



Virginia Society of Association Executives

## 2010 CALENDAR OF EVENTS

<u>Date</u>	<u>Topic/Speaker</u>	<u>CAE Domain</u>
January 8	Member Orientation: "How to Get More Out of Your VSAE Membership" Monthly Luncheon – <i>The Omni Richmond Hotel</i> <b>Virginia Politics 2010</b> ~ Dr. Robert Holsworth	Domain 6
March 3 (Previously scheduled for February 5 <sup>th</sup> )	Monthly Luncheon – <i>The Jefferson Hotel</i> <b>Educational Seminar (Associates):</b> <b>Sharpening Your Salesmanship in These Tough Economic Times</b> ~ John Kennedy, Kennedy Consulting/Shake It Up	Domain 7 Domain 9
March 5	Monthly Luncheon – <i>Hilton Garden Inn Richmond Downtown</i> <b>Educational Seminar:</b> <b>Where to Find Non-Dues Revenue Dollars in a Down Economy</b> ~ Nancy Frede, Frede Enterprises LLC	Domain 1 Domain 8
April 9	Monthly Luncheon – <i>Sheraton Richmond West</i> <b>Educational Seminar:</b> <b>E-mail Management and Other Time Saving Tips</b> ~ Brian Kush, CPA, CISA, CITP, Moxie Partners	Domain 1 Domain 3
May 5 - 7	<b>Annual Conference – National Conference Center</b>	See AC Continuing Education List
June 4	Monthly Luncheon – <i>Richmond Raceway Complex</i> <b>Educational Seminar:</b> <b>Professional Ethics: It Does Make a Difference</b> ~ Christopher Bauer, PhD, HSP, CFS, Bauer Ethics Seminars	Domain 2 Domain 7
September 10	Monthly Luncheon – <i>Holiday Inn Koger Conference Center</i> <b>Educational Seminar:</b> <b>Social Media – Developing &amp; Implementing a Strategic Communication Plan</b> ~ Mark Herzog (Moderator), Tina Lambert, & Ben Martin	Domain 1 Domain 3 Domain 8 Domain 9
October 7	<b>Fall Marketplace Trade Show</b> – <i>Greater Richmond Convention Center</i>	
November 5	Monthly Luncheon – <i>Hilton Conf. Center &amp; Spa at Short Pump</i> <b>Educational Seminar:</b> <b>Member Retention: Methods and Means</b> ~ Melody Jordan-Carr, Director of Member Relations, ASAE	Domain 7
December 3	Holiday Luncheon / Silent Auction – <i>Richmond Marriott</i>	

*EACH SESSION CAN ONLY BE USED ONCE FOR APPLICATION/RECERTIFICATION,  
BUT IN SOME CASES YOU HAVE A CHOICE AS TO WHICH DOMAIN TO APPLY THE SESSION.*

<b>CAE EXAM CONTENT:</b> The exam content outline below takes effect in 2010.	
Domain 1: Organizational Management (14-16%) Domain 2: Leadership (14-16%) Domain 3: Administration (14-16%) Domain 4: Knowledge Management & Research (4-6%) Domain 5: Governance & Structure (9-11%)	Domain 6: Public Policy, Government Relations, & Coalition Building (6-8%) Domain 7: Membership Development (10-12%) Domain 8: Programs, Products, & Services (12-14%) Domain 9: Marketing, Public Relations, & Communications (8-10%)

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