

“AIM HIGH!”

**RCMA'S 38TH
WORLD CONFERENCE AND EXPOSITION**

**FORT WORTH CONVENTION CENTER
FORT WORTH, TEXAS
JANUARY 26-29, 2010**

**INSIDE:
CONFERENCE
PROGRAM**





CLEO BATTLE



OLIVE L. BROWN



SUSAN FELDMAN



JONATHAN LAABS



JORGE VALLEJOS



TONY CUMMINS

MONDAY JANUARY 25

Arrival day for personal activities in Fort Worth.

TUESDAY JANUARY 26

8 A.M. Behind-The-Scenes Experience

(Advance registration required)

Immerse yourself in the inner operations of a creative advertising agency, public relations firm, production company, hotel or convention center. Gain hands-on experience as you become involved with key personnel in a range of activities that will enhance your professional knowledge. This RCMA exclusive learning event is a conference highlight. Registrants in the program are also served a complimentary breakfast and luncheon.

NOON-6 P.M. Registration

Refreshments: Dayton/Montgomery County Convention & Visitors Bureau

1:30 P.M. New Member Orientation

Religious meeting planners attending the RCMA conference for the first time join in a period of fellowship with the Board of Directors and other professionals. Gain insights into the conference and receive tips on how to maximize the experience for personal and professional development.

2:30 P.M. Sightseeing Tours

(Advance registration required)

1. Stockyards National Historic District

Step back into the Old West and experi-

ence a longhorn cattle drive or a cattle auction, or watch a leather craftsman tool a saddle or a pair of boots. Drop by the Texas Cowboy Hall of Fame and see the Sterquell Wagon Collection.

2. Cultural Capital of the Southwest

Discover the Fort Worth Cultural District, where you can walk in a park-like setting and visit some of the area's most acclaimed museums: Kimbell Art Museum, Amon Carter Museum, Fort Worth Museum of Science and History, Modern Art Museum, and the National Cowgirl Museum and Hall of Fame.

3. Fort Worth Zoo

This is the No. 1 attraction in the Dallas-Fort Worth Area. Walk the winding paths that lead to 15 permanent exhibit areas, including penguins, primates, the Australian Outback, the African Savannah, and Texas Wild! An 8-acre exhibit takes you on a journey through the regions of the Lone Star State.

4. Botanic Gardens

Enjoy the beauty of the oldest Botanic Gardens in Texas, home to more than 2,500 species of plants in 21 specialty gardens, including the world-renowned Japanese Garden. Take time to visit the 10,000-square-foot conservatory and the European-style rose gardens.

7-9 P.M. Grand Reception ... Texas Style

Texas is a big state known for big welcomes. Grab your trail map and follow the Texas Trail as it ambles through the countryside. Along the way, enjoy Western sights, sounds, and grandiose victuals. From cattle roping to karaoke, you won't want to miss the fellowship and the opportunity to sample a bit of the Lone Star State.

WEDNESDAY JANUARY 27

8 A.M. Opening General Session and Breakfast

Sponsor: Fort Worth Convention & Visitors Bureau

Address: "Aim High ... What Bernie Madoff Couldn't Steal From Me,"

MATT WEINSTEIN

10 A.M.-12:25 P.M. Grand Opening/Expo 2010

Welcome to the largest exposition in the world exclusively for the religious market and those who serve within it. This arena gives planners the opportunity to build relationships with hundreds of representatives from meeting destinations, services, and facilities.

12:35 P.M. Luncheon and General Session

Sponsor: Greater Birmingham Convention & Visitors Bureau

ADDRESS: "Aim High ... You Make a Difference"

CATHERINE CRIER

2:20-3:25 P.M. Tutorials

1. Blessed Be They Who Understand The Religious Market

(For exhibitors, offered once)

The religious market is receiving increasing attention from the hospitality industry. This tutorial will focus on the unique and varied aspects of this market. Receive insight into the types of religious conferences and meetings, ranging from huge citywide events to small weekend retreats. Learn how, as a professional sales representative, you can develop rapport with meeting planners who represent denominations and religious organizations.



LORI CASSIDY



CHARLES SALEM



CHARLES JONES

CLEO BATTLE, vice president of sales & services, Richmond Metropolitan Convention & Visitors Bureau

OLIVE L. BROWN, coordinator/executive financial officer, Women's International Convention, Church of God In Christ Inc.

SUSAN FELDMAN, conference chair, Union of Messianic Jewish Congregations

JONATHAN LAABS, executive director, Lutheran Education Association

JORGE VALLEJOS, director, convention planning, Mennonite Church USA

2. Achieving Amazing Results Through Requests For Proposals

A request for proposal is more than a request for space, rates, and dates. It's the first peek inside the hotel or facil-

ity to see if it's a fit for your group. As the booking process develops, the RFP provides a basis for further dialogue and establishes a standard for measurement and negotiation. This session will focus on the essential elements of RFPs and will expand into reasons why we ask certain questions up front.

TONY CUMMINS, CMP, The Meeting Department LLC

3. Who, What, When, and How to Plan on Land, Sea, and Air

Here's your opportunity to receive advice from experts in unique venues, cruising, and airlines. Learn what to look for, what to ask, and what to expect. Identify the opportunities that

await the religious meeting planner in these specialized fields and how to get more value for your meeting dollar. Come armed with the questions you have always wanted to ask. This is the place for answers.

LORI CASSIDY, director, corporate & incentive sales, Royal Caribbean International

CHARLES SALEM, CMP, president, Unique Venues

CHARLES JONES, manager of global accounts, American Airlines

4. The Leadership Compass: Defining Leadership Roles With Authenticity and Accountability

Leadership is about style, not personality. You will be able to identify



STEVEN FOSTER



DARA HALL



KIM REYNOLDS



COLLEEN RICKENBACKER



JEFFREY W. RASCO



THOMAS KEOWN

a personal style of leadership that focuses on effective command and decision-making processes and recognizes potential leadership conflicts, and how to resolve issues by refocusing your leadership talent on the stated objectives. Learn how to get others to do what they don't want to do and in the process, achieve what they want to achieve.

STEVEN FOSTER, CMP, managing partner, Circle R Ranch

5. Blueprint for Successful Meeting and Event Planning

Like a construction project, every successful meeting or event begins with a detailed blueprint that outlines the finished product. To complete the project on time and within budget, the contractor must follow an established set of steps, each with its own importance. Learn critical checkpoints, systems, and methods to ensure a successful event. Goal-setting, budgeting, planning techniques, and site evaluation and selection will be covered.

DARA HALL, CMP, executive vice president, Event Source Professionals Inc.

KIM REYNOLDS, CMP, Event Source Professionals Inc.

6. Be on Your Best Business Behavior

It's the small things that make the difference, including your appearance, attitude, business-card exchange, a firm handshake, and introducing a client or CEO properly. Are you taking advantage of all the connecting opportunities at RCMA, or are you only enjoying the food and friends? Learn the best first impressions to separate you from your competition.

COLLEEN RICKENBACKER, CMP, president, Colleen Rickenbacker Inc.

7. Social Networking: Today's Marvel of Communications

What the wiki is a blog, and who gives a tweet anyway? New technologies are making the news every day. Who can keep up? And what do they mean to your meetings? This session will help you better understand social networking tools, including Facebook, Twitter, LinkedIn, and more, as we discuss how to incorporate them professionally—all in language even a baby boomer will understand.

JEFFREY W. RASCO, CMP, partner/CEO, Attendee Management Inc.

3:25-3:40 P.M. Refreshment Break

Sponsor: Valley Forge Convention & Visitors Bureau

3:40-4:45 P.M. Tutorials

1. Certification: Your Fast Track To The Future

(Offered once)

The Certified Meeting Professional designation recognizes those who have reached the highest achievement in meeting management. Three RCMA members who hold this distinguished recognition will explain the process to become certified and answer questions concerning this professional program launched by the meetings industry. Learn how to set your path to earn the CMP and how to enhance your knowledge, effectiveness, and career.

THOMAS KEOWN, CMP, lead event coordinator, LifeWay Christian Resources, Southern Baptist Convention

FELICIA MADISON, CMP, director of sales, San Antonio Convention & Visitors Bureau

MELVIN WORTHINGTON, CMP, executive secretary emeritus, National Association of Free Will Baptists Inc.

2. Achieving Amazing Results Through Requests For Proposals

3. Who, What, When, and How to Plan on Land, Sea and Air

4. The Leadership Compass: Defining Leadership Roles With Authenticity and Accountability

5. Blueprint for Successful Meeting and Event Planning

6. Be on Your Best Business Behavior

7. Social Networking: Today's Marvel of Communications

6 P.M. The Wild, Wild West!

Get ready for a down-home barbecue and nonstop action at a true Texas rodeo. Bull riding, bucking broncos, steer wrestling, chuckwagon races, calf scramble, and much more await as you sit back and enjoy the action during this legendary event.

THURSDAY JANUARY 28

8 A.M. Breakfast and General Session

Sponsor: Arkansas Department of Parks & Tourism

Address: "Aim High ... Getting the Most Out of Your Life"

JIM JACOBUS

9:40-10:45 A.M. Tutorials

1. Momentum Selling: It's Time to Get Off the Beach

(For exhibitors, offered once)

A momentum shift has begun in today's selling marketplace. Sales professionals who are new to the selling experience and seasoned pros must adapt to this shift. Your results are at stake. The true momentum-makers are those who master the skill of trust-building so that prospects will open up and form new relationships. Discover new ideas that will make you top-of-mind in your buyer's mind, develop a momentum mind-set for consistent sales results, and prepare a customer-focused pre-



FELICIA MADISON



MELVIN
WORTHINGTON



ELOISE OWENS



LINDA SWINDLING

sentation that blows them away.

ELOISE OWENS, president/CEO, The Momentum Co.

2. Negotiations for Decision-Makers

Harness the power of positive influence, persuasion, and negotiation. Learn how chief decision-makers walk, talk, and negotiate. Evaluate individual bargaining strengths and needs. Identify common tactics and implement counterattacks. Take risks and still sleep nights. Stop leaving things "on the table," and know a good deal and when to walk away. Gain insights from an expert on bargaining and author of *Get What You Want*.

LINDA SWINDLING, JD, CSP, president, The Center For Influence

3. Best Legal Practices in This Sue-or-Be-Sued Society

(Offered once)

Chances are pretty good that you have been or will be involved in a lawsuit sometime in your career as a meeting professional. Explore the various areas of liability that are associated with meetings and events, and the risk-management tools to combat such liability. Topics to be addressed include negligence, the Americans With Disabilities Act, music licensing, insurance, indemnification, and releases/waivers. Take advantage of this opportunity to develop or improve

your risk-management strategy.

BARBARA DUNN, lawyer/partner, Howe & Hutton Ltd.

JONATHAN T. HOWE, lawyer/senior partner, Howe & Hutton Ltd.

4. Leading Your Group to the Extraordinary

Teambuilding gives your group the common-sense tools you need to succeed when everything and everyone around you seem to be going crazy. Using participation and laughter, lead your team to listen, honor, support, empower, and serve each other. You'll make your team stronger and learn how to build teams with vendors along the way. In this fast-paced and hilarious workshop, acquire new leadership



BARBARA DUNN



JONATHAN HOWE



STEPH
DEWAEGENEER



PATRICK SHORT



DWIGHT LOKEN



MARCIA BULLOCK

tools while you laugh and play in a nurturing and supportive atmosphere.

STEPH DEWAEGENEER, sales director, World Comedy League Inc./ComedySportz

PATRICK SHORT, executive director, World Comedy League Inc./ComedySportz

5. Hot Technology Trends Impacting The Meetings Industry

Harness the power of technology and implement its tools for your meetings and events. The intelligent application of technology solutions can increase your efficiency and productivity as a meeting professional and put some extra “zing” in your meetings. Join one of the industry leaders in digital integration for a fast-paced but understandable look at today’s hot technology trends for meeting professionals.

JEFFREY W. RASCO, CMP, partner/CEO, Attendee Management Inc.

6. How to Plan Effective Teen Conferences

(Offered once)

What does it take to effectively plan a convention for teens? Learn the importance of pre-event preparation, relevant programming, effective use of planning committees, and post-event follow-through. Gain helpful hints on meeting the needs and interests of the individual young person.

DWIGHT LOKEN, CMP, convention coordinator, Ohio Teens for Christ

7. Keys to Successful International Meetings

(Offered once)

With the trend toward globalization, more and more religious organizations are holding international events. This arena presents challenges to the meeting planner’s skills and talents, yet provides many rewards for attendees. Learn what to consider before going overseas, such as dealing with

customs, ground operators, airlines, hotels, safety issues, costs ... plus step-by-step instructions for dealing with foreign attendees at a U.S. meeting.

MARCIA BULLOCK, regional director, groups & conventions, Jamaica Tourist Board

SHERRI CLEMMER, associate meeting planner, General Conference of the Seventh-day Adventist Church

KEN TORRES, U.S. representative, Cancun Convention & Visitors Bureau

JACKIE T. WALKER, convention-meeting planner, Church of God Executive Office

10:45–11 A.M. Refreshment Break

Sponsor: Plano Convention & Visitors Bureau

11 A.M.–12:05 P.M. Tutorials

1. Top 10 Legal Mistakes and How to Avoid Them

(Offered once)

Everyone makes mistakes, but some mistakes may cost you and your organization dearly in terms of monetary damages and legal fees. Join an interactive session about the top 10 legal mistakes and how to avoid them. Topics to be addressed include closely reading the indemnification wording, understanding the legal boilerplate provisions, and ensuring that the contract reflects the negotiation. This session has something for everyone, so don’t miss it!

BARBARA DUNN, lawyer/partner, Howe & Hutton Ltd.

2. Identifying and Developing Business in Emerging Markets

(For exhibitors, offered once)

As the hospitality industry continues to change, sales efforts will need to be geared toward developing new

business opportunities. This session will provide professional selling tools and best practices to identify a range of prospects within the emerging markets of today’s world. Learn how to focus your research and efforts in expanding your business resources during difficult economic conditions.

TIM MEYER, regional vice president-revenue, Hyatt Hotels Management Corp.

3. Coping With Contracts in Difficult Times

(Offered once)

The economy is in terrible shape, and the meetings industry is under attack. Hotels are cutting back; contracts are all over the lot. Attrition and cancellations are the rule, not the exception. This interactive session will help you to understand what you need to face, how to cope with it, and what to do to preserve and grow business relationships. Bring your issues and questions.

JONATHAN T. HOWE, lawyer/senior partner, Howe & Hutton Ltd.

4. The Power of Momentum: How the Best Get Better!

(For planners, offered once)

Every professional needs to build momentum to move toward goals. Uncover the secrets to building momentum and how to avoid the one habit that just might disrupt it. Discover how momentum is built, the three momentum factors that professionals can control in any economy and how to maximize all of them, why momentum building is everyone’s strength, and how to change your momentum to impact your productivity.

ELOISE OWENS, president/CEO, The Momentum Co.

5. Negotiations for Decision Makers



SHERRI CLEMMER



KEN TORRES



JACKIE T. WALKER



TIM MEYER

6. Leading Your Group to the Extraordinary
7. Hot Technology Trends Impacting The Meetings Industry

12:15 P.M. Luncheon and General Session

Sponsor: The State of Texas

Address: "Aim High ... In an Age of Speed"

VINCE POSCENTE

1:55-4:30 P.M. Expo 2010

Join in a mutual sharing of information. Visit with your peers, make new contacts, and conduct business one-on-one. Discover the latest that cities, convention centers, hotels, colleges, retreat centers, and service companies have to offer.

6:15 P.M. Grand Reception

Mix with industry professionals during this vibrant social gathering.

7 P.M.
RCMA's 38th Annual Gala

Sponsor: Fort Worth Convention & Visitors Bureau

This festive evening is a conference highlight, featuring exquisite cuisine, the President's Award, and electrifying entertainment that combine to create an exciting time of fellowship and celebration.

FRIDAY
JANUARY 29

8 A.M. Breakfast and General Session

Sponsor: Tampa Bay & Company

This spirited breakfast offers a preview of the 39th RCMA World

Conference and Exposition slated for Tampa, Fla., January 25-28, 2011.

After a brief business meeting, share in a lively closing program by TV person-

ality **VICKI HITZGES** on the theme "Aim High ... Those Are Trees Out There."

9:45 A.M. Adjournment