



RAC Delegate Assembly Meeting Agenda

**January 12, 2010
Mandalay Bay Convention Center
Level 2 — Breakers I
Las Vegas, Nevada**

**7:30 – 8:00 am ... Continental Breakfast
8:00 – 12:00 noon ... RAC Delegate Assembly**

RAC VISION STATEMENT

To be the indispensable industry resource for growth, innovation and information for regional associations.

MISSION STATEMENT

The Regional Association Council (RAC) exists to foster cooperation and positive relationships among the regional and national not-for-profit trade associations engaged in the promotional products industry; provide a governance and administrative structure for the participating regional associations; coordinate planning and support for meetings, cooperative projects and services; and to develop and implement strategic programs and services that meet the common interests and needs of the industry.

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| I. CALL TO ORDER & OPENING | Huettl |
| <ul style="list-style-type: none">◆ Introductions | |
| II. APPROVAL OF JANUARY 13, 2009 MINUTES | Huettl |
| III. TREASURER'S REPORT: | Dennison |
| <ul style="list-style-type: none">◆ 2009 Year-end Statement of Activity◆ 2010 Budget Review◆ RAC Dues for 2010 | |
| IV. RECAP 2009 | McKinney |
| <ul style="list-style-type: none">◆ Regional Affiliate Program◆ 2009 & 2010 LDW (Leadership Development Workshop)◆ EDLF (Executive Director Learning Forum) & ED² (Executive Director Education & Development)◆ 10-year RAC Progress Report | |
| | Packard-Milam |

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| V. RAC DELEGATE ROLE | Packard-Milam |
| ♦ Interactive Discussion about Role | |
| VI. BREAK | |
| VII. GRAC | Ekstrand |
| ♦ Government Relations Action Council | |
| ♦ Who we are, what we are doing | |
| VIII. LOBBYING 2.0 | Tackaberry |
| ♦ Government Overview — Quick & Painless | |
| ♦ Learn to Lobby Your Elected Officials | |
| IX. AWARDS CEREMONY | Tackaberry |
| ♦ Regional Pyramid Award Update | Edwards |
| ♦ ADvocate Challenge — Association & Individual Winner | Huettl & Kirks McDougal |
| ♦ Recognition of Outgoing Board Members | |
| X. EXPO 2010 | Packard-Milam |
| ♦ Don't miss ... | |
| XI. 2010 RAC BOARD GOALS | Kirks McDougal |
| XII. ADJOURNMENT | Kirks McDougal |

Lobbying 2.0 earns 1.5 MAS points.