

OPTIONAL PRE-CONFERENCE PRESENTATIONS
Friday, 10:00 a.m. – 11:30 a.m.

CHOOSE 1

- 1. Mentoring for Growth**—Activating and growing new members leads to greater involvement and loyalty which in turn lead to Valley growth. This is a two-part presentation; registrants must sign up for “Mentoring for Retention.”
- 2. Producing Effective E-Newsletters**—An effective E-Newsletter is much more than an email. Learn how to get the most out of this technology.
- 3. How to Write a Press Release**—If want media coverage of your events, you must master the basic of media communication: the press release.
- 4. Internal Financial Controls**—What should you do to have appropriate checks, balances, and controls to protect the Valley and your officers?

OPTIONAL BONUS PRESENTATIONS
Friday, 7:30 p.m.–9:00 p.m.

CHOOSE 1

- 1. Mentoring for Retention**—Part 2 of the mentoring presentations (See “Mentoring for Growth” in the Pre-Conference Presentations)
- 2. Fund-Raising Tips**—How do you ask for money? How do you conduct a fund raiser? How to start an endowment.
- 3. Member Contact with Sentinel**—Tricks and techniques to stay in touch with your members through the Sentinel database.
- 4. Producing a Reunion Notebook for Candidates**—Learn how a “Reunion Notebook” can help candidates better understand their reunion experience.

TOPIC “A” PRESENTATIONS
Friday & Saturday

CHOOSE 3

- I—Scottish Rite Master Craftsman**—Introducing the new correspondence course on Scottish Rite degrees, symbolism, and history.
- II—Establishing a PR Committee**—Public Relations do not happen by accident; they require careful planning and hard work.
- III—Highlighting and Promoting Our Philanthropies**—Letting the world know what we do: communicating our cause, getting the facts, and new programs for fundraising.
- IV—Organizational Structure for the Valley**—What committees and officers are needed to run a successful Valleys, and what should they do?
- V—Taking an Inventory of Valley Assets**—You cannot properly protect, preserve, or maintain your Valley’s property and resources without an accurate inventory.

TOPIC “B” PRESENTATIONS
Friday & Saturday

CHOOSE 3

- I—Masonic Education in Your Valley**—How to create and use an effective Masonic education program in our Valley.
- II—Designing a Media Strategy**—If you want to get your message out to your members or to the public, you need a media strategy.
- III—Planning for the Financial Future**—Creating endowments, obtaining planned gifts, establishing development committees, reducing reliance on dues income.
- IV—Leadership Training for the Orient**—Learn how to train your Valley leaders through Orient-level seminars.
- V—Assessing Your Dues**—Do your dues meet your Valley’s needs? If not, how do you raise them without driving away members?