



September 6, 2012

FBINAA WASHINGTON CHAPTER PRESENTS: “Public Relations Strategies”

Chelan, WA

Training Day Schedule:

Session One (8am): Communications “Myths” and Realities; best practices for both internal and external communications.

Session Two (10am): Exploring organizational culture and its impact on external and internal communications.

Session Three (1pm): Key principles of persuasion, marketing and customer service.

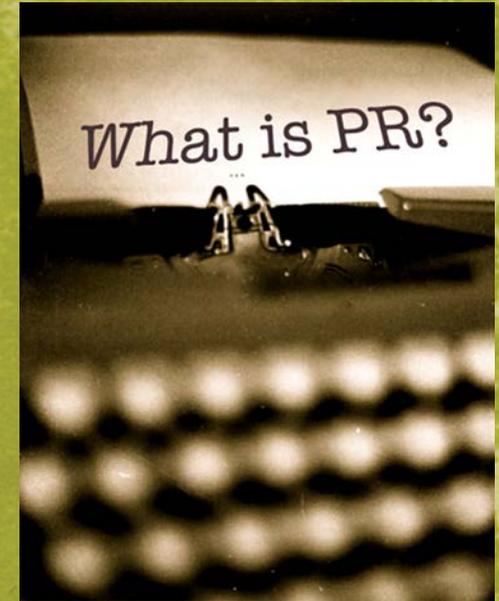
Session Four (3pm): The Four Step Public Relations Strategic Planning Process.

This seminar deals with practical public relations strategies for law enforcement agencies focusing on enlisting community stakeholders as full partners in the fight to provide safe and secure communities while relying on marketing and organized communications best-practices. The seminar explores such topics as internal and external cultural barriers, understanding and working with the community and business power structures, the public relations strategic planning cycle, elements of persuasion, and “brand” placement/development through marketing strategies. The programs enhanced through the use of concrete “best practice” examples and case studies.

Welcome and Instruction

begins at 0800 hours

**Course Presented by:
Lt. Col. James Vance,
USMC (Ret.)
FBI Academy (Ret.)**



*Training Day Open to All Law
Enforcement Personnel.
See Registration Form ‘A’.*



**September 4-7, 2012
Lake Chelan, WA**

Registration Form A

Name: _____
Agency: _____
Address: _____
City: _____
State: _____ Zip: _____
Telephone: _____
E-Mail: _____



Refund Policy: 100% refund of fees if notification received prior to August 15, 2012. Refunds after August 15, 2012 are at discretion of the Executive Board.

*Please pay from this invoice. No purchase orders.
Tax ID: 91-1230613 * UBI #: 601-535-882*

Check#: _____

**FBINAA WASHINGTON CHAPTER PRESENTS:
ANNUAL CONFERENCE RE-TRAINING "PUBLIC RELATIONS STRATEGIES"**

Conference Located At:



Program Fee Total:

Add 5% fee for Credit Card payments only: _____

Program Fee Total: _____

Credit Card: AmEx Visa Master Card Discover

Card # _____

Exp Date: _____ CVN#: _____

PROGRAM FEES:

NA Graduate (Includes Training) **\$165**

Includes delegate gift, Wednesday evening President's Reception on the beach with hors d'oeuvres followed by Lady of the Lake boat ride with dessert/cocktails, Thursday training program plus breakfast, lunch, banquet, and Friday breakfast plus hospitality room Tuesday/Wednesday/Thursday nights.

NA Graduate (Without Training) **\$100**

Includes everything except Thursday breakfast, lunch and training. See optional networking opportunities for retired members who do not attend training.



Magnetic Tag **\$24**

Only if you register prior to August 10, 2012

Specify Name on Tag: _____

Agency Name: _____

Session Number: _____

Training Day Only (Non-Members) **\$100**

Includes breakfast, lunch, and training only for non-members. See Form B for optional networking events.

**Mail Your Completed Registration Form and Check To:
FBINAA Washington Chapter
Attn: Cindy Reed, Treasurer
PO Box 761, Gig Harbor, WA 98335**

**September 4-7, 2012
Lake Chelan, WA**

Registration Form B

Name (s) of additional participants:

Address: _____

City: _____

State: _____ Zip: _____

E-Mail: _____



Networking Options

Wednesday Option **8:45 AM**

Golf Tournament (includes power cart and prizes)
\$60 x _____ \$ _____

Tournament at Lake Chelan Municipal Golf Course

9 Hole Mini-Tournament (includes power cart and prizes)
\$40 x _____ \$ _____

Boat paddle relay participants will be given first tee times

Proposed Golf Team Members: _____

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Wednesday Option **3:30 PM**

Fun Run/Boat Paddle Relay
\$20 x _____ \$ _____

Additional Team Members:

1. _____ 2. _____
3. _____ 4. _____

Thursday Option **10:30 AM**

Wine Tasting Tour for Non-Members/Retirees
\$55 x _____ \$ _____

Meet in lobby at 10:30 and return by 2:00. Transportation and lunch provided.

Banquet for Non-Members/Spouses **7:00 PM**
\$35 x _____ \$ _____

Banquet style dinner and drinks with after-hours banquet social located around campfire.



Fee Total for Networking Events:

Add 5% fee for Credit Card: _____

Program Fee Total: _____

Wednesday Option **6:00 PM**

President's Reception (for spouse/non-member)
\$55 x _____ \$ _____

Event will be held on the Lady of the Lake Charter. Hors d'oeuvres will be served prior to departure on the beach, while cocktails and dessert will be served on the boat ride.

Credit Card: AmEx Visa Master Card Discover

Card # _____

Exp Date: _____ CVN#: _____

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PO Box 761, Gig Harbor, WA 98335**





Schedule of Events

September 4, 2012

- 1400 Hours - Executive Board/Committee Chairs Meeting
- 1900 Hours – Hospitality Room

September 5, 2012 - Networking Events and Entertainment

- 0800 Hours – Registration Opens
- 0845 Hours – First Tee Time for Golf Tournament and 9-Hole Tournament
- 1530 Hours – Fun Run Paddle Boat Relay
- 1800 Hours –President Reception on the Beach with Hors D'oeuvres
- 2000-2200 Hours - Lady of the Lake Boat Ride with Dessert and Cocktails

September 6, 2012 – Training Day (See Registration Form A)

- 0800 Hours – Registration and Vendor Room Open/Breakfast Available
- 0815 Hours – Welcome & Training
- 1030 Hours – Tour for Spouses and Retired Members Begins/See Form B
- 1700 Hours – Training Ends
- 1900 Hours – Banquet

September 7, 2012 – Business Meeting for National Academy Members Only

- 0800 Hours – Breakfast Available
- 0900 Hours – Chapter Meeting Begins

September 4-7, 2012 Lake Chelan, WA

For more information on events, reference forms A & B and training announcement flyer. See websites for additional information.



Location of Events

<http://www.lakechelangolf.com/>

<http://www.campbellsresort.com/>

<http://www.ladyofthelake.com/>