

**MID AMERICA INSTITUTE**  
**JULY 20-22**  
**COLUMBUS, OHIO**

**Forum Schedule for Saturday, July 21:**

Financial Management: By Lori Tomlin, 2007 General Legal Counsel

This training will give you key elements for chapters, States and organizations to be successful financially. Learn the steps to stay in the 'black' by keeping good financial records.

Managing your Mid-Year: By Dr. Julie Metzger, 2005 USJC Past State President

Challenging yourself to end the Jaycee year strong can get tough during the busy summer months. This training will give you tools to guide you in planning and implementing a plan for year-end success.

Making the Pitch: By Jeffrey Paul Smith, 2007 NVP

Your visual presentation just might be the difference between making the sale and wasting your time. This session will include the basics when it comes to making a presentation to your potential clients/members.

Media Relations & Jaycees: By Marie Thomas, 2007 NVP

Learn inside tips on how to get your Jaycee projects covered by your local media. NVP Marie Thomas, with 15 years of experience in newspaper reporting and editing, will lead a roundtable discussion on how to approach news and assignment editors, write a press release, and maximize media coverage of your chapter's projects. If you have an excellent relationship with your local media, congratulations! If you could use help, stop in and join our discussion!

Institute 101: By Martin Hilliard, Mid America Institute Chairman

Learn the Jaycee political process and how it works. What does it take to move into some of the key leadership roles? This forum will shed light on the whole process. Get some answers to all those questions regarding what the institute is all about.