

A MEMBERSHIP PRECONFERENCE FOR ANYONE INVOLVED IN
GROWING MEMBERSHIP IN YOUR CHAPTER, DIVISION,
ROUNDTABLE OR SECTION AT ANNUAL CONFERENCE 2005



Membership Development: Low Cost High Impact Strategies for Confronting the New Reality of Membership Development in the 21st Century

Developing your membership base and extending member services is a perennial challenge. Learn about the next generation of members - what they want and how they interact with membership associations - and share best practices from others in this day long, intensive preconference. Perfect for everyone involved in keeping your organization strong and moving forward, from presidents to committees to professional staff.

Mark Levin, the pre-eminent knowledge leader in this field, and author of Millennium Membership: How to Attract and Keep Members in the New Marketplace, will be the featured presenter. Bring your questions, go home with ideas.

Presenter: Mark Levin, CAE

Date: Friday, June 24 9:00am-3:30pm

Cost: \$70, Lunch is included.

Sponsors: ALA Membership Committee, ALA Chapter Relations Committee

Registration is now open!
Enter Event code **CR1** on your Conference Registration form