



9th Annual Summer Summit Leading the Force of the Future



TRILLIUM CHAPTER



July 10-11, 2014
Caesars Windsor
Windsor, ON



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CAESARS
WINDSOR

ACCOMMODATION INFORMATION

Preferred rate of \$119

The CSAE Trillium Chapter room rate is \$119 for July 10, 2014. The CSAE TC rate is offered 2 days pre and 2 days post event based on availability. Book early if you plan to extend your stay.

Cut-off date for the preferred rate is June 25, 2014.

To book your accommodation please call: 1-800.991-8888 **Group Code: ACS0709**



TRAVEL INFORMATION



Caesars Windsor and VIA Rail are pleased to host your VIA Transportation to & from the 2014 Summer Summit in Windsor to the first 64 Association Executives registered for the Summer Summit

The CSAE Summer Summit train departs from Toronto, Union Station, Wednesday, July 9, 2014 at 12:15 pm. You can also catch this train at Oakville, Aldershot, Brantford, Woodstock, London or Chatham.

Your return train will leave Windsor at 1:45 pm on Friday July 11, 2014, and arrives into Union Station at approximately 6:00 pm stopping at the above mentioned stations along the way. Please contact the Chapter office to book your train ticket.

The CSAE Trillium Chapter is grateful to the Summer Summit sponsors for their generous commitment and support in making an event of this calibre possible! Please remember them by offering the chance to quote on future business.

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Top 10 Reasons to Attend the 2014 Summer Summit

1. **Relevant Education** - the program for the Summer Summit includes top notch speakers presenting on a variety of association topics. From non-dues revenue to membership engagement to determining what is the right financial reserves for your organization and what to do now that CASL will be in force and everything in between - we've got you covered!
2. **Can't Beat the Price** - all meals and breaks, 2 keynote speakers, 12 concurrent sessions (you choose 4) and a pre-conference workshop all for \$195. And the overnight room rate is \$119! Add in complimentary return transportation on VIA Rail for association staff attending the Summer Summit and it all adds up to "you can't afford to miss this conference"!
3. **Peer to Peer Networking** - the Summer Summit offers ample opportunities to network with your peers. Come out and reconnect with old friends and make some new ones!
4. **Exposure to Suppliers who Can Partner with You for Success** - whether you're looking for an incredible venue to host your upcoming conference, a consultant to assist with your volunteer leadership development, or a webhosting strategy, business members will be in attendance to offer their advice and expertise. Come out and make lasting partnerships that will allow you to be more effective in your role, whatever your role is.
5. **Learn Current Strategies that Are Working** - the program will focus on creative strategies that are working...as well as pointing out a few mistakes that you don't want to make! You will leave the Summer Summit armed with practical tips and tools to put into practice at your workplace.
6. **Be a Part of the Dialogue** - the Summer Summit will offer you opportunities to discuss and share ideas. Join the conversation pre and post Summit on Twitter as well!
7. **Be Inspired by Like Minded Individuals** - take the time to be inspired by your colleagues, the Summer Summit will allow ample time for knowledge transfer among your peers.
8. **Get Out of the Office** - sometimes just getting out of the office can lead to better outcomes. Take the time to unwind and relax...you just may find that you find the creative solution you were looking for when you do!
9. **Experience Caesars Windsor** and all that it has to offer including restaurants, casino and Air Supply performing at the Colosseum on Friday, July 11th. Book your tickets now.
10. **Extend Your Stay!** - here are but a few things to do while in Windsor: - Bluesfest International, July 11—July 13, 2014; International Dragonboats Festival, July 11—July 13, 2014; NEW Adventure Family Water Park; Sundrenched vineyards with wine tasting tours; Canadian Club Brand Centre (a must see) and so much more.



TRILLIUM CHAPTER



www.csae.com/chapters/trillium
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Wednesday, July 9 2014		
Time	Activity	
5:00 pm - 8:00 pm	Registration	
6:00 pm - 7:30 pm	Pre-Conference Workshop: Transitions - Preparing for a Career of Change by Jack Shand, CAE, CMC	
Thursday, July 10, 2014		
8:00 am - 9:00 am	Hot Breakfast	
9:00 am - 10:30 am	Opening Keynote: How Evergreen is Your Organization? by Noah Fleming	
10:30 am - 10:45 am	Refreshment Break	
10:45 am - 12:30 pm	Concurrent Workshop 1A: Human Resources Management by Patrick Gauch, CAE Concurrent Workshop 1B: Part 1: Reserves - What is Right for Your Organization Part 2: Controller vs CFO - Understanding the Evolving Roles of Your Top Financial Officer by Dale Varney, CA, and Lyndsey McIntyre, CA Concurrent Workshop 1C: Seize the Day - Use Your Multiple Brains at Work by Rebecca Heaslip	
12:30 pm - 1:50 pm	Hot Lunch	
2:00 pm - 3:30 pm	Concurrent Workshop 2A: CASL: Now that the Anti-Spam Legislation is in Force - What do you do? by Victoria Prince Concurrent Workshop 2B: Generating Revenue and Member Value through Knowledge Products by Gerald Bramm Concurrent Workshop 2C: Planner and Supplier Relationships: Dating 101 by Christine Gruber, CMP, CMM	
3:30 pm - 3:45 pm	Refreshment Break	
3:45 pm - 5:45 pm	Concurrent Workshop 3A: Should Lobby Days be in the GR Tool Kit by Kim Donaldson Concurrent Workshop 3B: Recruiting and Engaging Members - Millennial to Boomers. Why this has nothing to do with social media by Erin Roberts Concurrent Workshop 3C: Crafting a Resonating Message That Communicates the Vision and Values of Your Organization to your Members by Nabil Doss	
6:30 pm - 9:30 pm	Networking Reception and Dinner at The Hiram Walker Brand Centre Stand-Up Dinner, Beverages and Entertainment	
Friday, July 11, 2014		
7:30 am - 8:30 am	Hot Breakfast	
8:30 am - 9:45 am	Keynote How to Hustle by Jesse Brown	
9:45 am - 10:00 am	Refreshment Break	
10:00 am - 11:30 am	Concurrent Workshop 4A: An Insiders Guide to Non-Dues Revenue - Thinking Outside the Box by Erin Roberts Concurrent Workshop 4B: Are Your Courses Online? A Guide to Associations on Developing a Strategy to go Online by Mollie O'Neill Concurrent Workshop 4C: Production and AV - Understanding the Language to Leverage More Value from Your Suppliers by Matthew Byrne	
11:30 am - 1:00 pm	Lunch and Closing Remarks	

Wednesday, July 9, 2014 - 6:00 pm to 7:30 pm

PRE-CONFERENCE WORKSHOP

Transitions - Preparing for a Career of Change

Jack Shand, CAE, CMC, President, Leader Quest Inc., The Association Experts

First-timer experiences happen throughout professional life: a first-ever role as a CEO, first-ever mandate to achieve organizational turn-around or culture change, first-ever job termination, first-ever realization I've made a terrible career move. There are momentous points in any career, and this interactive session will present insights from some 'trial-by-fire' association leaders who have faced their own formidable transitions. What lessons can they share to help you prepare for the opportunities and challenges ahead? Participants will be engaged to add to the experiences shared by the panel so the take-away is a list of great strategies for a range of career transitions CSAE members may face. This session is open to association executives only.



Jack Shand, CAE, CMC, is President of Leader Quest Inc., The Association Experts™, a management consultancy focused in executive search, strategy, organizational leadership and design. An honoured life member of CSAE and one of five instructors in the CAE® program, Jack works with Boards to define organizational outcomes, expectations of staff leaders, and to better understand their responsibilities as governors. Jack is also a volunteer with the Thought Leadership Forum, Canadian Association of Management Consultants - GTA Chapter.

Thursday, July 10, 2014 - 9:00 am to 10:30 am

KEYNOTE

How Evergreen is Your Organization?

Noah Fleming, Strategic Marketing Expert

Noah is the author of the forthcoming 2014 book titled EVERGREEN: How to Prevent Your Customers From Dropping Like Leaves (AMACOM). In Evergreen, a funny, useful and detailed playbook on customer retention, customer experience, and customer strategy, it is explained that most organizations are “addicted to sex” – the thrill of the chase of gaining new customers – as opposed to “looking for love” – finding worthwhile customer relationships that will last for years and years. In addition, many companies fail to analyze the profitability of their existing customers or the potential profitability of different types of new ones. As a result, they lurch from one customer base to the next, losing some of their most valuable customers just as trees lose their leaves each fall, and gaining others, many of whom turn out to be duds.



Noah Fleming is a strategic marketing expert. As a thought leader in strategic marketing, Noah teaches companies how to maximize the profits from every customer interaction; how to dramatically improve marketing effectiveness, and how to create unbreakable customer loyalty. He's an expert blogger for Fast Company Magazine, and an "Expert Guest Columnist" to The Globe and Mail's Report on Business Section. Noah has been routinely quoted and mentioned in publications like Forbes, The New York Times, Reuters, and many more.

Friday, July 11, 2014 - 8:30 am to 9:45 am

KEYNOTE

How to Hustle

Jesse Brown, Digital Media Expert, Futurist and Broadcast Journalist and is sponsored by Speakers Spotlight.

The economy you are being trained for no longer exists. To survive in today's workforce, everybody needs to know how to freelance, contract, consult, and hustle. This is as true for lawyers as it is for writers. Jesse Brown has been gainfully self-employed for fifteen years—he's done everything from internships and gopher work to hosting national radio shows and launching an internationally popular social media app. In this funny and informative keynote, Jesse shares his secrets on how to get in the door and make yourself valuable, how to manage your brand, and how to make the most of chaos.



Jesse Brown was first heard by Canadians on his hit CBC Radio show, The Contrarians, a program about “unpopular ideas” that just might be right. From there, he hosted Search Engine, a podcast that explored the effects of the Internet and social media on politics and culture. He's now the host of a popular podcast, Canadaland, which sees him sitting down with some of Canada's best and brightest from industries spanning high-tech to the arts. Brown is also a co-founder of the worldwide phenomena Bitstrips—the online educational cartooning application that teaches computer literacy and visual literacy to millions of students, which has become a key learning tool for educators around the world and a hit with social media users. As a journalist, Brown has interviewed the inventor of the World Wide Web, has travelled to China to report on dissident bloggers, and has explained Twitter to Peter Mansbridge on CBC TV's The National. He writes a regular column for Toronto Life magazine, and has contributed to an array of other publications, including Saturday Night magazine, The Globe and Mail, the National Post, and Vice magazine.



Thursday, July 10, 2014 - 10:45 am to 12:30 pm
CONCURRENT SESSIONS

Concurrent 1A: Human Resources Management - Five Essential Issues

Patrick Gauch, CAE, Director of Corporate Services, Supply Chain Management Association

The changing nature of human resource management is having a profound impact on non-profit organizations. Five issues facing non-profit organizations include: Job Descriptions and Performance Management: Does the employee's job description reflect their role and are you evaluating their work or their performance?; Employee Handbook / Employee Policies: Do your policies conform to the current legislation and how are those policies communicated to your employees; Succession Management: Do you know who your key employees are, their role and do you have a plan to replace them when they win LotoMax?; Recruitment: Are you recruiting the best people?; Employee Accommodation: Do you have the policies and procedures in place to address employee accommodations in the workplace. Participants will receive a Participant's Guide (including a self-audit that will assist organizations in identifying gaps in their human resources structures) that can be utilized in their organization.



Patrick Gauch, CAE is the Director of Corporate Services for the Supply Chain Management Association. Patrick brings more than 25 years of experience as an innovative, performance-focused senior leader in both corporate and non-profit sectors. Patrick is a strategic thinker and planner who contributes to the bottom-line efficiency, performance and process improvement of the Association. Patrick is a Certified Association Executive, Certified Human Resources Professional and has a Master of Business Administration from Royal Road University.

Concurrent 1B: Part 1: Reserves - What is Right for Your Organization? Part 2: Controller vs CFO - Understanding the Evolving Roles of Your Top Financial Officer

Dale Varney, CA, Partner and Lyndsey McIntyre, CA, Senior Manager, Grant Thornton LLP

Part 1: Some organizations define reserves as assets in excess of liabilities (net assets). Others include only liquid assets. However, these definitions don't take into account the fact that an organization's entire liquid net assets do not need to be set aside as reserves. What are reserves? "an organization's financial reserves are a discrete subset of its liquid net assets. They are a distinct pool of assets (set aside) that an organization can access either to mitigate the impact of potential unbudgeted and undesirable financial events or to pursue opportunities of strategic importance that may arise in the future". Setting reserves involves various steps from a baseline long-term financial forecast; quantifying average annual risk exposure and establishing your target reserves level and funding approach. This session will address practical approaches to setting levels of reserves and addressing the process of adopting and communicating a reserves plan. This session will be instructional and interactive.

Part 2: The traditional role of a controller is no longer a sufficient resource for most associations. As we work in an increasingly complex world, the responsibilities of your top financial officer continue to grow. The controller is looking more and more like a chief financial officer. They are taking on organizational strategy, financing, investing, risk management, and information technology on top of accounting responsibilities. While titles may not have changed, the role definitely has. This session will address how to take your top financial role to the next level. This session will be instructional and interactive.



Dale Varney, CA, is a partner at Grant Thornton and has over 20 years experience serving and providing advice to association clients. Dale currently leads Grant Thornton's Southern Ontario Business Unit's Not-for-profit (NPO) team. Dale works primarily in the NPO sector and has a focus on member based organizations. Dale has served on Boards and presented to various association clients.



Lyndsey McIntyre, CA, is a senior manager at Grant Thornton and has over 12 years experience serving and providing advice to association and other not-for-profit clients. Lyndsey is also actively involved in Grant Thornton's NPO leadership group, and leads the Southern Ontario Business Unit's Association sector team.

Concurrent 1C: Seize the Day - Use Your Multiple Brains at Work

Rebecca Heaslip, President, Leadership Insight Inc.

Create inspired workplaces where people feel confident to take risks and develop their own solutions.

Over the course of the day, we make hundreds if not thousands of decisions. Many are routine and require little thought; some are instinctual - like moving quickly to get out of the path of a car - while others require considerable deliberation. When we balance intuition with cognition, we make smart, creative decisions in less time and with less regret.

In this 1 & 1/2 hour fun and interactive presentation, you'll learn strategies for enhancing your innate wisdom to create workplaces that are passion-driven and forward-thinking, where people are inspired to take risks and develop their own solutions using their head, heart and gut.



Rebecca Heaslip is a successful consultant, coach, speaker and author. For the past 15+ years, Rebecca has helped organizations in the public and private sectors, assess, develop and retain top talent. Utilizing validated assessments and expertise in coaching, she transforms managers into leaders. Rebecca is the author of *"How to Launch Stress-Free 360 Surveys"* and the upcoming book, *"Simply... Trust Your Gut!"*

Thursday, July 10, 2014 - 2:00 pm to 3:30 pm CONCURRENT SESSIONS

Concurrent 2A: CASL: It's In Force. Now What Do You Do?

Victoria Prince, Partner, Borden Ladner Gervais LLP

Canada's new Anti-Spam legislation, commonly called CASL, is in effect in large part on July 1, 2014. CASL prohibits sending many types of electronic messages – like emails -- without meeting certain consent and content requirements. What do you do now that CASL is in force? What are the liabilities faced by directors and officers of associations for non-compliance? This session will include a general overview of the key elements of the legislation and some practical insights, all in the context of the liabilities faced by directors and officers in an ever-changing legal landscape.



Victoria Prince is the National and Toronto Regional Chair of BLG's Not-For-Profit Practice Group. Her practice involves advising not-for-profit organizations and charities on issues such as governance, by-laws, incorporation, obtaining registration as a charity, contracts and agreements of all types. Victoria was a member of BLG's management team for many years. As well, Victoria is a member of both the Ontario Bar Association and Canada Bar Association Charities and Not for Profit Law Sections. Among volunteer positions held in the industry, Victoria is a Director and Secretary of Kids Up Front (Toronto). She is also a Director and President of The BLG Foundation and a co-chair of the legal community's Give A Day campaign.

Concurrent 2B: Generating Revenue and Member Value with Knowledge Products

Gerald Bramm, President, Bramm Research

Knowledge products are an excellent way to deliver member value. Whether it's a benchmarking/best practices research report, regulatory updates or reference manuals, these information resources are a highly visible element of your association's member value proposition and can also be an excellent source of revenue. This seminar will show you how to identify and develop the knowledge products your members value, and how to use them as an ongoing source of non-dues revenue.



Gerald Bramm is the President of Bramm Research (www.brammresearch.com), a firm that conducts marketing research assignments for specialized niche markets. He focuses most of his attention on conducting research on behalf of associations. He is a member of the CSAE and is the research partner of the CSAE Trillium chapter. He is responsible for developing surveys for all the events hosted by the Trillium Chapter as well as other topic specific surveys.

Concurrent 2C: Planner and Supplier Relationships: Dating 101

Christine Gruber, CMP, CMM, President, BOLD Hospitality Events and Consulting

The Planner and Supplier relationship is a lot like dating. The supplier calls up a planner they are interested in doing business with and try to make a "date" or meeting to discuss future options. So are you the "jock" or the "nerd"? How about you, planner? Are you the "girl next door" or are you the "head cheerleader"? Learn more about the type of suppliers and planners are out there and how you can relate better to each other so that you can get that meeting!



Christine Gruber, CMP CMM has over 18 years of experience in the event and hospitality industry. She started her career working in sales, promotions and marketing in hotels and theatre. She then switched over to planning and gained experience in corporate and association organizations. She started BOLD Hospitality Events and Consulting in 2013 to help hotels get a greater return on their investment for their client experiential marketing events. Her unique combination of skills and experience led her to become a leader in identifying gaps in planning and execution and then finding solutions to aid suppliers get a better understanding of event and meeting planners.

Thursday, July 10, 2014 - 3:45 pm to 5:45 pm
CONCURRENT SESSIONS

Concurrent 3A: Should Lobby Days be in the GR Tool Kit?

Kim Donaldson, Consultant, The Capital Hill Group

At its core, Government Relations and Advocacy are about relationship building and a trusted exchange of information. The question for many organizations remains, who are the best and most appropriate people within government to build relationships with? How do we build those relationships? And, what is the best way to communicate our message to Government?

Lobby Days are a popular but not particularly well understood option for making the best of your organization's resources (time, travel budgets, etc). However, a lobby day may or may not be the best way to get your message across. This interactive session will show association executives some of the options for launching an advocacy campaign and guide you towards the best options for your organization.



Kim Donaldson has over 20 years in the public policy field and in senior political roles and is as motivated by the causes she represents as she is experienced in the political process and machinery of government. A Toronto native, Kim continues to live and work in the city where she first learned the value of strong advocacy campaigns through her involvement in student issues at the post-secondary education level. Today Kim works on behalf of clients representing a wide range of social causes and has been described as one of the best strategic communicators in the field, with the drive and commitment to maintain momentum throughout even the most complex and long-term campaigns. Despite a busy professional and volunteer schedule, Kim continues to be active in politics: most recently, she was an early and key member for candidate Kathleen Wynne during her 2013 leadership campaign, and served with Premier Wynne's transition team before returning to her desk at CHG.

Concurrent 3B: Recruiting & Engaging Members - Millennials to Boomers Why this has Nothing to do with Social Media

Erin Roberts, Partner, ZZeem

Do we need a different MVP (member value proposition) to attract and engage each demographic? The answer will surprise you. This workshop provides a very practical guide to articulating the MVP as well as delivers some compelling connections between the MVP and the generally weak track record associations have in attracting Millennials. In this interactive workshop you'll learn:

- ⇒ The three most common mistakes associations make in their recruitment efforts.
- ⇒ How to uncover the relevant and compelling MVP that speaks to each cohort of your target audience.
- ⇒ How to use current business tactics to create a recruitment and engagement system that works effectively across the demographic spectrum.

This interactive workshop includes workbooks and take-away tools that will allow you to implement what you learn.



Erin Roberts, is a Partner at Zzeem. Her particular expertise is in the *business* of not-for-profits. Prior to cofounding Zzeem, Erin was a director in the securities industry working with senior corporate and government executives. Erin holds a Masters degree in Econometrics and the Chartered Financial Analyst designation. Erin speaks to association executives and decision-makers on a variety of topics specifically related to the business of the membership organization.

Concurrent 3C: Crafting a Resonating Message That Communicates the Vision and Values of Your Organization to its Members

Nabil Doss, Professional Speaker • Expert in Influential Communication

More than ever, associations need to stay relevant to their members and keep them fully engaged. In many cases, it's a matter of survival. Thriving organizations have learned to harness this power and create a story for their brand; a story that engages the whole organization and focuses it towards a common goal. How effectively are the vision, mission, values, themes, and value proposition of your organization being communicated? Crafting and communicating an impactful message is perhaps one of the most critical steps in creating a meaningful connection with members. Keeping members well informed is only one piece of the puzzle. It's your ability to **craft a compelling story** that can exponentially increase the emotional connection and turn members into lifelong, proud, brand ambassadors. In a highly practical and entertaining session based on Hollywood trailer storytelling techniques, participants will learn how strategic scripting, compelling use of audio-visual elements and appropriately instilled emotional components can zero in on the essence of the message, increase its retention and establish a lasting emotional connection.



Nabil Doss is known as "The French Voice of Paramount Pictures in Canada". Nabil is a seasoned movie trailer and television commercial producer, who worked on hundreds of Hollywood blockbusters. Using proven influential techniques, he helps business leaders in crafting and delivering a highly inspirational message. Nabil held key roles in professional associations, currently as Secretary of the Global Speakers Federation, and as 2013 National President of the Canadian Association of Professional Speakers.

Friday, July 11, 2014 - 10:00 am to 11:30 am CONCURRENT SESSIONS

Concurrent 4A: An Insider's Guide to Non-Dues Revenue - Thinking Outside the Box

Erin Roberts, Partner, ZZeem

Most member-driven organizations cannot sustain themselves on member dues revenue alone, and the traditional sponsorship and conference revenue models are yielding increasingly lower returns. Organizations who lead the future of membership associations are operating as a business. They are leveraging their natural advantages in new ways to generate additional revenue while simultaneously increasing member satisfaction. What are the effective strategies and tactics for increasing the value of your sponsor partner opportunities? What options do you have to attract non-dues revenue from other sources? For those organizations who are open to change and nimble in seizing opportunity, this workshop offers a host of new trends and proven techniques to drive innovative non-dues revenue generation.



Erin Roberts, is a Partner at ZZeem. Her particular expertise is in the *business* of not-for-profits. Prior to cofounding ZZeem, Erin was a director in the securities industry working with senior corporate and government executives. Erin holds a Masters degree in Econometrics and the Chartered Financial Analyst designation. Erin speaks to association executives and decision-makers on a variety of topics specifically related to the business of the membership organization.

Concurrent 4B: Are Your Courses Online? A Guide to Associations on Developing a Strategy to go Online

Mollie O'Neill, President, Brigus Learning Inc.

Association members expect courses to be available on demand through their computers. Do you have questions about how to develop and offer these online courses? How much will an online course cost? How do we develop the course? How do we track student progress? Who do we call? What questions do we ask? This session will bring you through the creation of an online course. You will learn the answers to the questions above and also understand the role of the instructional designer, graphic artist, software developer, the course's storyboard and Learning Management System (LMS).

The session will have two parts:

- (1) What an association should know before it creates an online course. This section will focus on the pre-planning needed to go online – understanding the students, identifying the skills needed for the course development team, designing how to interact with students, selecting which media tools to use and selecting a Learning Management System.
- (2) Best practices in the design of self-directed online courses. This section will deconstruct an existing eLearning course to demonstrate the instructional design strategy behind the screen layout, navigation, use of graphics, spacing and types of interactions and structure of content.



Mollie O'Neill is President of Brigus Learning Inc. <http://www.briguslearning.ca> and has designed university credit courses and industry compliance and certification courses for over thirty years. She has been involved in the online delivery of education and training since the inception of the internet. She holds an MBA and MA.

Concurrent 4C: Production and AV - Understanding the Language to Leverage More Value from Your Suppliers

Matthew Byrne, President, Maph Productions Inc.

How many times have you been burned by an AV supplier? Do you find you are trying, and maybe not succeeding in mitigating scope creep? When a supplier sends you a quote with DX150 DLP on it, do you hope that is what you need for your event, but put all your trust in your supplier? This session will help you get a thorough understanding of how AV is applied to events and meetings, when and why to use it and to leverage more value with your suppliers. You will learn the essentials of what your quote should include, why it's been broken down in a particular way and what to look for.

Key Points for take away: Avoiding scope creep; Better relationships with your suppliers; Identifying the real “must haves” and the “nice to haves” ; Working with your message and what technology best suits it; and Gain more value with your team as an expert on all aspects of your event.



Matthew Byrne is originally from Montreal, where he studied Theatre Production and Management. Matthew has been producing entertainment, special events and meetings for 15 years. After working in the arts for many years, Matthew then worked for large Audio Visual companies' throughout Canada helping to produce large scale events for corporate clients, associations and not for profits. With his thorough background in audio visual technology and practical experience producing events, he uses his knowledge of event technology to leverage value for his clients while focusing on key objectives and goals. His company maph productions, produces events throughout the year, in Toronto and across Canada.

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Leading the Force of the Future

July 10-11, 2014

Caesars Windsor

Windsor, Ontario N9A 7H7

ASSOCIATION EXECUTIVE REGISTRATION FORM



REGISTRATION:	EARLY BIRD RATE By June 6, 2014	REGULAR RATE After June 6, 2014
CSAE Executive Member	<input type="checkbox"/> \$195 +hst	<input type="checkbox"/> \$234 +hst
Executive Non-Member	<input type="checkbox"/> \$244 +hst	<input type="checkbox"/> \$293 +hst
Spouse/Significant other (Thursday Networking Reception only):	<input type="checkbox"/> \$40 + hst	
Cancellation Policy: Notice to be in writing prior to 5:00 Friday, June 20, 2014		
Substitution Policy: You are free to send someone in your place if you are unable to attend		
HST 10686689ORT0004		

DELEGATE INFORMATION:

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email: _____ Phone: _____

Dietary Restrictions: _____

PAYMENT: Visa MasterCard Amex Cheque (must be received prior to event)
Please make cheque payable to the CSAE Trillium Chapter

Card Number: _____ Expiry Date: _____

Name on Card: _____

Accommodation: Preferred rate of \$119

The 9th Annual Summer Summit will be held at Caesars Windsor in Windsor, Ontario. The CSAE Trillium Chapter room rate is \$119 for July 10. The CSAE TC rate is offered 2 days pre and 2 days post event based on availability. Book early if you plan to extend your stay.

Cut-off date for the preferred rate is June 25, 2014.

To book your accommodation please call: 1-800-991-8888 Group Code: ACS0709

<http://www.totalrewards.com/hotel-reservations?propCode=WCL&groupCode=ACS0709>

TO REGISTER:

ONLINE: www.csae.com/chapters/trillium/events EMAIL: admin@csae-trillium.com

FAX: 647-346-0923

MAIL: 1-70 Eglinton Square, Box 51165, Toronto, ON M1L 4T2



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EVENT





9th Annual Summer Summit

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