

THURSDAY, APRIL 20, 2006



JIM COLLINS

Best known for his selling “Good to Great: Why Companies Make the Leap... and Others Don’t,” Jim has authored or co-authored four books, including the classic “Built to Last,” a fixture on the Business Week best seller list for more than six years. His work has been featured in *Fortune*, *The Wall Street Journal*, *Business Week*, *Harvard Business Review*, and *Fast Company*.

7:00 - 8:15 AM Attendee Breakfast

FANTASIA H

8:15 - 9:00 AM General Session

FANTASIA G BALLROOM

- Conference Welcome – Hugh Lee, President, and Don Dea, Co-founder, Fusion Productions
- Value-Strategy-Structure

Get ready for an intense, immersive conference experience. To help you make the most of the next three days, Fusion’s founders will start things off with some opening thoughts, perspective on the topics and speakers, and helpful information about the best way to take advantage of all DigitalNow has to offer.

9:00 - 10:30 AM Keynote/Q&A/Summary

FANTASIA G BALLROOM

Jim Collins

So you’ve taken your association from “Good to Great,” or are in the process of getting there. What comes next? If there is anyone who can answer that question, it’s Jim Collins. He’s been the focal point of a grassroots movement towards business excellence, and we were proud to have introduced him to you in 2002.

Now, especially for DigitalNow attendees, Jim Collins makes an encore appearance to take us to the next level of thought and performance. This is a rare opportunity – he will take on less than a handful of speaking engagements in 2006 – and DigitalNow is one of them.

10:30 - 10:45 AM Conference Break

FANTASIA G BALLROOM

10:45 - 11:45 AM General Session – Good To Great Panel Discussion

FANTASIA G BALLROOM

Moderator: Michael Gallery, CAE, Ph.D., President, OPIS, Inc.

*Panelists: Susan Gorin, CAE, Executive Director, National Association of School Psychologists
John Lawson, President and Chief Executive Officer, Association of Public Television Stations
Charles Gould, President/Chief Executive Officer, Volunteers of America
John W. Walsh, President/Chief Executive Officer and Co-Founder, Alpha-1 Foundation*

What is the difference between a “good” association and a “great” one? When a DigitalNow attendee posed that question to Jim Collins after his keynote in 2003, it started a chain reaction of sorts – and now, three years later, we have some answers. Since that time, many associations – including those on this panel – have begun to implement Jim’s ideas, on their own or under his guidance. They’ll discuss – with one another and with you – what they have learned and where they are going.

11:45 - 1:00 PM Attendee Lunch

FANTASIA H

Fusion e.comm.unity® Resource Center

The Fusion e.comm.unity® Resource Center is a **hands-on showcase** for successful case studies and technology-based solutions. In simple terms, it's the **"technology spotlight"** center for the conference.

The Fusion e.comm.unity® Resource Center is not a tradeshow. Only selected companies, with proven solutions and capabilities of value to associations as they compete in the digital marketplace will be featured.

In addition to the association technology spotlights, the resource center will also include a **cyber café** and an attendee help center called **"DigitalNow Triage."**

Thursday, April 20
1:00 PM – 6:00 PM

Friday, April 21
10:15 AM – 11:45 AM
1:00 PM – 4:15 PM

HOURS OF OPERATION:

SPECIAL THANKS

Fusion Productions and *Disney Institute* would like to thank the following organizations for their contributions to the 2006 DigitalNow Conference and the Fusion e.comm.unity® Resource Center:





STANSLAP

Stan Slap is president of his own international consulting company, with clients like Caterpillar, Oracle Jacuzzi and Time Warner. His training programs are taught in over 70 countries, his business videos have won many awards, and he will soon be publishing his first two books.

Stan Slap is brought
to DigitalNow by



7:00 - 8:15 AM: Attendee Breakfast

FANTASIA H

8:15 - 10:00 AM: Keynote/Q&A/Summary

FANTASIA G BALLROOM

Stan Slap

“Slap” some new energy into your association strategies with high octane ideas from STAN SLAP, the cutting edge corporate strategist and consultant whose motto is to “make a profound difference in the world before he is forcibly removed from it.”

With two books on the way, and an impressive list of clients ranging from Time Warner to Oracle, Stan is ready and rarin’ to talk to you about developing strategies and practices that will leave you “ferociously committed” to your association.

10:00 - 10:15 AM: Morning Break

NUTCRACKER BALLROOM

10:15 - 11:45 AM: Workshops
Fusion e.comm.unity® Resource Center

FANTASIA A, B, C, D & E
NUTCRACKER BALLROOM

- **Online and Offline Customization – Bringing it All together: Aligning Operations, Marketing, Membership, IT**

Presented by: Maryjane A. Wurth, COO HANYS/CEO HANYS Solutions, Inc.

Technology makes communications with members better, faster and cheaper, but one of the biggest challenges in the digital age is improving internal communication – our silos tend to be as large and isolated as ever before. By bringing all parties into alignment, and working together toward a goal that everyone understands and accepts, you can maximize customization efforts while improving operations and structure overall.

- **Shared Services in the Association World**

*Presented by: Tim Shank, Managing Director Finance, and Director
Rosemarie Barr, Corporate Controller
Brad Sullivan, Director Section Affairs, The Professional Golfers' Association of America*

Since the 1980's many for-profit enterprises have adopted the concept of shared services (i.e. the centralized management of activities for multiple users). The Professional Golfers' Association of America (PGA) has adopted many of these corporate based shared services concepts to centralize many of the operating functions of its 41 chapters. This session reviews PGA's experience with shared services in the association world and discusses how you can apply their experiences to your own chapter-based association.

- **The Right Way to Build Value – The Importance of Functional Specifications in Developing Your Web Site and Other Applications**

Presented by: Randy Richter, Director of Technology Solutions, Association Technology Solutions

Building value is more than a concept – eventually, it turns into an action – and one of the biggest mistakes an association can make is choosing its technology before knowing what it would like it to do. “Functional Specifications” are the first steps in any successful technology plan, and this workshop will explore why that is so – and help you start to look at a technology plan of your own. Targeted results that can be generated when data is complete, and report generation is easy and flexible; and explore ways to quantify and measure the success of your marketing efforts.

10:15 - 11:45 AM, CONTINUED:

Workshops
Fusion e.comm.unity® Resource Center

FANTASIA A, B, C, D & E
NUTCRACKER BALLROOM

- **Defining Service Excellence in the Digital Age**

Presenter & Moderator: Rick Johnston, CAE, Senior Web Strategist, Ironworks Consulting.

*Panelists: Amy Parker, Strategy & Development Director, Virginia Society of CPAs
Rob Birgfeld, Director, Online Marketing & Communication, National Restaurant Association*

In a society that has become increasingly service-based, how do associations define service? Providing service is what associations “do” – but it’s not enough to provide “excellent services” – in the digital age, associations, like every other organization, must strive for service excellence. What does service excellence mean to your association? By hearing what it means to these three, diverse examples, you will gain new insights and ideas into what it means for your association.

- **Getting the ROI From Collaboration and Communities**

*Presented by: Kimberly Lopez, Senior Advisor, The American Productivity and Quality Center
Kelly Hunter, Customer Solutions, The American Productivity and Quality Center
Connie Minogue, Director, Division of Member Services, Texas Medical Association
Sherry Martin, IT Director, APICS - Association for Operations Management*

During this fast-paced and interactive session, APQC will cover the highlights of the findings from its recently completed survey on communities of practice in associations, as well as provide insights from both APQCs recent best practice research study “Using CoPs to Drive Organizational Performance and Innovation.” Attendees will also hear directly from associations who have successfully implemented CoPs.

11:45 - 1:00 PM: Attendee Lunch

FANTASIA H

1:00 - 2:30 PM:

Workshops
Fusion e.comm.unity® Resource Center

FANTASIA A, B, C, D & E
NUTCRACKER BALLROOM

- **Special Interest Groups in the Digital World (Panel)**

*Moderator: Elena Gerstmann, CAE, PhD, Director of Research and Planning, IEEE.
Panelists: Janet Bray, Executive Director, Association for Career and Technical Education
John Corcoran, Managing Director, American Society Of Mechanical Engineers
Charles W. L. Deale, CAE, Vice President - Member & Society Division, CFA Institute
Ann Oliveri, CAE, Senior Vice President, Urban Land Institute*

As technology allows associations to take a more personal approach to serving members, we are forced to re-think how we engage special interest groups. This examination compels us to re-evaluate our strategies and, in some cases, the very structure of our organizations. The panelists in this discussion represent organizations that have made dramatic changes as part of their commitment to better serve members. You will both hear and participate in discussions around value propositions, change management, and evolving business models.

- **Online Visibility: Why it Pays**

*Presented by: Jo Sullivan, Senior Vice President, Development and Communications, American Society for the Prevention of Cruelty to Animals
Kevin Whorton, Principal, Whorton Marketing Research*

Being seen online isn’t just about showing up in a search – it’s about styling yourself as a resource in your specific field. Finding ways to engage your members – as well as the world at large – is a cost effective way of building brand, delivering value and building loyalty. Find out what leading associations and non-profits are doing to “touch the world today.”

- **The Power of Personas - Focus on the Goals**

Presented by: Joshua Seiden, President, 36 Partners

How do you create a vision for your association’s user experience, products and services? And how do you communicate that vision to your organization, the industry, the profession, and your membership? How do you manage the conflicting demands that come from serving a large and varied population? Increasingly, designers and managers are using an innovative decision making tool called personas. Learn about this simple but powerful technique, and find out how you can apply this technique in your association.

- **Associations 2.0: How the Web is Redefining Leadership**

Presented by: Stephen Abram, Vice President, Innovation, SirsiDynix

As change engine we call the Internet continues to evolve in terms of technology, infrastructure and complexity, it’s pulling the human race along with it. Over the next several years, profound advances in the scope and scale of the Internet – a phenomenon we are calling Web 2.0, will arm and enable a new kind of leadership for associations. Will you be one of the new breed?

SATURDAY, APRIL 22, 2006



POLLYLABARRE

As one of the original founders and a senior editor at Fast Company, **POLLY LABARRE** not only penned some of the magazine's most talked about articles over an eight year period – she also developed and hosted some of their best known and most cutting edge events, including their signature “Real Time Conferences”; and helped to create their roundtable series, Fast Talk, which she moderated around the globe.

*Polly LaBarre is brought
to DigitalNow by*



7:00 - 8:15 AM: Attendee Breakfast

FANTASIA H

8:15 - 11:00 AM: Keynote/Q&A/Summary

FANTASIA G BALLROOM

Polly LaBarre

Polly LaBarre's interactive session will focus on exploring the new generation of leaders, businesses, technological, and social innovations are redefining the business agenda. In the process, she will help you to create a blueprint for creating a state-of-the-art association and becoming a high-impact leader.

- Conference Close - Hugh Lee, President, Fusion Productions

11:00 AM: Departures



digitalNow

Association Leadership in the Digital Age

Co-Producers

Fusion Productions has more than 25 years of experience integrating meetings, learning and technology. The company is committed to helping associations leverage content, brand and community for the Digital Age.

Fusion is the recognized leader in:

- Technology integration and construction of next-generation websites
- Online (e) learning
- Online (e) communities
- ROI-driven meetings, conferences and training sessions

Fusion is differentiated by its experience and commitment to the association community, and its strategy-focused approach to technology integration. Whether it's on a stage or desktop, **Fusion** brings people together to learn, grow and exchange ideas.



The **Disney Institute** provides unique professional development programs that break through the clutter of “theory only” approaches with real-world principles based on the successful business practices of the **Walt Disney World®** Resort.

From behind-the-scenes field experiences to experiential activities and facilitated discussions with Disney leaders, the **Disney Institute** gives businesses the tools to apply **Walt Disney World®** Resort systems and strategies to their own organizations. Participants leave with a renewed focus on their business unit, their organization, and themselves. Facilitating the links between what they see at Disney and how it applies to their organization, the return on this investment is improvement in processes, work environment, and customer service – plus inspiration for yourself and for those who work for and with your organization.

To leave traditional classroom learning behind and immerse your members in an experience that increases their productivity and your bottom line, visit www.disneymeetings.com/disneyinstitute



The Florida Society of Association Executives is proud to partner with DigitalNow to offer the opportunity for attendees to receive CAE credits. You can receive up to six hours of CAE credit each day for the education sessions you attend there.

“What a win/win!”
–Donna Ross, FSAE Chairman



DIGITALNOW ADVISORY GROUP

ADVISORY

Don Bollmer

American Association of Occupational Health Nurses

Joe Kramer

NDACo Valley (North Dakota Association of Counties)

Pamela Hemann, CAE

Association Management Services, Inc.

Susan Jurow, CAE

National Association of College and University Business Officers

Thomas Nordby, CAE

National Defense Industrial Association

Katherine B. Trahan

Safety Council – Louisiana Capital Area

Russell Melancon, Jr., CAE

Industrial Training Safety Council

Clarke Price

Ohio Society of CPA's

Linda Chreno

Association Societies Alliance

Ronald S. Moen

American Dietetic Association

Michael Gallery, CAE, Ph.D.

OPIS, Inc.

Mark Salter, ABC

NACM North Central Corporation

Dawn M. Daly, CAE

American Society for Surgery of the Hand

Danielle Marshall

Case Management Society of America (CMSA)

Richard Newman

American Dietetic Association

Matt Loeb

IEEE

Mark Erstling

Association of Public TV Stations

Susan Sedory Holzer

American Academy of Otolaryngology – Head & Neck Surgery

2:30 - 2:45 PM: Afternoon Break

NUTCRACKER BALLROOM

2:45 - 4:15 PM: Workshops
Fusion e.comm.unity® Resource Center

FANTASIA A, B, C, D, E & G
NUTCRACKER BALLROOM

- **Relationship Management: Adding Value by Integrating Multiple Systems (Panel)**

Moderated by: Wes Trochil President, Effective Database Management, LLC.

*Panelists: Terri Tracey, CAE, Vice President, Technology, ISM, Vice President, CSSL
 Jane Hamblin, Associate Executive Director Member Services, American Dental Education Association
 Mary Pat Paris, Director of Membership, National Rural Electric Cooperative Association*

Your financial system is not meant to be a content management system and your association management system is not meant to be an accounts payable system, but each one contains valuable information about your members and customers.

In this session you'll hear from three association executives who are at different stages in the process of integrating data from multiple sources into one system. In this interactive panel discussion, you will hear how they are learning more about their members and customers – and how this knowledge helps them to better serve their membership.

- **The Power of Personas – Focus on the Goals**

Presented by: Joshua Seiden, President, 36 Partners

How do you create a vision for your association's user experience, products and services? And how do you communicate that vision to your organization, the industry, the profession, and your membership? How do you manage the conflicting demands that come from serving a large and varied population? Increasingly, designers and managers are using an innovative decision making tool called personas. Learn about this simple but powerful technique, and find out how you can apply this technique in your association.

- **Creating Lifetime Member Value (Panel)**

Moderated by: J. Thomas Hood, III, Executive Director/Chief Executive Officer, Maryland Society of CPAs.

*Panelists: Mark Andrew, Incoming Chairman, Meeting Professionals International
 John T. Roecker, EdD, Career Framework Manager, Project Management Institute
 Shelly Sanner, Director, Membership, American Council on Education*

Creating lifetime member value is all about finding a way to place your association at the center of your constituents' daily lives and careers. Whether it's by providing continuing education, career development, or the tools necessary to complete the job, the way you do that needs to be closely aligned with your association's long term strategies. Hear how these three well-known organizations are answering the call.

- **The Present and Future of Search**

Presented by: Tim Judd, Chief Executive Officer, SearchInitiatives

Search has become the default method by which we find anything and everything online. Is your association still relevant as a search destination?

This session begins by taking a look at the current landscape of search and what you can be doing to make your association more prominent, and will continue by taking a look into the future of search, and how it is becoming a revenue center for many.

- **Leading a Creative Culture: Insights for Associations**

Presented by: Disney Institute (general session stage)

Across all sectors, today's organizations face an increasingly complex environment – increased competition; a savvy, time-starved marketplace; and ever-higher expectations of value from customers & members, staff & volunteers, board members and benefactors alike. Join the *Disney Institute* to examine how leaders can proactively involve all stakeholders in asking and answering, “What CAN we do today to break down silos, overcome obstacles, and achieve our vision?” Experience the rich creative history of the Walt Disney Company and discover proven techniques to generate new ideas and translate them to action, often with little or no cost.

4:30 - 5:30 PM: General Session

FANTASIA G BALLROOM

• General Session: Linking Strategy to Execution Panel

Moderator: Pamela Hemann, CAE, President of Association Management Services, Inc.

*Panelists: Barbara Belmont, CAE, Executive Director, School Nutrition Association
Red Cavaney, CAE, President and Chief Executive Officer, American Petroleum Institute
Mark Langley, Chief Operating Officer, Project Management Institute
David Nielsen, MD, Chief Executive Officer, American Academy of Otolaryngology – Head and Neck Surgery*

Ideas are one thing... execution is another. This panel, representing some of the world's largest and/or most successful associations, discusses the payoffs and pitfalls of navigating the gap between "knowing" and "doing."

5:30 - 7:00 PM: Cocktail Reception

CONTEMPORARY MARINA

Evening events are limited to registered conference attendees only and require official credentials for admission.



CELEBRATING A HALF CENTURY OF ASSOCIATION INVOLVEMENT

This year's DigitalNow program coincides with the biggest event in Disney history – the Happiest Celebration on Earth. Marking 50 years of Disney Theme Park magic, it's an event that also celebrates Disney's half-century of involvement with the association community.

That outreach was started by Walt Disney himself. With the opening of Disneyland Park in 1955, Walt saw value in partnering with associations. In turn, many associations saw business opportunities within his new medium of Theme Park entertainment. The American Dairy Association and Sunkist Growers were among the very first pioneering alliances that Walt forged.

Since those early days, Walt Disney Parks and Resorts has worked with a broad range of associations to educate and inform tens of millions of people about topics ranging from milk, coffee and eggs to paper/pulp, transportation and radiology.

Today, strategic alliances at the **Walt Disney World**® Resort alone include:

- *Amateur Athletic Union (headquartered here)*
- *American Automobile Association*
- *American Farm Bureau*
- *National Association of Underwater Instructors*
- *National Fluid Milk Processors*
- *Society for the Plastics Industry*
- *Underwriters Laboratories Inc.*

Building on this long history, Disney has developed and co-produced scores of professional development programs and events for the association community, the latest being the 2006 DigitalNow conference. Disney has co-produced other programs with the American Society of Association Executives (ASAE), the American Society for Training & Development (ASTD), Meeting Professionals International (MPI) and the Professional Convention Managers Association (PCMA).

A Meeting Destination Like No Other – With a never-ending line-up of special events, new attractions and entertainment, it's easy to see why the **Walt Disney World**® Resort drives record-breaking attendance for association meetings. This complete destination also offers six dedicated convention resorts and more than 600,000 square feet of function space.

Disney is also a true "planner's partner," offering powerful *Disney Institute* professional development programs, as well as creative and technical support through the Disney Event Group. Here too planners will find dedicated support to help them market their events.

The resort is also unmatched in its popularity with attendees. Recreational amenities include five championship golf courses, spas, award-winning dining, nighttime entertainment complexes and, of course, the four world-famous Theme Parks. Whether it's an intimate board meeting or a group of 10,000, Disney creates unforgettable association meeting experiences.

- **Leveraging Your Website to Deliver Added Value to Your Members.**

Presented by: Bill Rogers, Founder and Chief Executive Officer, Ektron, Inc.

By now, most association leaders and analysts agree creating the “Website of One” is the way to win the hearts and minds of your members – creating unique, rich and personal experiences that go beyond the superficial is key to providing sustained value. But are there other ways to leverage the knowledge and information you’re accumulating? One way is to connect individual members with like-minded affiliates in relevant online communities. Bill Rogers has some of the biggest ideas around for building interactive communication and understands the technologies that will help to execute it.

- **The Future of Professional Search: Are we there yet?**

Presented by: Dr. Claude Vogel, Chief Technology Officer, Convera

What is the “next generation” of search? According to one of the industry’s visionaries, it will involve a whole new level of service, detail and power – if what we have now is “consumer” search – what we are moving toward is “professional” search... more power, more promise, and more applicable to the unique needs of associations.

- **Discover Your Members Through Data and Text Mining – Predictive Marketing and Data Intelligence**

*Presented by: Kevin Whorton, Principal, Whorton Marketing and Research
George Breeden, CAE, Director, Not For Profit Services, RSM McGladrey, Inc.*

Mining and managing data has become the key component of association success in the digital age. But all those bits and bytes add up to exactly naught if you don’t have a strategy for using them. Learn how one association has become more agile and gained a competitive advantage by improving its ability to store, manage, process, and integrate its data in a more effective manner.

- **Creating Value in the Digital World: Publish or Perish**

Presented by: Justine Covault, Executive Director of Enterprise Systems, Harvard Business School Publishing

For many associations, the imperative to publish is at the top of the value chain. The ability to publish digitally has not changed this – in fact, the idea of “publishing” has taken on multiple meanings – and it is not enough to offer online material as a mere supplement to traditional print offerings. An integrated strategy is needed, as well as a new way of thinking about the business of publishing. This is an opportunity to hear what works from one of the largest content providers in the world.

- **Membership of One: Blocking and Tackling Information Architecture, Usability and Taxonomy to Create Personal Experiences For Your Members**

*Presented by: Richard V. Lawson, Director of Technology, American Association of Pharmaceutical Scientists
Bob Nedbal, Director, IT & Web Services, American Educational Research Association*

Creating successful member experiences online starts with a deep, detailed, and flexible structure in the form of taxonomy – but you need content to put “flesh on the bones.” Organizing that content into personalized experiences is the key to sustained member value. This in-depth case study follows a process that succeeded because it tackled the question of usability and personalization from the ground up.

- **Leading a Creative Culture: Insights for Associations**

Presented by: Disney Institute (general session stage)

Across all sectors, today’s organizations face an increasingly complex environment – increased competition; a savvy, time-starved marketplace; and ever-higher expectations of value from customers & members, staff & volunteers, board members and benefactors alike. Join the *Disney Institute* to examine how leaders can proactively involve all stakeholders in asking and answering, “What CAN we do today to break down silos, overcome obstacles, and achieve our vision?” Experience the rich creative history of the Walt Disney Company and discover proven techniques to generate new ideas and translate them to action, often with little or no cost.

2:30 - 2:45 PM: Conference Break – Fusion e.comm.unity Resource Center

NUTCRACKER BALLROOM

2:45 - 4:15 PM: Workshops, Case Studies
Fusion e.comm.unity® Resource Center

FANTASIA A, B, C, D & E
NUTCRACKER BALLROOM

- **Service Excellence: What Do Associations Really Need From Technology Today?**

Presented by: John Dorman, CPA, Chief Financial Officer and Director, Division of Administrative Services, Texas Medical Association

Technology is the “great enabler,” and as such, it has changed the world in which associations operate. But with fierce competition for new members, higher expectations from existing members, and an operating environment that is more complex than ever, what exactly do associations want from technology – and how can they use it to provide “service excellence?”

- **Where is the "R" in ROI for your online investment (and what are the right benchmarks)? (Panel)**

Moderated by: Sherry Budziak, President, .orgSource.

Panelists: Susan Fox, CAE, Executive Director, American Association of Law Libraries
Ed Czopek, Vice President, Decision Support, Healthcare Financial Management Association
Richard Hays, CAE, Chief Technology Officer, American College of Cardiology

There are many ways to – and reasons for – implementing technology, and most of them take time, resources, and cash. How do you decide where and what to invest, and how do you measure success? Are there valid investments that do not pay off directly? In this interactive session, you will hear from four association leaders who have successfully implemented technology, and have the facts and figures to prove that it is working. Their ideas, as well as their real life successes and failures will help to kick-start or refine your efforts to plan and measure for success.

- **Creating Value in the Digital World: Publish or Perish**

Presented by: Justine Covault, Executive Director of Enterprise Systems, Harvard Business School Publishing

For many associations, the imperative to publish is at the top of the value chain. The ability to publish digitally has not changed this – in fact, the idea of “publishing” has taken on multiple meanings – and it is not enough to offer online material as a mere supplement to traditional print offerings. An integrated strategy is needed, as well as a new way of thinking about the business of publishing. This is an opportunity to hear what works from one of the largest content providers in the world.

- **E-Learning for Associations: Best Practices and Future Trends**

Presented by: Dawn Karlovsky, Director, Distance Education, American Health Information Management Association
Joe Pulichino, Vice President, Marketing, WBT Systems

In 2003, AHIMA implemented an e-Learning platform solution from WBT Systems to provide web-based training administration, course content development and management, e-Commerce, integration with the membership database, and a Virtual Lab capability. Get an inside view at how AHIMA has implemented this solution and now uses e-Learning to provide exceptional, fee-based professional development programs for its members. Included in the presentation will be a discussion of lessons learned, as well as the best practices that AHIMA has discovered along the way. Following the case study, attendees will get a glimpse into the future of e-Learning with an eye towards how associations can use e-Learning to bring greater value to their membership.

- **Project Management Career Ladders: Building Member Value**

Presented by: John T. Roecker, EdD, Career Framework Manager, Project Management Institute

If providing value to your members is job one, you might want to think about creating a “career ladder” for the profession you represent. Project Management Institute is in the midst of just such an initiative, and will outline the steps that they have taken to “create” a lifelong profession.

4:15 - 6:00 PM: Networking - Fusion e.comm.unity Resource Center

NUTCRACKER BALLROOM

6:00 - 6:30 PM: Free Time

NUTCRACKER BALLROOM

6:30 PM: Transportation to Dinner Event

CONVENTION CENTER PORTE COCHÉRE

7:00 - 9:00 PM: Dinner Event – Club Digital A Go Go

PLEASURE ISLAND

Your evening begins at the Raglan Road Irish Pub, a bit of the "Emerald Isle" in Orlando. You can wet your whistle on Irish beer as you sit at one of several antique bars crafted in Ireland, and enjoy the sounds of a traditional Irish band with a Rock and Roll twist. Once you have soaked up the atmosphere there, you can move on to **Club Digital A Go Go**, where you will journey back through time with a fabulous party that captures all of the energy and excitement of the 1960's. Featuring everything from a **Retro Band**, to **Hippies, Mods, Go Go Dancers** and **Day-Glo Decor**, it's a celebration full of Peace, Love, and Rock and Roll!

19
60s

Evening events are limited to registered conference attendees only and require official credentials for admission.

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digitalNow
*Association Leadership
in the Digital Age*

APRIL 20-22
2006

DISNEY'S CONTEMPORARY RESORT

2006 Digital Now is produced by:

