
















**RAC Leadership Development Workshop**  
**June 23 – 25, 2010**  
**Hilton DFW Lakes Executive Conference Center**  
**Grapevine, TX**

***Subjects at This Year's Event***

-  **ADvocate** (1 session)
-  **Financial/Treasury**
  - How UBIT Fits into the 990 Puzzle (2 sessions) *new!*
  - Are the Right Pieces in Place? ... Internal Controls (1 session) *new!*
-  **Legal & Ethical** (2 sessions) *new!*
-  **Legislative**
  - Issues Review (1 session)
  - Legislative Advocacy—How to Make Your Voice Heard in the Capitol (2 sessions) *new!*
-  **Marketing**
  - One-on-One Consultations with Cassandra Johnson
-  **Membership**
  - Membership Part Deux, Louder & Prouder (3 sessions)
  - Learning Lab *new!*
-  **Non-dues Revenue**
  - Budget Puzzlers (panel) *new!*
-  **Professional Development**
  - Educational Program Design (2 sessions)
  - One-on-One Consultations with Professional Development staff
  - Learning Lab *new!*
-  **Social Media**
  - Integrating Social Media into Your Marketing Mix *new!*
-  **Team Building**
  - The Missing Piece ... You! *new!*
-  **Tradeshows**
  - Puzzled about Tradeshows? (3 sessions)
  - Learning Lab *new!*
-  **Volunteer Leadership**
  - Back to the Future for Associations (general session) *new!*
  - Board Building Blocks: Prep, Pre-work, Process (panel) *new!*
  - Effective Board Service Isn't a Mystery (2 sessions – Part 1 & 2)
  - Learning Lab *new!*
  - Secrets to Creating an Exception Volunteer Experience (2 sessions) *new!*
  - Teamwork + Leadership = Dynamic Duo (Pres/Pres-Elect & ED) (1 session)
  - Why Y? Generations of Volunteers & Now You'll Know Y *new!*
  - You're President, Now What? (1 session)
-  **Website**
  - Surprisingly Simple & Effective Website Strategies (2 sessions) *new!*