

# *Forty Fourth Southern Area Conference*

**PLUGGED IN AND POWERED UP**  
*For Friendship And Service*

**CALL TO CONFERENCE**

May 17- 21, 2017

**MARRIOTT MARQUIS**

ATLANTA, GEORGIA

ANNE TURNER HERRIOTT

**SOUTHERN AREA DIRECTOR**

GLEND A NEWELL-HARRIS, M.D.

**NATIONAL PRESIDENT**



# Join us in Atlanta

## *Speakers & Panelists*

Take advantage of expert panels and informative discussion designed to empower you and help your Chapter flourish. Each speaker and panelist will offer you an enormous wealth of knowledge, ranging from best practices to hands-on learning experiences. You'll have an opportunity for deep discussion and interaction with thought leaders. Have your questions ready and be prepared for an intense experience centered on powering you up!

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## *Networking At Its Best*

Networking is important to any organization and yet it can be extremely intimidating. At the Southern Area Conference, you'll have the opportunity to finally meet Link Sisters you've been engaging with on social media, plus meet plenty of new faces. Let your guard down and open yourself up to new friendships. You never know where your next opportunity might appear.

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## *Curated Experiences*

Just like the stellar plenary sessions and workshops, the experiences and people you'll meet along the way are priceless. Each day you can expect curated events, tailored just for you. Awaiting you are informative receptions, plated luncheons and dinners, a Hollywood Style Gala, the formal White Rose Banquet and Celebration and many opportunities for inspiration and relationship-building.

Bring your business cards, mobile devices and dancing shoes to plug-in and power up for a purpose.

*Because Friendship is... Everything!*



*Inside the Call to Conference*

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Linked in Friendship, Connected in Service  
Southern Area  
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February 1, 2017

Greetings and Blessings My Link Sisters,

On behalf of the Southern Area Executive Committee and the Atlanta Cluster Chapters of Atlanta, Azalea City, Buckhead/Cascade City, Camellia Rose, Dogwood City and Magnolia, I am honored to invite you to the 44<sup>th</sup> Southern Area Conference in Atlanta, Georgia. Links from our seven states and the Commonwealth of the Bahamas will convene on May 17-21, 2017 to get ***"Plugged In and Powered Up for Friendship and Service."***

What a wonderful experience awaits your arrival! The City of Atlanta rose from the ashes of the American Civil War and now stands as a national center of commerce. Known for its progressive views, Atlanta attained international prominence as the transportation hub of the Southeastern United States via ground, air or railroad. This exciting city of rich cultural history and modern charm welcomes more than 50 million visitors each year and this year they await your arrival.

Our team has carefully crafted a conference experience to make members more informed, Chapters more effective and our initiatives even more impactful. We will share and develop strategies to achieve best programming practices in each of our Facets and Signature Programs. Conference attendees will have access to enhanced training by position, while other workshops will help our interpersonal relationships.

Our schedule will also allow time to fellowship and toast our friendship. We will honor our traditions by opening with the Memorial Service and closing with the White Rose Banquet. During the Conference, local Atlantans who share our vision of transformation will be honored at the Civic Luncheon; as Link Sisters we will strengthen our bonds and celebrate our achievements at the Friendship and Program Luncheons; and, the Atlanta Cluster will roll out the emerald green carpet at a special gala.

Together, we have made great strides in transforming the lives of women, children and families in our communities. Join us in Atlanta and *Plug In and Power Up* to further enhance our service and strengthen our friendship.

Anne Turner Herriott  
19<sup>th</sup> Southern Area Director

*Linked in Friendship, Connected in Service  
Embracing Our Legacy, Fulfilling Our Promise*

*The Southern Area of The Links, Incorporated  
Alabama ♦ Florida ♦ Georgia ♦ Louisiana ♦ Mississippi ♦ North Carolina  
South Carolina ♦ Commonwealth of the Bahamas*

# Forty Fourth Southern Area Conference

PLUGGED IN AND POWERED UP  
For Friendship And Service

## Cluster Steering Committee

### **Atlanta Cluster Conference Coordinator**

Shaun Hunter-Green

### **Secretary**

Tanesha Jenkins

### **Treasurer**

Patrice Greer

### **Financial Secretary**

Sharon Wilbon

### **Atlanta (GA) Chapter**

Jocelyn Hunter, President

Marci Chapman McKenna, Liaison

### **Dogwood City (GA) Chapter**

Madelyn Adams, President

Sandi Peterson-Cooper, Liaison

### **Azalea City (GA) Chapter**

Toni Ward, President

Jessica Cooke Scarborough, Liaison

### **Buckhead/Cascade City (GA) Chapter**

Gail Tusan Washington, President

Shirley Mitchell, Liaison

### **Magnolia (GA) Chapter**

Marty Pinkston, President

Tevi Rice, Liaison

### **Camellia Rose (GA) Chapter**

Lolita Jackson, President

Miranda Mack McKenzie, Liaison

Greetings Link Sisters of the Southern Area and Guests:

The Atlanta Cluster is excited to host the 44<sup>th</sup> Southern Area Conference in one of the most culturally diverse and historically relevant places in the south. We look forward to “Embracing our Legacy and Fulfilling our Promise” in the home of the civil rights movement, the birth place of Martin Luther King, Jr. and the residence of notable historical figures. Link Sisters of the Atlanta, Dogwood City, Azalea City, Buckhead/Cascade City, Magnolia and Camellia Rose Chapters eagerly await your arrival and participation in what will be an unforgettable area conference planned to strengthen our foundation of friendship and service.



In the 1960s, Atlanta was a major hub in the organization of the Civil Rights Movement, with Dr. Martin Luther King, Jr. and students from Atlanta's historically black colleges and universities leading the way. The city of Atlanta continues to be at the forefront of human rights, most notably with the opening of the Center for Civil and Human Rights. The Atlanta Cluster is a proud sponsor of the center and its continued efforts to foster global human rights. In addition to our civil rights roots, Atlanta is known as the Hollywood of the South with many A-list celebrities, movie studios and music moguls. We are also home to several Fortune 100 companies and prestigious HBCUs located in the Atlanta University Center.

The Atlanta Cluster looks forward to sharing the rich history and culture of this city with you! We hope that you will join us for an enlightening service project focused on improving the health of our community, our “Big 6 Lounge” Hospitality Suite featuring live music and our “Hollywood of the South” themed Cluster Gala. Our Connecting Links can also enjoy an Atlanta Braves Game Experience at the new stadium, a Porsche Driving Experience, Top Golf and more.

Link Sisters and guests, we are happy to welcome you to the Southern Area and one of its historic locations, Atlanta, Georgia. During your stay, we encourage you to experience all that Atlanta has to offer including: premier shopping at the Shops Buckhead Atlanta, Phipps Plaza and Lenox Mall and, the Dr. Martin L. King, Jr. Center, the Georgia Aquarium, the World of Coca-Cola, CNN Center, Centennial Olympic Park, the Center for Civil and Human Rights and many more. We invite you to share in our Southern hospitality, sample cuisine at our many fine restaurants and enjoy the rich heritage of our city. We look forward to welcoming you to Atlanta for the Southern Area Conference.

Sincerely,

Shaun Hunter-Green

Atlanta Cluster Conference Coordinator



## Preliminary Agenda

All conference sessions and meals will be held at the Atlanta Marriott Marquis Hotel.

### WEDNESDAY, MAY 17, 2017

8:00am – 6:00pm	Registration
9:00am – 11:30am	Community Service Project
12:00pm	Exhibit Hall Ribbon Cutting, Vendor Showcase, Chapter Exhibits and Health Pavilion Opening
12:00pm – 1:00pm	Southern Area Director's Peach Tea Sip
1:00pm – 2:00pm	Delegates Workshop First Time Attendees Workshop Conference Committee Meetings
4:30pm – 5:30pm	Memorial Service
7:30pm – 9:30pm	44 <sup>th</sup> Southern Area Conference Opening and Concert

### THURSDAY, MAY 18, 2017

6:00am – 6:15am	Mind, Body and Spirit - Meditation
6:15am – 7:00am	Mind, Body and Spirit - Exercise
8:00am – 6:00pm	Registration
8:00am – 11:30am	Plenary I
10:00am – 6:00pm	Vendor Showcase, Chapter Exhibits and Health Pavilion
12:00pm – 1:30pm	Friendship Luncheon
2:00pm – 4:30pm	Plenary II *Candidates Speeches
4:30pm – 5:30pm	Meet the Candidates (Delegates & Alternates)
5:00pm – 7:00pm	Literary Links
7:00pm – 9:00pm	The Quest to Freedom: Linking Civil and Human Rights

### FRIDAY, MAY 19, 2017

6:00am – 6:15am	Mind, Body and Spirit-Meditation
6:15am – 7:00am	Mind, Body and Spirit-Exercise
8:00am – 6:00pm	Registration
8:00am – 9:30am	Plenary III
9:30am – 10:00am	Voting: Area Officers and Nominating Committee (Chapter Delegates)
10:00am – 6:00pm	Vendor Showcase, Chapter Exhibits and Health Pavilion
10:00am – 11:30am	Plugging In Workshops
12:00pm – 1:45pm	Civic Luncheon
2:15pm – 3:30pm	Powering Up Workshops
4:00pm – 5:00pm	The Links Foundation, Incorporated Session
7:00pm	Atlanta Cluster Gala "Hollywood of the South"

### SATURDAY, MAY 20, 2017

6:00am – 6:15am	Mind, Body and Spirit-Meditation
6:15am – 7:00am	Mind, Body and Spirit-Exercise
8:00am – 10:30am	Registration
8:30am – 11:30am	Plenary IV
9:00am – 4:00pm	Vendor Showcase, Chapter Exhibits and Health Pavilion
12:30pm – 2:30pm	Program Luncheon
7:00pm	White Rose Banquet and Celebration

### SUNDAY, MAY 21, 2017

	Departures
10:00am – 11:30am	Southern Area Leadership Transition Meeting ( <i>Newly Elected Officers and Executive Committee Only</i> )

*Chapter Photos with Area Director will occur on Friday and Saturday.  
Reservations required. Details of schedule will be forthcoming.*



## Conference Events and Highlights

The 44<sup>th</sup> Southern Area Conference of The Links, Incorporated has been carefully crafted to train, inform and inspire our members. As we develop, our capacity to transform others grows exponentially. Join us in Atlanta, Georgia from May 17-21, 2017 to get “Plugged In and Powered Up for Friendship and Service.” Registration begins February 1, 2017.

Our hosts, The Atlanta, Azalea City, Buckhead/Cascade, Camellia Rose, Dogwood City and Magnolia Chapters, are rolling out an emerald carpet to welcome us and showcase the best the city has to offer. Both modern and historic, Atlanta is steeped in culture, adorned by luxury and overflowing with Southern hospitality.

We are excited to share all that has been going on within the Southern Area and conduct important business in our plenary sessions. Workshops featuring health, finance and educational professionals will update members directly on trends in those fields. Opportunities for personal rejuvenation and linking up with old and new friends round out the conference. Don't miss this chance to “Plug In and Power Up” with your Sisters as we transform our Chapters and our Communities for greater levels of Friendship and Service.

### Wednesday, May 17, 2017

Our 44<sup>th</sup> Southern Area Conference begins with a local **Community Service Project** showcasing our commitment to improving lives wherever we are. Later, plan to don “uninterrupted white” at a **Memorial Service** to honor the Links, Connecting Links and Heir-o-Links who have passed on from this life since the last conference. On Wednesday evening, **Conference Opening** ceremonies occur, followed by an opening **Concert with a Featured Artist**.

### Thursday, May 18, 2017

Southern Area business is on the agenda as two of four **Plenary Sessions** take place. Members will hear from the Area Director and elected officers. Programming updates, budget presentations and candidates’ speeches will be presented. Southern Area Links will bond and break bread at a **Friendship Luncheon**. Thursday will close with **The Quest to Freedom: Linking Civil and Human Rights**, an enlightening evening at the **National Center for Civil and Human Rights**.

### Friday, May 19, 2017

Southern Area Links’ business continues in the third **Plenary Session**. Elections will take place. Members will hone their skills and hear from experts in a variety of **Program and Operational Workshops**. Our **Civic Luncheon** will highlight and honor Community Activists who share and support our transformational efforts. Members and guests are invited to enjoy an evening of elegance at Saturday’s **Atlanta Cluster Gala, “Hollywood of the South.”**



**Saturday, May 20, 2017**

Our final **Plenary Session** will feature the swearing in of the next term's Southern Area officers. Members who have reached the milestones of 25 and 40 years within Linkdom will be recognized. Our service efforts will be lauded and celebrated at the **Program Luncheon**. Finally, the 44<sup>th</sup> Southern Area Conference will close Saturday evening with the traditional **White Rose Banquet and Celebration**.

**Further highlights** of the Conference will include a robust and exciting schedule of options for golf, baseball and the Porsche Experience for Connecting Links and Guests.

Additional highlights of the Conference will afford many other attractions you won't want to miss:

- \* The Southern Area Health Pavilion
- \* Literary Links
- \* Chapter Exhibition Displays
- \* The Southern Area Marketplace

Our host hotel is the beautiful Atlanta Marriott Marquis; it offers an experience all its own. This luxury hotel boasts several restaurants, a full-service spa, fitness center and spectacular views of Atlanta.



## Community Service Project

### The Power of Our Legacy, Igniting Our Promise

Wednesday, May 17, 2017 | 9:00 AM – 11:30 AM

The Georgia's Maternal and Child Health (MCH) Section, housed within the Division of Health Promotion in the Georgia Department of Public Health, seeks to provide education and resources to health care providers and families in the hope of "building a healthy Georgia, one family at a time" This very motto is in keeping with The Links, Incorporated's national initiative of reducing barriers through advocacy, education and service. For this, our 44<sup>th</sup> Southern Area Conference, we call for members of the Southern Area to participate in providing a "prescription for building a healthy legacy" that builds upon the Atlanta Cluster's partnership with key health care facilities in the Metro-Atlanta area: Children's Healthcare of Atlanta, Northside Hospital Healthcare System, and the WellStar Health System. Our goal is to support these networks with the maintenance of good health by providing additional resources designed to assist new mothers and patient families with children battling a life-threatening illness.

#### Service Delivery Design:

Area Chapters are asked to donate items to create *New Mommy Kits* and *Boredom Buster Kits* for patients and families. *A list of items will be generated and sent to each Chapter in order to stock our inventory beginning in **March**.*

Based on the items collected, kits will be created for donation throughout our partner networks.

#### Target Population:

- Mothers of Newborns
- Children experiencing trauma or chronic illness (and their families)



NORTHSIDE HOSPITAL





## Conference Attire: Packing Tips 101

Atlanta may be hot and humid during the month of May. When you step out of the hotel to enjoy all that the city has to offer, don't forget to pack lightweight clothing and comfortable shoes. Remember to bring a jacket or shawl to ensure comfort indoors at air-conditioned venues.

### **Wednesday:**

Community Service Project: Casual  
Workshops and Committee Meetings: Business Attire  
Memorial Service: Uninterrupted White  
Opening Night Reception and Concert: Cocktail Attire

### **Thursday:**

Plenary Sessions I and II: Business Attire  
Friendship Luncheon: Business Attire with an International Flair  
*(Traditional attire, accessories or wraps from Africa, Jamaica or Haiti)*  
The Quest to Freedom: Linking Civil and Human Rights: Business Attire

### **Friday:**

Plenary Session III & The Links, Incorporated Foundation Session: Business Attire  
Workshops: Business Attire  
Civic Luncheon: Business Attire *(Hats Desired But Not Required)*  
Host Chapter Gala: Cocktail Attire

### **Saturday:**

Plenary Session IV: Business Attire  
Program Awards Luncheon: Business Attire *(Hats Desired But Not Required)*  
White Rose Banquet and Celebration: Formal Attire/Black Tie





## *Volunteer Opportunities*

The **HOSTESS COMMITTEE** welcomes and assists with the seating of Links and guests at each meal function and special event. They will assist with distribution and placement of materials, favors and gifts. Special attention will be given to the needs of physically challenged Links and guests. This committee works closely with the Area Protocol Chair.

The **COMMUNICATIONS COMMITTEE** coordinates all of the communications needs throughout the conference. Members will assist the Area eCommunications Committee with coordinating the daily eBlast, escorting media and full coverage of our conference activities.

**DOORKEEPERS** help to enforce rules of the Conference during plenary sessions. They will control the flow of traffic and direct the seating of the delegates/alternates and general audience; monitoring entrance and exit procedures to limit disruptions. This committee works closely with the Sergeant-at-Arms.

**FLOOR COURIERS** facilitate communication between the officers, delegates and other Links in attendance at Sessions/Plenaries. The committee functions in all plenary sessions to assist officers and delegates. This committee works closely with the Area Secretary.

**TIMEKEEPERS** monitor timing of the plenary sessions. Committee members must be fair and ensure that all time guidelines are adhered. This committee works closely with the Area Secretary.

The **ELECTION COMMITTEE** monitors the election process and ensures that the election of officers is conducted in accordance with the guidelines of The Links, Incorporated. This committee works closely with the Conference Elections Chair.

The **TELLER COMMITTEE** as designated by the candidates for office; certifies the votes received from the voting delegates. This Committee works closely with the Conference Elections Chair.

The **VENDORS COMMITTEE** helps to ensure the smooth operation of the vendor area. The committee works closely with the Conference/Cluster Vendor Chair and the Area Vendor Liaison.

The **EXHIBIT COMMITTEE** helps to ensure the smooth operation of the Health Pavilion, Literary Links and Chapter Exhibit area. The committee works closely with the Conference Exhibits Chair.



The following Committees are requested to provide direct assistance during the Workshop Presentations:

**WORKSHOP RECORDERS COMMITTEE** will assist workshop presenters during the sessions, confirm attendees' sign-in and document highlights of the workshop.

**WORKSHOP CONVENERS COMMITTEE** will assist with workshop implementation, ensuring all audio-visual and presentation needs.

**WORKSHOP MODERATOR/FACILITATORS COMMITTEE** will assist presenters with executing the workshop. Moderators/Facilitators will introduce the presenter(s), facilitate participant questions and close out the workshop. The Moderator/Facilitator will assist the Presenter with keeping track of the timing of the workshop.

All workshop volunteers are required to attend a Workshop Orientation for assignment and additional instruction on *Wednesday, May 17, 2017 at 1:00pm*. This committee works closely with the Workshop Coordinator.

***Special Committees will be formed from attendees from all Chapters.  
You are invited to volunteer for one of these special committees through the registration process.***

V O L N T E E R  
all that's missing is U!



## Registration Information

### THERE IS NO ON-SITE REGISTRATION

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#### **REGISTRATION INFORMATION**

- Regular registration for members is **\$550.00** and extends until **April 1, 2017** at 11:59pm ET.
- The late registration period extends from **April 2, 2017** at midnight ET until **April 15, 2017** at 11:59pm ET.
- A **\$150.00** fee will be applied to those registering during the late registration period.
- Registration will not be accepted after **April 15, 2017**, THERE IS NO ON-SITE REGISTRATION.
- Please review acknowledgements carefully for accuracy. If you do not receive an acknowledgement within 14 days of submission, please email [registration@salinksinc.org](mailto:registration@salinksinc.org).

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#### **PAYMENT INFORMATION**

- Credit Card Payment will be accepted for all registrations. Registrations fees will appear on statements as "Event Registration." Visa, MasterCard, American Express, and Discover Card will be accepted.

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#### **CANCELLATION / REFUND POLICY**

- Conference registration can only be transferred or substituted for the delegate and alternate. Request for substitutions of the delegate or alternate must be submitted in writing to the Southern Area Director and signed by the Chapter President. **No other registration substitutions are accepted.**
- All requests for refunds must be submitted in writing to the Southern Area Financial Secretary at [financialsec@salinksinc.org](mailto:financialsec@salinksinc.org) on or before the registration deadline.
- Refund requests submitted on or before April 1, 2017, are subject to a \$100.00 processing fee.
- Refund Requests submitted between April 2, 2017, through April 15, 2017, will be refunded 50 percent of the registration fee.
- No refund requests will be accepted after April 15, 2017. Exceptions to this policy for illnesses, deaths, Acts of God, or unforeseen circumstances, are within the discretion of the Southern Area Director. If granted, only 50 percent of fees will be refunded at the conclusion of the conference.

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All registration questions should be directed to  
[registration@salinksinc.org](mailto:registration@salinksinc.org) or call (678) 254-3254, Monday – Friday, 9:00am – 9:00pm ET



## Online Registration Fees and Procedures

**THERE IS NO ON-SITE REGISTRATION**

REGISTRATION			
Links	\$550	Connecting Links	\$275
Links (Late)	\$700	Connecting Links (Late)	\$425
MEMBER ADDITIONAL ACTIVITIES			
White Rose Banquet and Celebration	\$75	Civic Luncheon (additional tickets)	\$60
CONNECTING LINK ADDITIONAL ACTIVITIES			
White Rose Banquet and Celebration	\$75	Civic Luncheon	\$60
Porsche Driving Experience	\$85	Top Golf Excursion	\$80
Golf Outing	\$85		

### **STEP 1: WELCOME**

- [Click Here](#) to access the registration website
- Click “New Registration” to start the registration process
- Enter your membership number and email address where you would like to receive your confirmation

### **STEP 2: ATTENDEE INFORMATION**

- Verify the contact information displayed is correct. Modifications can be made at this time
- Enter your Emergency Contact and Medical Information
- Enter your Registration Information (badge name, meal selection, registration categories as applicable and volunteer selections if desired)

### **STEP 3: SELECT AGENDA**

- By day, select the workshops and agenda sessions you would like to attend

### **STEP 4: OPTIONS**

- Enter the quantity of any additional activities you would like to attend
- One Civic Luncheon Ticket is included with each member registration

### **STEP 5: ADDITIONAL ATTENDEES**

- Indicated if you would like to register a Connecting Link or Guest

### **ADDITIONAL GUESTS**

- Enter the attendee information
- Select any additional activities

### **HOTEL ACCOMMODATIONS**

- After your payment is processed, click the “Passkey” button to make hotel accommodations

All registration questions should be directed to  
[registration@salinksinc.org](mailto:registration@salinksinc.org) or call (678) 254-3254, Monday – Friday, 9:00am – 9:00pm ET



## Hotel Fact Sheet

### Host Hotel:

#### **Atlanta Marriott Marquis**

265 Peachtree Center Ave NE

Atlanta, GA 30303

[404-521-0000](tel:404-521-0000)

[www.marriott.com](http://www.marriott.com)



### Room Rate:

The rate for a single or double-occupancy room is **\$160.00** per night plus all applicable taxes (currently 16% state and local taxes) and \$5 Georgia Hotel/Motel fee. Rates are valid May 14, 2017 through May 22, 2017. **Check in is 3:00 pm and Check out is 12:00 pm.** All rooms are NON-SMOKING and there is complimentary WI-FI in all sleeping rooms. A valid credit card is required to reserve your room.

A NON-REFUNDABLE one (1) night room and tax deposit is required in advance for each room reserved and will be charged on February 15, 2017. If your credit card is declined, you will have 48 hours to provide a valid method of payment. If the credit card is not updated within 48 hours after notification, the reservation will be cancelled. The reservation can be cancelled until March 31, 2017 to receive a refund. If the reservation is cancelled on or after April 1st, the advance deposit will NOT be refunded. An acknowledgement will be sent to the guest with the hotel information, arrival and departure dates. Please do not call the hotel directly to make arrangements.

You **MUST** be registered for the conference in order to make a room reservation. Unregistered members will be subject to room cancellation and forfeiture of their room deposit. All housing assignments are checked against the registration roster.

### Room Cancellation:

You must cancel your reservation before 4:00pm one (1) day prior to your arrival. To cancel your hotel accommodations, revisit your hotel confirmation email or contact Atlanta Marriott Marquis at 1-800-Marriott.

Failure to arrive on your confirmed arrival date will result in forfeiture of your deposit of one-night's charge. Also, this means your reservation may be canceled.

*The pulse of Atlanta in the heart of Downtown*



## Parking & Transportation Information

### **Airport:**

The Hartsfield-Jackson International Airport (ATL) is the closest airport. The airport is approximately 12 miles north from the hotel.

### **Transportation from Airport:**

**Hotel Shuttle Service:** The hotel does not provide shuttle service from the airport.

**Alternate transportation:** On Request Limousine Service (sedans)

- Approximately \$60 (one way)

**Estimated Taxi Fare:** Approximately \$32 (one way)

**Estimated Uber Fare:** Approximately \$12-\$16, \$2 per each additional passenger (one way)

**Metro Atlanta Rapid Transit Authority (MARTA) Train:** From the Airport take the Red Rail to the Peachtree Center Station Approximately \$2.50 (one way)

**Car Rental:** Hartsfield-Jackson Atlanta International Airport has several car rental companies located on-site.

### **Hotel Parking:**

Once you arrive, you may only valet your car at the main entrance at 50% off existing parking rates for all attendees. Off-site self-parking is available, prices vary.





## Workshop Details | 10:00 – 11:30

### **PLUGGING IN TO EMPOWER CHAPTER OPERATIONS**

#### **President: Lead With Passion and Purpose**



The leadership of Presidents can always benefit from specific training. However, when a leader establishes vision, couples it with expertise, she can inspire members to reach higher and work cooperatively together. Adopt strategies of proven leaders to make Chapter members closer, the community efforts more effective and gain tools to lead with passion and purpose.

#### **Vice President: Minding Member Matters**

Our Chapters are pieces of a dynamic puzzle to undergird the membership of The Links, Incorporated. We all bring our respective viewpoints, resources and talents together to transform both Chapters and communities. Join this compelling workshop to explore how we can better identify and work towards the greater good for our Chapters; while sharing best practices and processes that keep us functioning efficiently as members and Membership Chairs.

#### **Treasurer: Making Sense of Our Dollars**

When the money is funny, it's no laughing matter. Keeping finances in order is critical for the stability of any organization. Members and officers have a duty to work toward healthy financial procedures. Know your role and the consequences of not being fiscally responsible. This workshop will de-mystify audits, budgets, payment procedures, due dates, penalties, fees, and the new fundraising process.

# TREASURER

#### **Secretary: Take Note!**

Stash the pad and pen. Effective secretaries use a high-tech secret weapon to get it all done. Find out how to master the Member Management System (MMS). Secretaries can easily update necrology, access one in five reports, update officers, member information and more. Exemplary record keeping is an important key to Chapter success. Let MMS take you to the next level.

#### **Parliamentarian: The Power of Order**



Do casual chatter and improper motions de-rail your meetings? Proper parliamentary procedure could be the answer. Learn how proper procedure can result in more effective meetings and greater progress. Make sure that you are using well-written and updated by-laws. Find the information and support you need to make your Chapter effective and keep your members satisfied.



### **Archives: Don't Pack It Away, Put It To Work**



If you want to power up for future success, consider looking back first. Archives and History can enhance programs, attract new partners and engage members. We will show you how to easily complete Legacy Reports and get practical help writing history narratives, organizing Chapter archives and properly storing records. Don't leave your history in the past; instead let it lead you to a better future.

### **Protocol/Rituals: Uninterrupted Traditions**

No need to tell you that being a member in an organization steeped in rituals and ceremonies is critical to our legacy. Our special observances and traditions protect our sisterhood. Make sure you are doing your part by brushing up on the do's and don't's of our rituals. Validate that you are aligned at every level by getting the latest updates on protocol. Workshop attendees will be refreshed on proper attire, procedures and special ritual insights. Let us help you do it right the first time and every time.

### **eCommunications: A Sister's Guide to Effectively Using Social Networking Tools**

Many of our relationships are online these days, both within and outside of our organizations. Learn how to best use websites and social media to showcase members, programs and your brand from experts in the business. Get detailed instruction on the various mediums and what works best for you. We will go beyond the basics and make sure we are putting our best posts forward; national brands will be available to share their expertise. This is the guide our Sisters have been waiting for!



## **POWERING UP OUR PROGRAMS**



### **Linking with Legislators to Transform Communities**

As non-partisan entities, how can we work within the legislative process to make transformational change in our communities? Join Link Yolanda Cash Jackson, National Legislative and Public Affairs Committee to learn how to identify issues, marshal support, and approach officials on the local, state and national levels. Lobby for causes that count and secure results that make a real difference.

### **Waging War Against HIV/AIDS and Hepatitis C**

Targeted prevention messages are making a dent in the spread of HIV/AIDS and Hepatitis C. Still millions are affected by those diseases, especially in communities of color. Hear from experts who will update you on the latest statistics and treatment protocols. Find out what is being done nationally to fight the spread of HIV/AIDS and Hepatitis C and what we can practically do in our communities. Get the information you need to create effective programs that save lives.



### **Real Talk: What Lies Ahead for HBCUs**

Historically Black Colleges and Universities enrollment is on the rise. As students, programs and campuses grow, who is in charge? Hear from the leaders of some of our beloved HBCUs. Their plans to leverage strengths and meet challenges are the key to securing their institution's futures for generations to come. Find out how our #SALinksLoveHBCUs initiative helps.



### **The Arts: Dream With Your Eyes Open**



This interactive session focuses on nurturing the artist within students through arts program design and using artistic methods to teach other subjects. Creating outlets for expression benefits not only our kids, but our communities. Additionally, find out how to share the arts with the public both publicly and privately. Don't miss this chance to develop your Arts program and give both students and communities the expressive outlet they deserve.

*"If you are working on something exciting that you really care about, you don't have to be pushed.*

*The vision pulls you."*

*— Steve Jobs*



## Workshop Details | 2:15 – 3:30

### **POWERING UP OUR RELATIONSHIPS**

#### **Building Consensus: Finding Your Place at the Table**

The key to strong Chapters, Facets and Programs is to make sure all voices are heard. The diversity in our membership can be the secret weapon that ensures our success. Let's put it to use! There is a role for every Link Sister. Hear how you can include everyone. Making the effort to do so strengthens friendship bonds and maximizes service.

#### **Leadership in Action: Meetings That Mean Business**

How Link leaders relate to members at every level determines our success. Leading well and having good meetings doesn't just help executives; it is the lifeblood of our organization. You don't need luck; there are solid strategies to get ahead. Find the help you need to keep order, be inclusive and arrive at decisions, ensuring that friendship and service endure.



### **TRANSFORMING AND EMPOWERING YOU!**

#### **Dynamic Décor and More**

Bring more beauty into a special soirée or your everyday environment. Experience the latest in event design and décor with our acclaimed host, The Coterie by MunaLuchi. Whether you want to take your natural knack for putting things together to the next level or need a quick tutorial on the basics, this workshop is for you. Let impressive event design, décor and tablescapes move your room from backdrop to center stage.

MunaLuchi

#### **Fundraiser: The Power of Transformational Fundraising**



Take an in-depth look at how you can improve your Chapter's fundraising efforts. Develop compelling and consistent messaging and learn how to deliver it to increase visibility and support. Dinners won't cover it. Learn proven methods on the latest in philanthropy from fundraising to development campaigns to transform our communities.



### **Haute Couture-Always Being Links Ready**



Identify your best look for all events. Workshop participants will learn how to define their core style, determine the foundation essentials for their wardrobe and discuss the basics to building the right wardrobe for them; all enhanced with fabulosity (fabrics, fashion trends and specialty pieces). Join **sudiSTYLE, LLC**, as we embody our power women. Also, the Director of the Atlanta Marriott Marquis Spa will share how to go from day to night with the latest trends in makeup.

### **How to Ace Aging**

Americans are living longer, but are they living better? Make sure that you are aging well and living the best life possible as your journey continues. Hear from medical professionals who will share the latest research on the importance of active bodies and active minds. Find out how you can model healthy living and share those practices with your families, Chapters and communities.

### **Put Your Heart Into Heart Health**

Heart disease remains the #1 killer of women in this country. What can we do to reverse this trend? Start at home and work into our Chapters and communities to reduce the risks and save lives. Hear the latest research results on heart health and learn practical strategies to avoid heart disease. Informed outreach on this issue could save lives, beginning with our own.



### **Get That Estate in Order!**

Whether you are a millionaire or struggling to make ends meet, you likely need a will, living will, trust, insurance and estate plan to protect your loved ones. Without those documents in place, much can be left to chance. Talk to experts who identify what you need to do and how you can get it done. Additionally, look at ways to leave a lasting legacy. Find the practical information you need now.

### **Basic Finance 101**



What people know about basic finance can make a real difference in their quality of life. Check your own knowledge and get the resources you need to take back to your communities. Empower youth and families with information about bank accounts, credit scores, loans, savings, investment and more. Transform communities by helping them master money management.

### **Answering the Leadership Call**

If you are ready to take your vision to the next level, consider leadership. Whether you are looking within The Links, Incorporated or beyond, find out how to refine your executive skills. Develop strategies to avoid pitfalls and ascend to positions of authority. Let your limelight shine and be the difference that organizations, companies and communities need.



**Words That Move: Be the Champion of Your Best Self | Mastery of the Spoken Word | Comfort at the Podium**

Want to deliver a meaningful message? First, look within. Living a well-balanced life, filled with love, compassion, purpose and passion is the key to inspiring yourself and others. Step into a visual speaking experience that is both distinguished and distinct. Our 11th National President, Link Patricia Russell-McCloud has more than 20 years of experience on the lecture circuit and is one of the country's best speakers. Don't miss her "big, broad and animated" style that leaves audiences always asking for more.



**Tapping Into Your Inner Power Broker**

Becoming a Power Broker involves some predictable agendas as well as challenges that are often unanticipated. Hear from CEOs that have been able to define a strategic direction by setting appropriate goals and an effective planning process. They will address communicating with internal and external constituencies, while setting the right tone and values. Outcomes of this workshop will allow for participants to understand where you are most/least prepared, how to deal with your predecessor, managing time and commitments and establishing legitimacy as the leader.

*"Put your heart, mind, and soul into even your smallest acts.  
This is the secret of success."  
— Swami Sivanand*





## Connecting Link and Guests Activities

All registered Connecting Links and Guests will have access to the Hospitality Suite.

WEDNESDAY, MAY 17, 2017	
7:30pm – 9:30 pm	44 <sup>th</sup> Southern Area Conference Opening and Concert (included in registration)
THURSDAY, MAY 18, 2017	
11:00am-2:00pm	Porsche Driving Experience (Paid Event)
5:00pm – 11:00pm*	Atlanta Braves Game Excursion (included in registration)
7:00pm – 9:00pm*	The Quest to Freedom: Linking Civil and Human Rights (included in registration)
FRIDAY, MAY 19, 2017	
12:00pm-1:45pm*	Civic Luncheon (Paid Event)
12:00pm-3:00pm*	Top Golf Excursion (Paid Event)
7:00pm -10:30pm	Cluster Gala (included in registration)
SATURDAY, MAY 20, 2017	
8:30am -3:00pm	Golf Outing: Bobby Jones Golf Course (Paid Event)
7:00pm – 9:00pm*	White Rose Banquet and Celebration (Paid Event)
SUNDAY, MAY 21, 2017	
	Departures

\*Note the timing of these events as they overlap.

### **Porsche Driving Experience**

**Cost: \$85.00**

Ready to release your inner race-car driver? Test your skills in the Porsche Simulator Lab where drivers get the chance to enhance their driving and racing abilities in a fun and challenging environment. Put it all together behind the wheel as you take a demo lap in a Porsche. This is one experience you won't want to miss.

### **Atlanta Braves Experience**

**Cost: Included Registration**

Whether you are a baseball fan or not, a night at SunTrust Park, the new home of the Atlanta Braves, promises to be a fun and entertaining evening. The Braves are scheduled to face the Toronto Blue Jays. It will be easier to call balls and strikes from seats with better sight lines than most parks. This will be a night to remember.

### **Top Golf Experience**

**Cost: \$80.00**

This golf experience mixes competition and entertainment. Golf pros stroll the tee line to offer tips while players hit microchipped balls at outfield targets. The high-tech balls instantly score the accuracy and distance of your shots. A dynamic indoor "course," friendly rivalry and outstanding food and drink menus add up to a winning experience.

### **Bobby Jones Golf Course**

**Cost: \$85.00**

Atlanta's first 18-hole public facility, presents elevated tees with scenic views of the midtown Atlanta skyline, as well as the natural beauty of Peachtree Battle Creek and century-old oak trees lining the course. The tightly placed greens will challenge even skilled golfers, while the open Bermuda fairways offer an enjoyable round for players of all levels. The entry fee includes green fees, cart fees, lunch, range balls and tournament gift.



## Nominees for Southern Area Leadership

Recommendations of the Nominating Committee are:



Anna Turner Herriott  
Greater Miami (FL)  
Southern Area Director



Sylvia Carter Perry  
Bald City (FL)  
Southern Area Vice Director



Vanessa Rona Falls  
Birmingham (AL)  
Southern Area Secretary



Lonnise Maria Brown  
Orlando (FL)  
Southern Area Treasurer



Janine Patricia Rouson  
Raleigh (NC)  
Southern Foundation  
Representative



Raynetta C. Waters  
Asheville (NC)  
Southern Area  
Nominating Committee



Shantelle Bickham  
Ponchartraine (LA)  
Southern Area  
Nominating Committee



Vonda Jackson Colquitt  
St. Petersburg (FL)  
Southern Area  
Nominating Committee



Charlotte Marcos Henderson  
Baton Rouge (LA)  
Southern Area  
Nominating Committee



Countess Hayes Thompson  
Natchez (MS)  
Southern Area  
Nominating Committee



## SOUVENIR JOURNAL ADS

Please support the 44<sup>th</sup> Southern Area Conference by purchasing an ad in our virtual Souvenir Journal. An ad is a great way to publicize your business, products and services, celebrate accomplishments, promote special events and congratulate friends and family.

- ☐ Corporate Full Page - \$500
- ☐ Corporate Half Page - \$300
- ☐ Chapter/Nonprofits/Individual Full Page - \$250
- ☐ Chapter/Nonprofits/Individual Full Page - \$150

*Pricing includes cost for color photos.*

**\*\*ADS MAY INCLUDE PHOTOS AT NO ADDITIONAL COST\*\***

Content must be camera ready and sent as a high resolution TIFF, PDF or JPEG file only, 300 DPI or higher resolution for best print quality. Ad forms and electronic camera ready ads must be uploaded to <http://bit.ly/2j3oc7b>. **Deadline for receipt of payment and ad materials: March 15, 2017.** Direct questions to [sacsouvenirjournal@gmail.com](mailto:sacsouvenirjournal@gmail.com).

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If paying by debit/credit card, remit payment via PayPal at: [SALinksconf2017@gmail.com](mailto:SALinksconf2017@gmail.com). If paying by check, please mail to: Sharon Wilbon, SA Cluster Financial Secretary, Azalea City Chapter, The Links, Incorporated P.O. Box 723844, Atlanta, GA 31139. Make check payable to: 2017 SOUTHERN AREA CONFERENCE. Include SOUVENIR JOURNAL in the MEMO field.

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*Thank you for your support!*



## Chapter Exhibit Information

Chapters in the Southern Area are invited to showcase their innovative and creative programs at the 44<sup>th</sup> Southern Area Conference. Chapter exhibits should be based on eight categories:



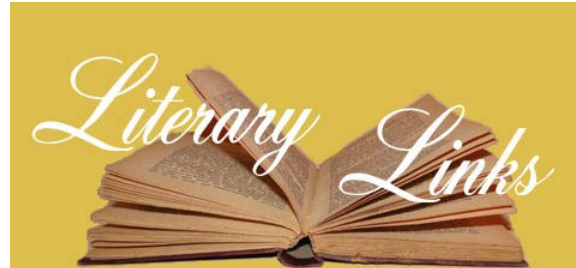
1. National Trends and Services
2. International Trends and Services
3. Services to Youth
4. The Arts
5. Health and Human Services
6. Integrated (Combines two or more Facets)
7. Umbrella (Combines all Facets)

Exhibit space is offered on a first-come, first-served basis. The registration fee of **\$75.00** includes one six-foot skirted table and two chairs.

## Literary Links

*Calling all Links, Connecting Links and  
Heir-o-Links who are Authors!*

You are invited to participate in a book signing and sale by Links, Connecting Links and Heir-o-Links Authors.



Literary Links will take place on **Thursday, May 18, 2017 from 5:00pm through 7:00pm**. All registered authors must be present for the duration of Literary Links to sell and sign their books.

The registration fee of **\$75.00** includes one six-foot skirted table and two chairs.

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For additional information on Chapter Exhibits or Literary Links, contact  
exhibits@salinksinc.org.

**[Click Here](#) to Register for Chapter Exhibits or Literary Links**



## SPONSORS

We are honored to have the following sponsors as our partners for the 44<sup>th</sup> Southern Area Conference. Each entity deserves special recognition for demonstrating their commitment to transforming lives and communities. We are delighted with their support of our efforts and thank them sincerely for helping ensure the success of this conference.



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