

ASSOCIATION NEWS 2010 EDITORIAL CALENDAR

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| MONTH | ASSOCIATION MANAGEMENT | DESTINATION FEATURES | MEETINGS MANAGEMENT | SITE SELECTOR | BONUS DISTRIBUTION |
|-----------|---|--|--|---|--|
| January | <ul style="list-style-type: none"> Charitable Activities: <i>Implementing Innovative Community-based Programs</i> Legal Matters | <ul style="list-style-type: none"> Indiana, Michigan & Ohio Mexico's Resorts New York | Historic Venues | Convention Center Spotlight | <ul style="list-style-type: none"> PCMA Annual Meeting Southwest Showcase |
| February | <ul style="list-style-type: none"> Legislative Matters: <i>Using New Technologies to Communicate with Legislators</i> Growth Strategies | <ul style="list-style-type: none"> Minnesota & Wisconsin Nevada North Carolina | Golf Meetings | Convention Bureau/ DMO Spotlight | <ul style="list-style-type: none"> DMAI Destinations Showcase MPI Professional Education Conference |
| March | <ul style="list-style-type: none"> Member Offerings: <i>Partnering as a Way to Add Value</i> Human Resources | <ul style="list-style-type: none"> Alaska Gulf Coast Idaho, Montana & Wyoming | Meetings at Spa Resorts | Meetings-Friendly Hotels & Resorts | <ul style="list-style-type: none"> Association Forum of Chicagoland Wisconsin Tourism Conference |
| April | <ul style="list-style-type: none"> Media Relations: <i>When It's Time to Hire a Professional</i> Public Speaking | <ul style="list-style-type: none"> Atlantic & Caribbean Islands Illinois Washington & Oregon | Green Meetings | Convention Center Spotlight | <ul style="list-style-type: none"> HSMAI Affordable Meetings Mid-America ASAE Springtime North Dakota Tourism Conf |
| May | <ul style="list-style-type: none"> Nondues Revenue: <i>Starting a Foundation</i> New Technologies | <ul style="list-style-type: none"> Central & South Florida Golden California Missouri | Luxury Hotels & Resorts | Convention Bureau/ DMO Spotlight | <ul style="list-style-type: none"> U.S.Travel Association International Pow Wow |
| June | <ul style="list-style-type: none"> Human Resources: <i>Hiring the Outsider</i> Continuing Education | <ul style="list-style-type: none"> Colorado & Utah Mid-Atlantic States Western Canada | Meetings in the Great Outdoors | New & Renovated Hotels & Meeting Facilities | <ul style="list-style-type: none"> HSMAI Affordable Meetings West Missouri Association of CVBs Annual Conference |
| July | <ul style="list-style-type: none"> Membership: <i>Strategies for Adding Diversity</i> Risk Management | <ul style="list-style-type: none"> Iowa & Nebraska New Jersey & Pennsylvania Northern California | Gaming Destinations * DMAI Special Section * | Convention Center Spotlight | <ul style="list-style-type: none"> DMAI Annual Convention IAAM Annual Conference MPI World Education Congress |
| August | <ul style="list-style-type: none"> Communication: <i>Learning the Lexicon of Media Consultants</i> Recruitment & Retention | <ul style="list-style-type: none"> Georgia & South Carolina Greater Los Angeles Southeast Texas | International Destinations * ASAE Special Section * | Convention Bureau/ DMO Spotlight | <ul style="list-style-type: none"> ASAE Annual Meeting Texas Association of CVBs Annual Conference |
| September | <ul style="list-style-type: none"> Management: <i>What Can Be Learned from the Latest in Brain Research</i> Advanced Management | <ul style="list-style-type: none"> Arizona & New Mexico Eastern Canada Arkansas, Kentucky & Tennessee | What's New in Food For Groups | Meetings-Friendly Hotels & Resorts | <ul style="list-style-type: none"> HSMAI Affordable Meetings National Florida Association of CVBs Annual Conference |
| October | <ul style="list-style-type: none"> Finances: <i>Creative Ways to Pinch Pennies</i> Meeting Strategies | <ul style="list-style-type: none"> California's Mountains & Deserts New England Oklahoma & Kansas | Executive Retreats | Convention Center Spotlight | <ul style="list-style-type: none"> TEAMS 2010 Western Association of CVBs Annual Meeting |
| November | <ul style="list-style-type: none"> Member Services: <i>Learning From the Past</i> Accounting Issues | <ul style="list-style-type: none"> Central & Northern Florida Hawaii North & West Texas | Mountain Meetings | Convention Bureau/ DMO Spotlight | <ul style="list-style-type: none"> National Tour Association Annual Convention |
| December | <ul style="list-style-type: none"> Legal Issues: <i>When and How to Change Your Bylaws</i> Government Relations | <ul style="list-style-type: none"> North Dakota & South Dakota Orange County & San Diego * Going Above and Beyond * | Meetings at Cultural & Academic Venues | New & Renovated Hotels & Meeting Facilities | <ul style="list-style-type: none"> IAEE Annual Meeting Association Forum of Chicagoland CalSAE Seasonal Spectacular |

Note: Editorial calendar is subject to change.