COCSA 2013 Convention
Executive Director – Best Practices Workshop

Thursday, November 7, 9:00-11:30 am, Discovery Room

Agenda

Welcome and Introductions – Amy Hardin

Overview of COCSA Resources and Website – Siouxsie Jennett, Mambo Media
President, Amy Hardin, Sheri Ryan

Review of COCSA Member Benefits – Bharon Hoag

Workshops:
- Effective communication & marketing strategies, technology, social media, and
data base management
- Successful board & staff partnerships, human resources, non-profit budgeting tips,
legal & legislative consultants
- Strong membership through valuable services and benefits
- Quality educational programs (vendors, speakers, fundraising ideas)
- Useful insurance resources & strategies for assuring fair reimbursement, non-
discrimination
- Innovative and profitable business ventures and non-dues revenue ideas
- Other