



Contact: Patricia S. Koziol
Executive Director
Email: pat.koziol@plsi.com

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2009 NJSAE/DVSAE Conference & Exhibition Focus on YOUR Future

The 2009 NJSAE/DVSAE Conference & Exhibition was deemed a success by attendees and exhibitors. Held at Caesars Atlantic City on December 9 and 10, the quality of the speakers, the elaborate conference reception hosted by Harrah's Entertainment and held at The Pool at Harrah's, and the enthusiastic networking events gave all attendees a much-needed boost to jump into 2010 with tools and techniques to enrich their professional careers and associations next year.

The conference also celebrated the inauguration of the merger of NJSAE and DVSAE into the new Mid-Atlantic Society of Association Executives (MASAE) which takes effect January 1, 2010. During the reception at Harrah's, a giant MASAE logo was superimposed on the hotel's main tower wall. NJSAE President Ray Saputelli and DVSAE President Victoria Elliott toasted the new organization and invited all attendees and supplier exhibitors to get involved in the new society which will enhance educational programs in a larger member area and offer more opportunities for members to gain access to professional information.

Breakfast keynote speaker, Noah Blumenthal of Leading Principles, offered attendees a plan for change that results in lasting action in his talk entitled "You're Addicted to You: the How-to-Manual for Personal Change and Professional Development." In a warmly engaging and amusing presentation, Blumenthal laid out a change plan of action that requires only 17 minutes and 21 seconds a day to implement. Blumenthal also presented a workshop for senior managers who want to "Grow in the Job They Have."

Closing keynoter, Andy Feld of Simple Happy, offered his views on why the current economic crisis is our most wonderful wake-up call ever! Feld stated that economic challenges and negative news we experience daily presents us with an opportunity to take stock of our lives and find out how we want to live and what we want to do in a more positive direction. Feld also presented a workshop on achieving success beyond goal setting and 60 hour work weeks.

The conference theme “Focus on **YOUR** Future” was designed with educational workshops to meet specific management areas of interest. Each of the workshops centered on a key domain of the new ASAE & The Center for Association Leadership CAE Certification program. Attendees could target their sessions based on their objectives for professional career advancement and functions.

“I thought the inclusion of the information on which CAE domains were covered in the workshops was very helpful and helped me focus on which sessions to attend,” stated Dan Lemyre of Association Headquarters.

Each of the concurrent workshop seminars were rated extremely high by attendees. An additional 2 ½ hours of education was offered this year with topics that included: serious questions for associations 2010 and beyond, choosing the right software tools, negotiating contracts in a down economy, finding new revenue streams, enjoying a work/life balance, understanding how social media tools can work in associations, managing your meetings better with the help of the entire hotel team, and learning what steps to take to move up in your association. Featured workshop speakers were: Jeff DeCagna, Beth Brodovsky, Linda Woody, Amy Williams, Ray Saputelli, Larry Caniglia, Susan Nelson, Greg Melia, Bob Waller, Mike Taylor, Robert Lane, Sylvia Allen, Patricia Tedesco, Bill Schwab, Gail Bower, Jim Ziereis and the Harrah’s meeting team.

For additional information on the Mid-Atlantic Society of Association Executives, go to www.midatlantic-sae.org after January 1, 2010 or call 973-283-4347.

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