and member relations programs and how internal and external communications impact those three critical program areas.

Module 7 - xPresso Membership – Help Yourself to Whatever's in the Fridge - Welcoming Your Members Home - Takes you through the entire member experience from prospecting, recruitment and retention to managing your ongoing relationship.

Module 8 - xPresso Programs – Lacing Your Programs and Services with the Catnip of Excellence - Touches on the programs, products and services that make each association unique and value-based.

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