



Assistance League National Conference

Thursday
October 23, 2008

Hyatt Regency Century City
Los Angeles, CA

Volume 2, Number 4

What's Happening Today?

6:30 a.m. – 8:00 a.m.
Breakfast

8:30 a.m. – 10:00 a.m.
General Session

10:15 a.m. – 11:30 a.m.

Morning Sessions

Keynote Speaker

Membership

Philanthropic Program
Consultants

Public Relations

11:30 a.m. – 12:30 p.m.
No-Host Bar

12:15 p.m. – 2:00 p.m.
Luncheon

2:15 p.m. - 3:45 p.m.
Afternoon Sessions

Corporate Marketing
Public Relations

The Kids on the Block
Resource Development
Education

6 p.m.
No-Host Bar

6:15 p.m.
Chapter Lineup

7 p.m.
Celebration Dinner



Conference Photographer

Schedule your chapter
photo today at the
National Conference
Registration Desk.

General Session - Los Angeles Ballroom

Eileen McDargh, CSP, CPAE

Inside Out Leadership: The Power of Engagement

Since beginning her consulting and training practice in 1980, Eileen has become noted for her ability to speak the truth with clarity, wisdom, humor and compassion. She draws upon practical business know-how, life's experiences and years of consulting to major national and international organizations. *Executive Excellence* magazine selected her as one of the top 100 thought leaders in leadership and among the top ten consultant providers of leadership development.

Eileen is a certified speaking professional (CSP) and her election into the CPAE Speaker Hall of Fame places her among the top 3% of the 4000-member National Speakers Association. She's served on the Board of Directors of NSA and is currently on the National Board for Take Back Your Time, an international initiative for work/life integration practices.

Rich Archbold

Ten Commandments of Dealing with the Media

Rich Archbold was born with ink in his veins. From the time he was a paper boy delivering Chicago dailies on his bike in suburban Lombard, Archbold has had a love affair with newspapers. He got his first taste as editor-in-chief at *The Glenbard*, his high school newspaper in Glen Ellyn, IL. That was followed by his being named as editor of *The Daily Illini* at the University of Illinois in 1959-60.

In his more than 40 years since his *Daily Illini* days, Archbold has been a distinguished journalist, working as a reporter, city editor, managing editor and now as executive editor of the *Press-Telegram* in Long Beach, CA. In September 2007, he was inducted into the University of Illinois Media Hall of Fame.

Patti Knoll & Suzanne Nosworthy

The Kids on the Block

Patti Knoll started with The Kids on the Block in 1980 as a volunteer with National Charity League. Her enthusiasm in spreading its effectiveness led to a professional career with The Kids on the Block, Inc. As a performer, she has been with The Los Angeles Music Center, The Orange County Performing Arts Center and many others, performing all over California. In her capacity as a National Trainer, she has performed and trained groups all over the United States and abroad.

Suzanne has been a member of the Long Beach chapter since 1974 and has served in many positions, including President. Her most recent position was chairman of the chapter's *Building the Future* capital campaign. She has served on the National Board and national committees for many years and was National President from 1999-2001.



Important!

The use of any recording devices, either audio or video, is strictly prohibited during sessions with outside speakers.



Preorder Wine Sales

11:15 a.m.–12:15 p.m.



National Conference
Registration Desk
California Lounge
7:30 a.m.–4:30 p.m.

Circle Desk
California Lounge
7:30 a.m.–8:30 a.m.

Red Star Shopping
California Showroom B
8 a.m.–12 Noon

Book Sales
California Lounge

Book Signing
California Lounge
11:45 a.m.
Mark Levin
Eileen McDargh



Lost and Found
National Conference
Registration Desk

Reminder!
**Please bring your
preorder receipt to the
dinner tonight for
proof of wine
purchase.**



Assistance League
Celebrates

Suzanne has served as a puppeteer and trainer for her chapter's The Kids on the Block program since its inception in 1981. She also worked professionally for the West Coast Troop of The Kids on the Block, Inc., as a puppeteer and trainer for several years. Suzanne has volunteered her training services for many Assistance League chapters with this very special puppet program and at the National Conference for many years.



Chapter Celebration Lineup

All chapter and guild Presidents are asked to arrive promptly at 6:15 p.m. in the Pacific Palisades Room for the chapter presentation lineup. If your President is unable to attend the celebration, please send a representative from the chapter as we want every chapter to be recognized and celebrated. Members of the Conference Administration Committee will be in Pacific Palisades Room to assist you as to the order of introductions.

Please arrange the chapter's session with the conference photographer at a convenient time that does not interfere with arriving by 6:15 p.m.



"Make Your Mark" at the Hilton Anatole Hotel in Dallas, Texas 2009 National Conference

Dallas' legendary Hilton Anatole Hotel recently completed its \$57 million renovation, transforming most of the property's meeting space, public areas and the 700 Tower guest rooms. This is the most extensive hotel renovation in Dallas and one of the largest in Texas. The renovation design is inspired by the Anatole's Asian art collection, the largest private assembly for any U.S. hotel, and the inherent contemporary design of the property's structure.

The legendary Hilton Antole presides majestically over the Dallas Design District on Stemmons Freeway near downtown Dallas, three miles from the Dallas Convention Center. Minutes away are countless dining, shopping, major sports and entertainment venues, plus an endless array of corporate headquarters. The hotel is 20 minutes from Dallas-Fort Worth International Airport and 10 minutes from Dallas Love Field.

If you haven't been to Dallas in awhile, expect many exciting new surprises and developments. From its thriving nightlife and cultural communities to its nationally renowned arts, theater and restaurant districts, Dallas provides a new adventure every day--and you'll be amazed at just how much the city has to offer.

Dallas is a mecca for world-class shopping and design--with more shopping centers per capita than any other U.S. city, and the birthplace of famed *Neiman Marcus*. Dallas also offers visitors the largest urban arts district in the nation with the Nasher Sculpture Center, the Dallas Museum of Art, the Crow Collection of Asian Art, the Morton H. Meyerson Symphony Center and, in 2009, the stunning new Dallas Center for Performing Arts.



Conference Evaluations

Please turn in conference evaluations at the National Conference Registration Desk. We welcome constructive comments that help improve future conferences.



Volunteers don't get paid, not because they're worthless, but because they're priceless. ~ Sherry Anderson