



# AMATEUR ATHLETIC UNION OF THE UNITED STATES, INC.

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Home of the AAU

August 27, 2015

## AAU Leadership:

I would like to personally invite you to the **2015 AAU Leadership Conference: *Connecting the Dots of AAU at the Marriott World Center in Orlando, FL on October 14-17, 2015.*** You are encouraged to invite your District Officers, District Sport Directors and National Sport Committees to this year's conference. You won't want to miss what we have planned for you!

The theme of ***Connecting the Dots of AAU*** focuses on bringing together all the positions within the AAU to network, communicate and learn from each other while working towards the common goal of growing the AAU. We have something for everyone at this year's conference!

On Wednesday night, the opening Networking Reception will give you the opportunity to catch up with old friends and meet new ones.

The focus of Thursday will be ***Connecting the Dots of AAU***. The opening breakfast will feature the State of the Union address with updates from your National Officers. The morning will have education sessions for District Leadership including workshops for District Sport Chairs, District Secretaries, District Registrars and District Treasurers. Don't miss the review of the responsibilities of these roles and learn tips and advice from others.

In the afternoon, panel discussions and roundtable discussions will focus on many topics ranging from Development and Growth Initiatives to Marketing and Promotions to specific opportunities available for various sports. We encourage you to take back new energy to your District or Sport by learning from each other and sharing ideas. Throughout the day, various sport executive committees will also meet. The day will conclude with the Welcome Reception in the evening.

On Friday, we will turn the emphasis to ***Strategic Planning***. In the morning, learn the importance of planning for the future and information on developing a comprehensive strategic plan for your sport. Take this information to your afternoon general Sport Committee meetings to begin the process of developing a plan as well as conduct any other business of your sport. Also held on Friday will be the meetings of the Governors' Council and the Youth & Adult Sports Councils.

The final day on Saturday will feature various educational sessions ranging from Technology Developments, Code Book Committee Review, How to Use Social Media and much more.

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The Closing Luncheon will wrap up around 2:00 pm so you are free to enjoy the Florida sunshine or head back home in the afternoon. Members of the Board of Directors will meet in the afternoon beginning at 2:30 pm.

As you can see, we have a lot planned for you and hope you will join us in Orlando! On behalf of your National Officers, I want to thank you for your support and dedication to the AAU and look forward to seeing you soon.

Sincerely,

A handwritten signature in black ink, appearing to be "R. Goudy", enclosed in a thin black rectangular border.

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AAU President/CEO

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