



**Summer CEO Conference**

53 Hotchkiss Grove Rd.  
Branford, CT 06405-5409



**July 23-26, 2007**  
registration information

## Winning the New ESA Game:

*Rising Demands, International Stakes, and Agile Professionals*

The CEO Leadership Conference presented  
by the AESA Foundation will be held  
July 23-26, 2007 in the Finger Lakes Region of New York State



# Winning the New ESA Game:

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## 1 Tentative Agenda

### Monday, July 23

4:00 p.m. .... Registration Opens  
6:00 p.m. .... Welcome Reception / Dinner Event (*Spouse/Guests Welcome-additional fee*)

### Tuesday, July 24

7:00 a.m. .... Registration Opens  
7:30 a.m. .... Continental Breakfast for Conference Registrants  
8:30 a.m. .... Session I – Overview/Presentations  
12:00-1:15 p.m. .... Luncheon for Conference Registrants  
1:30-4:30 p.m. .... Session II – Panels/Roundtables  
6:00-9:30 p.m. .... Dinner (*Spouse/Guests Welcome-additional fee*)

### Wednesday, July 25

7:30 a.m. .... Continental Breakfast for Conference Registrants  
8:30 a.m. .... ESA Presentations/Panels/Roundtables  
12:00-1:15 p.m. .... Luncheon for Conference Registrants  
1:15-4:15 p.m. .... Group Work  
5:00 p.m. .... Leave for Dinner Event (*Spouse/Guests Welcome-additional fee*)

### Thursday, July 26

7:30 a.m. .... Continental Breakfast for Conference Registrants  
8:30 a.m. .... **Leader to Leader Interaction**  
• AESA Council President – **Doug Garman**  
• AESA Executive Director – **Brian Talbot**  
• Complete "white" paper  
• Next Steps  
11:45 a.m. .... Conference Adjourns

## 2 Register for Conference – Register online ([www.aesa.us](http://www.aesa.us)) with credit card to save time and money!

## 3 Hotel Reservations

**The Lodge at Woodcliff** – Visit <http://www.woodcliffodge.com> to read more about this beautiful hotel and surrounding attractions. You may make room reservations directly with the hotel by calling 1-585-381-4000. Room rates are \$139.00/night. Please mention "AESA" and the dates of your arrival and departure for the conference rate. Hotel offers a free shuttle from the airport.

## 4 Rental Car Reservations

AESA's preferred car rental agency is Avis 1-800-331-1600 or [www.avis.com](http://www.avis.com)  
The Avis Worldwide Discount (AWD) number for the conferences is J790252.

## 5 Suggested Airports

Participants can fly into the Rochester International Airport (ROC).

Register online ([www.aesa.us](http://www.aesa.us)) with credit card to save time and money!



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## CONFERENCE REGISTRATION FORM

If not registering online ([www.aesa.us](http://www.aesa.us)), please fill out and fax or mail

Name \_\_\_\_\_

Name for Badge \_\_\_\_\_

Work Phone \_\_\_\_\_

E-mail Address \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/ST/Zip \_\_\_\_\_

Will Spouse/Guest Attend?  Yes  No # Guests \_\_\_\_\_

Spouse/Guest Names \_\_\_\_\_

Special requests \_\_\_\_\_

**Cancellation Policy:** Cancellations made in writing on or before June 23, 2007 will be refunded in full, less a \$100 per person processing fee. Cancellations may be emailed ([pyoung@aesafundation.org](mailto:pyoung@aesafundation.org)), faxed (203-483-7550) or mailed (AESAFUNDATION, 53 Hotchkiss Grove Rd., Branford, CT 06405-5409).

**Breakfast and Luncheons are limited to conference registrants with cost included in registration fee.**

### Monday, July 23

#### Dinner

Registrant – Cost included in registration fee  
Spouse/Adult Guests.....\$32 x \_\_\_\_ = \_\_\_\_\_  
Child (11 and under).....\$16 x \_\_\_\_ = \_\_\_\_\_

### Tuesday, July 24

#### Dinner

Registrant – Cost included in registration fee  
Spouse/Adult Guests.....\$32 x \_\_\_\_ = \_\_\_\_\_  
Child (11 and under).....\$16 x \_\_\_\_ = \_\_\_\_\_

### Wednesday, July 25

#### Dinner

Registrant – Cost included in registration fee  
Spouse/Adult Guests.....\$32 x \_\_\_\_ = \_\_\_\_\_  
Child (11 and under).....\$16 x \_\_\_\_ = \_\_\_\_\_

## Conference Registration Fee:

Pay with credit card \$390  
Pay with check or purchase order **or** \$420

Total \_\_\_\_\_

## Payment

– AESA accepts –  
 MasterCard  VISA  American Express

Name on card \_\_\_\_\_

Card number \_\_\_\_\_ Expiration: \_\_\_\_/\_\_\_\_

or Make checks or purchase orders payable to AESA

Fax or Mail registration to  
AESAFUNDATION Attn: Summer CEO Conference Registration  
53 Hotchkiss Grove Rd., Branford, CT 06405-5409  
Phone 203-481-4063 • Fax 203-483-7550