

55th Annual
AMCEA
Conference
2008



AMCEA

Conference Schedule

Saturday October 18th

(Casual Attire)

- 2-4 Registration
- 5-7 AMCEA Board of Directors Dinner
(by invitation)
- 7pm. AMCEA Welcome to Columbus
Reception in Hotel Fusion Room

Sunday October 19th

Theme or Casual Attire

- 9-10 Exhibitor's Breakfast
- 10-11 Board of Director's Meeting
- 12-3 Exhibitor Day
- 3-4 New Member Reception
Evening on your own

Monday October 20th

Business Casual Attire

- 7:30-8:30 Continental Breakfast
- 8:30 Spouse /Guest Event (Easton Area Shopping)
- 8:30-9:15 1st Business Session
(Delegates Only)
- 9:15-10:15 Opening, Dee Stevenson, President
Cheryl Szluzer, introduction and welcome to Columbus
- 10:15-10:30 Break
- 10:30-12 Performance Management, doing more with less
- 12-1 Lunch
- 1-2:30 Stress Management- Are you prepared?
- 2:30-2:45 Break
- 2:45-4:30 What's your Management Color?

Tuesday October 21st

Business Casual Attire

- 7:30-8:30 Continental Breakfast
- 8:30-9 2nd Business Session
(Delegates Only)
- 9-10 Ace Awards-Best Practices contest
- 10-10:15 Break
- 10:15-12 Understanding Accts Receivables Mgmt in an economic downturn
- 12-1 Lunch
- 1-2:30 Financial Statements and DSO
- 2:30-2:45 Break
- 2:45-4:30 Credit Cards
- 4:30 Host Event and Presidents Dinner
(The Wigwam)

Wednesday October 22nd

Business Casual Attire

- 8-9 Continental Breakfast
- 9-10:30 General Business Session
Future of AMCEA
(Delegates Only)
- 10:30-10:45 Break
- 10:45-12 Roundtables
- 12-1 Lunch





AMCEA

Special Events



Saturday October 18th

Welcome reception to be held at the Crowne Plaza Hotel, Fusion Room. Festivities begin at 7:00 pm.



Sunday October 19th

Exhibitor Day

You won't want to miss this event! The finest companies representing our industry will be attending from 12 noon until 3 pm. There will be valuable information available from vendors to help to make our jobs more efficient and productive on a daily basis. This is a great time for learning, catching up with old friends, meeting new ones and prizes. Bring your appetite as well as your desire to quench your thirst for education, great food and drink.



Monday October 20th

Spouse / Guest Event

Spouses and guests will enjoy a day of shopping at in the Easton Area of Columbus. Shuttle buses will depart the hotel and take you to Easton for a fun day of shopping.



Tuesday October 21st

This year's President's Dinner and Host event will be held at The Wigwam. We will dine by the fireplace in this mountain log cabin. Enjoy food, fun and friendship as we celebrate this year's conference.

Hotel Reservations

Please reserve your accommodations as early as possible with the Crowne Plaza Columbus Downtown Hotel. The hotel reservation cutoff date is Tuesday September 16, 2008. In order to get the AMCEA group rate of \$139 (single/double), please identify yourself as an AMCEA member. Reservations can be made by calling 1-800-338-4462 or by calling the hotel directly at 614-461-4100. Please visit the hotel website at www.crowneplaza.com for additional information.

Hotel Directions

From Port Columbus International Airport (CMH):

The hotel is approximately 8 miles from the Airport. Estimated Taxi charge is \$18.00 one way. It should take 15 minutes by taxi to get to the hotel.

I-70 EXIT 4TH ST. NORTH, Left onto Spring St., Right onto High St., Right on Nationwide Blvd.

I-71 SOUTH EXIT Spring St., Right onto High St., Right on Nationwide Blvd. Hotel is located downtown in Arena District. Hotel is connected by walkway to Ohio Convention Center.

Dress

The weather in Columbus will be primed for a perfect Fall football afternoon. It can reach as high as 75 in October but is traditionally on the cooler side. Bring Business Casual clothes for scheduled meetings. For the President's Dinner and Host Event, please dress in Business Attire or semi-formal wear.



To register for the conference, log onto www.amcea.org or you can mail or fax this form with payment to:

AMCEA

8840 Columbia 100 Parkway
 Columbia, MD 21045-2158
 Fax: (410) 740-5574

Hotel Registration information: Crowne Plaza Columbus Downtown,
 33 East Nationwide Blvd, Columbus Ohio 43215
 (614) 461-4100 • www.crowneplaza.com

The AMCEA rate is \$139 single/double. Make sure you specify that you are with AMCEA to get this special rate.

Registration and payment deadline is September 19th, 2008.

Payment must be received by deadline to secure your registration. Sorry, no refunds for cancellations received after deadline. However, substitutions are welcome, just let us know. Make checks payable to AMCEA, Federal tax ID#72-0577326. If you have any questions, call Toni at AMCEA (410)992-7609.

Full Name: _____ Name to appear on badge _____
 Title: _____ Company _____
 Mailing address: _____
 City: _____ State _____ Zip _____
 Phone: _____ fax: _____
 Email: _____
 Spouse/guest name to appear on badge (if attending): _____

Welcome reception, exhibitor day, host event and president's dinner are open to all full conference delegates and spouse/guests. Continental breakfast and lunches included.

- Full registration AMCEA member/associate member..... \$375
- Early Bird registration AMCEA member/associate member..... \$275
Early Bird Registration MUST BE RECEIVED and PAID FOR PRIOR TO SEPTEMBER 15, 2008
- Other media credit profession member, please identify \$575
- Full registration – spouse/guest/honorary/retired \$225
- Day registration AMCEA member:
 - Sunday, 10/19, exhibitor day..... \$200
 - Monday, 10/20..... \$200
 - Tuesday, 10/21, includes host event and presidents dinner \$275
- President's dinner/host event only \$175
- TOTAL DUE \$ _____

Payment method: CHECK ENCLOSED VISA MASTERCARD AMEX

Credit Card #: _____ Expiration date: _____

Signature _____

- Please note any of the following that apply:
- Special dietary restrictions
 - Former AWK or past president (inactive)
 - First-time conference attendee
 - AMCEA new member
 - Interested in sharing a room