



**2012 AJFCA Annual Conference**  
*Leading with Vision: Strategizing for Excellence*  
**April 22 - 24, 2012**  
**The Intercontinental Hotel, Houston, TX**

Dear AJFCA Member Agency Board Presidents and Lay Leaders,

*The AJFCA Annual Conference Committee, Board and Staff look forward to welcoming you in Houston!*

Here are the top five reasons why you need to attend AJFCA's Annual Conference:

1. There will be opportunities to **expand your knowledge base and network** with other Board Presidents and Lay Leaders. You'll find out what your peers are doing, what the new trends are, and where there's room for movement and improvement at your agency.
2. You will meet, connect and share success stories with colleagues from across the United States and Canada. This year's Conference will provide opportunities for you to dialogue in **interactive break-out sessions** with other Board Presidents and Lay Leaders facing similar challenges. And you'll make connections that will carry over past the conference to help you help your agency to be successful!
3. You will participate in an interactive session on how to **get your agency's Board excited and engaged in fundraising** for the agency. This session, led by Nell Edgington, author and expert on social innovation for nonprofit agencies, will leave you with practical ideas you can implement at your agency immediately.
4. You will learn **how to be an effective ambassador for your agency using social media** to communicate the value of your agency to your local community and beyond.
5. Get a head start in making connections with peers by attending the warm and welcoming Havdalah Service/Dessert Reception on Saturday evening and unwind after the first day, at the Host Community Barbecue on Sunday evening. There will be **great food, music and line dancing!**

Attend this year's AJFCA Annual Conference!

Anyone can sit at home reading books and consume knowledge.

Choose to learn and share your experiences with your colleagues this year in Houston!

Have fun, learn and make lasting connections through AJFCA...

**We look forward to seeing you there!**

**Nancy Bissinger Timm, Conference Chair**

**Larry Reader, Conference Co-Chair**

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