



You are invited to attend the 2011 NAUG Annual Conference. This is your event and your NAUG board is working hard to make it a meaningful and rewarding experience. This conference is the one time a year that we get together to share our knowledge, learn new tips and tricks, investigate the latest developments and network with other gomembers users and CDC gomembers staff. Members continually tell us that they benefit just as much from the chance to network with other users as they do from the actual sessions.

As an added value, CDC gomembers is again providing a free training day on Wednesday for full conference registrants. We are also offering a one-day registration

fee for individuals who cannot attend the full conference. This allows you to register for the Wednesday training by itself or any one of the other days.

In keeping with our regular rotation, this year's conference will be held in my hometown, Chicago. Chicago's great magic lies in its mix: sophisticated yet friendly, bustling city streets adjacent to long stretches of green parks and sparkling blue Lake Michigan, and a stunning year-round array of things to see and do unique in all the world. Chicago is more walkable than most global cities, and visitors of all ages enjoy the proximity of such attractions as Navy Pier, Millennium Park, Art Institute of Chicago and other treasures. The city's explosive performance art scene delivers audience-thrilling theatre, music and dance in historic venues. And, of course, an endless assortment of restaurants, shopping and nightlife are all at your fingertips, ready to match every taste, budget and mood.



Come and discover why so many visitors fall in love with the city every year. Take the words of Chicago visionary Daniel Burnham to heart as you think about how to spend your time in this world-class city: "Make no little plans." For more information on all that Chicago and NAUG have to offer, visit www.naug.net.



Make big plans to attend the 2011 conference.

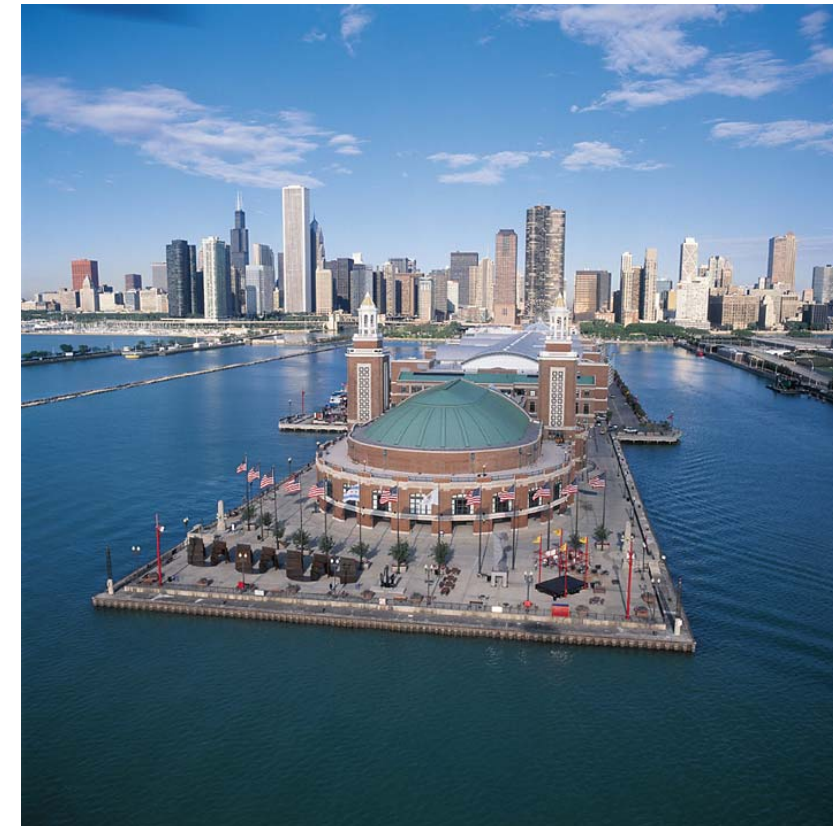
Kimberly A. Molley
NAUG 2011 President

Schedule at a Glance		
Wednesday August 31 Training Day		
Time	Session 1	Session 2
7:00am - 8:00am	Breakfast & Registration	
8:00am - 12:00pm	Address Administration	Service Center
12:00pm - 1:00pm	Lunch (provided)	
1:00pm - 5:00pm	QRS Deep Dive	Cash Receipts
6:00pm - 7:00pm	Networking Reception	
Thursday September 1		
Time	Session 1	Session 2
7:00am - 8:00am	Breakfast & Registration	
8:00am - 9:00am	Welcome & Keynote Speaker- Andy Steggle, COO for Higher Logic, LLC	
9:00am - 9:15am	Break	
9:15am - 10:30am	Constant Contact	Ask Karen
10:30am - 10:45am	Break	
10:45am - 12:00pm	Contact Management	QRS - New Data Model
12:00pm - 1:00pm	Lunch (provided)	
1:00pm - 2:15pm	Membership Roundtable	Meetings Roundtable
2:15pm - 2:30pm	Break	
2:30pm - 4:00pm	gomembers 4 Preview	
4:00pm - 5:00pm	CDC Update	
6:00pm - ???	CDC Function	
Friday September 2		
Time	Session 1	Session 2
7:00am - 8:00am	Breakfast & Registration	
8:00am - 8:30am	NAUG Business Meeting	
8:30am - 10:00am	Web Administration	Toolkit
10:00am - 10:15am	Break	
10:15am - 11:45am	Ask Holly	Ask Pat
11:45am - 1:00pm	Enhancement Suggestions & Lunch (provided)	
times are approximate		



2011 NAUG Conference
August 31-September 2
The Sax Chicago
333 N Dearborn
Chicago, IL 60654
(877) 569-3742

"The Windy City"
Welcomes you to the 2011 NAUG Conference



Conference Details

When: August 31 - September 2, 2011

Registration:

Full Conference Pass members: **\$525**

(Includes FREE day of training)

Full Conference Pass non-members: **\$675**

(Includes FREE day of training)

One-day Pass for Wednesday, Thursday

or Friday (members only): **\$300 per person**

(Day pass for Thursday, September 1

includes CDC gomembers evening function)

Register before August 9th and save.

Fees increase by \$100 on August 10th.

Register at: www.naug.net/2011/default.cfm

Where: The Sax Chicago

333 N Dearborn

Chicago, IL 60654

877-569-3742

Hotel Reservations: www.naug.net/2011/default.cfm

Rate: \$159 per night

Promotional Code: **0905CD**

Your registration fee includes breakfast & lunch for all 3 days, the Wednesday reception & the CDC gomembers dinner/evening function on Thursday.

Wednesday | August 31

Address Administration

Essential to the management of individual and organizational profiles is the maintenance or address information. The flexibility of the gomembers' system will be discussed in depth during this session. You will learn about current and historical address; attached and unattached addresses; owned addresses versus affiliate addresses; how to update and maintain addresses; address replacement; seasonal address changes, the effects of address security; how web addresses are managed; how to understand the Address List option; and, how to change a parent and select new address options. This class will provide administrative tools essential to you effective management of addresses in the gomembers' systems.

Service Center

Release 3.1.3 introduced the new .Net Service Center module. This module replaces the module known as Commerce Transactions. While the essential functionality of Commerce Transactions is retained in the new Service Center module, the navigation to perform tasks is different. In this class you will gain a broad understanding of the purpose of the Service Center Module and what items can be processed through this module; what set up is required prior to processing; how to enter and update all valid transaction types; how to inquire on any processed transactions; the purpose of an Edit Register Report as well as how to print it; how to post transactions; and, how to print statements.

QRS Deep Dive

QRS is built upon the state of the art capabilities of the Microsoft Business Intelligence Development Studio. During this session, we will cover: Report Server Security, Creation and development of data models for Report Builder, overview of Report Builder Report creation, Creation of reports in SQL Server Reporting Services via BIDS or MS Visual Studio & Subscribing to reports on the report server.

Cash Receipts

The cash receipts class will provide you with an overview of the Cash Receipts Module. In the class we will discuss cash receipts setup; creating payment batches; application of payments; payment adjustments; switching payments between constituents and invoices; refunds and write offs; deferred income recognition; month-end processing; and reporting. You will also learn about credit card processing and gain a basic understanding of the reference files that support

the credit card authorizations; how to set up credit card authorizations; how to enter credit card payments for authorization; how to handle manual exception processing; and how to review the authorization transactions log for approvals and declines.

Thursday | September 1

Keynote Speaker

[Social Networking for Nonprofits: Increasing Engagement in a Mobile and Web 2.0 World](#)

As technology changes, you must change with it to ensure your members stay informed and engaged with your association. Hear how associations are staying connected with current members and reaching out to non-members through online communities and mobile applications. This session will reveal strategies to foster communication with members and between members as we highlight successful social strategies from other associations. Gain a better understanding of social networking tools and how to leverage these tools successfully. This session will cover the basics of mobile and the social web, explaining the difference between mobile web pages and mobile apps to help participants understand where the business opportunities are.

About the Keynote Speaker:

Andy Steggle is the author of [Social Networking for Non-Profits](#) published by ASAE. The book focuses on how to increase member engagement in a mobile and web 2.0 world. He is also the Chief Operating Officer & Social Strategist for Higher Logic, LLC, a social media and mobile software company for associations and nonprofits. Prior to joining Higher Logic, Andy spent 10 years serving as the Chief Information Officer at the Risk & Insurance Management Society, Inc. (RIMS) where he headed, among other things, their social strategy initiatives.

Constant Contact

5 Keys to Email Marketing

Are you interested in learning how email marketing can help your business or organization grow? This informative presentation will teach you to create and deliver highly branded, professional looking emails designed to wow your customers and prospects. Email marketing is an effective, affordable and easy to use way to enhance your organization or business image and build relationships that lead to profit, revenue and increased participation.

Topics covered during this overview of email marketing include:

- What is permission-based email marketing
- List building
- Tips on getting your emails opened
- Best practices in email marketing
- Tracking results and what to do with this information
- And much, much more!!

Ask Karen

Have an extremely technical question about your gomembers system? Come to this session and Senior Analyst Karen Friedrichs will answer any questions you may have. In order to help Karen prepare, please submit your questions in advance on the NAUG groupsite <http://naug.groupsite.com/main/summary>. Questions submitted in advance will be answered in the session first.

Contact Management

Come to this session to learn how to use the Contact Management module and see real examples of how other associations are using the module. Contact Management can be used to track interactions with your customers and provide you with valuable data for marketing, customer service metrics and much more. Best of all, Contact Management is part of your base gomembers product; you already own it and can start using it at no additional cost!

QRS – New Data Model

QRS provides a tool for general users to employ for the easy creation of reports — QRS Report Builder. During this session we will cover: Report Builder Data Models, Creation of Table Reports, Creation of Graphs, and the Creation of Matrix Reports. While you may have attended this session in past years, this year we will be showing you the new data model. Extensive development has been done to create a data model that incorporates the most frequently used fields and tables. Membership, meetings and event registration, products purchases, committees, and certain financial tables have been included with the basic constituent, addresses and electronic address tables to provide a robust report model designed to meet a wide variety of your reporting needs. Those needing to go beyond the basics of the Report Builder are encouraged to attend the QRS Deep Dive session.

Roundtables – Meetings and Membership

This year we are using the original roundtable structure. There will be no preplanned discussion. Members are encouraged to bring questions, share tips, and discuss the session topic with each other. CDC gomembers staff will be present to answer questions. Please come prepared to share!

Friday | September 2

Web Administration

Part 1- Preventative measures -- reduce your duplicate constituents to a few minutes a day, keep members updating their own contact information and the KISS principle -- make login's and passwords easily retrievable by your members

Part 2 – Web Maintenance –where is it in the sequence of events and how to accept the different types of data into Q. Discuss best practices and real examples.

The Toolkit

Learn how to use the toolkit in practice. See real examples of how other associations have used the toolkit to customize their solutions. Share your own experiences with the group and ask questions of the CDC gomembers staff.

Ask Holly

Have a question about your gomembers eBusiness solution? Come to this session and Programmer/Analyst Holly Swartz, everyone's favorite web expert will answer any questions you may have. In order to help Holly prepare, please submit your questions in advance on the NAUG groupsite <http://naug.groupsite.com/main/summary>. Questions submitted in advance will be answered in the session first.

Ask Pat

Have a training or modification question? Senior Trainer Pat Hill will address any burning questions you may have about your solution. In order to help Pat prepare, please submit your questions in advance on the NAUG groupsite <http://naug.groupsite.com/main/summary>. Questions submitted in advance will be answered in the session first.

Enhancement Suggestions

Over a boxed lunch, share your suggestions on what you would like to see in the product's next release with CDC gomembers staff.

Call for Volunteers

NAUG is only as great as its members' participation. NAUG is completely managed by volunteer members. Please help NAUG grow and flourish: Volunteer to serve on the board, Present or moderate a session, Get active on the groupsite. If you would like additional information about volunteering, please contact one of the board members. We need YOU!