

So Cal Region Education & Luncheon

Date	Start	End	Location	Event Registration
18 Mar 2009	08:00 AM	1:30 PM	Burbank Airport Marriott Hotel & Convention Center 2500 Hollywood Way Burbank, CA 91505	

Commuter Café (Maximize your time out of the office ... bring your laptop): 7:00 - 9:00 a.m.

Maximizing Your CalSAE Membership (complimentary session): 8:30 - 9:30 a.m.

Morning Education Session: 9:30 - 11:30 a.m.

"Avoiding Anti-Trust, Protecting Intellectual Property and Other Legal Challenges"

Two experienced practitioners will offer practical advice and discuss recent developments in areas of interest to associations:

- What you should know about anti-trust
- Meeting today's employment law challenges
- How to deal with the new IRS Form 990
- What to do when your organization is affected by litigation
- Protecting your association's IP and avoiding liability to others

Joel S. Corwin, ESQ., of Law Offices of Joel S. Corwin, has practiced business law since 1974. He represents corporate, association and other nonprofit and business clients with respect to their legal needs, most often acting as general counsel for his clients.

Charles E. Slynstad, ESQ., partner in Morris Polich & Purdy LLP, has practiced business and employment litigation since 1979. Although most litigation threats are resolved before a court filing or prior to trial, he has tried more than 35 cases to judgment or verdict.

Luncheon Networking Reception: 11:30 a.m. - 12:00 p.m.

Luncheon: 12:00 - 1:30 p.m.

"The Rumors of Our Demise Have Been Greatly Exaggerated!"

Coping Strategies and Keeping Your Finger on the Pulse of Your Membership

The current downturn is perhaps the worst in a century, and by most definitions a depression. It is also a management challenge for all of our associations. How do we make the tough decisions that allow us to survive and thrive? We will discuss:

- Evidence from a nationwide survey that documents which associations are most and least affected by the economy in various areas
- Broader perspectives on the state of the economy, and how it is affecting us as trade and professional associations, and sector by sector
- How to collect data including surveys and personal interviews using examples from national associations and CalSAE

- How to apply data to make effective decisions that might mean greater success to some of us, survival for others

Kevin Whorton - has spent more than 20 years in our sector, in director and VP level positions with the National Association of Home Builders, National Association of Chain Drug Stores, American Society of Health-System Pharmacists, and Catholic Relief Services.

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