

**Annual Management Conference**  
**Sheraton Hotel — Framingham, Massachusetts**

**Schedule of Events**

*(Subject to Change Without Notice)*

**WEDNESDAY, JANUARY 21, 2009**

**1:00 PM – 3:00 PM NE/SAE Board of Directors Meeting**

**3:00 PM – 4:00 PM NE/SAE Committee Meetings**

**4:00 PM – 6:00 PM Registration**

**4:00 PM – 6:00 PM Exhibitor Setup**

**6:30 PM – 8:00 PM Reception**



**Welcome Reception & Networking**

There is no better time to catch-up with other New England Association Executives and Suppliers than during our Welcome Reception. Cocktails will be available and heavy hors d'oeuvres will be served.

*88% of those who attended the 2008 reception rated it Excellent or Very Good!*

NE/SAE has a block of overnight rooms reserved for this meeting at the Sheraton Hotel in Framingham, MA



Call: **508-879-7200** by January 7, 2009 and say you are with the **New England Society of Association Executives** to get our group rate of \$129+ a night single/double.

## THURSDAY, JANUARY 22, 2009

7:00 AM – 7:30 AM Exhibitor Setup

7:30 AM – 8:30 AM Registration, breakfast, visit Exhibits and Welcome from NE/SAE's Chairman, Jose Costa, CAE

8:30 AM – 10:00 AM General Session

### Top Legal Issues and Tips for Association Executives Who Want to Keep Their Jobs!



As stewards of the organization's resources, every association executive is required to keep up with critical legal issues that could affect the organization itself, its staff, members and stakeholders. An attorney with over 20 years experience representing nonprofit, tax-exempt organizations will cover some of the key legal issues about which association executives who want to keep their job in 2009 need to know. Areas discussed will include contracts, publications, antitrust, UBIT, personnel and more.

Presenter: **John S. Foster, Esq. CHME** is an attorney and counsel whose firm FOSTER, JENSEN & GULLEY, LLC specializes in the legal aspects of meetings & conventions, trade shows & events, and association management. He has been an associate or general counsel for over four hundred (400) national and regional associations and companies since 1986 and has been named as one of the 25 most influential people in the meetings industry by *MeetingNews*. His peers have also voted John a Special Recognition Award as "Corporate Member of the Year" through the Georgia Society of Association Executives. PCMA Members voted John special recognition as its "Author of the Year" for his frequent contributions to *Convene* magazine. John is a Platinum Speaker for Meeting Professionals International.

10:00 AM – 11:00 AM Visit Exhibits/Break



### Top Notch Association Management in a Tight Economy



Over the past year, the United States has experienced substantial economic challenges, significant change in Congress, and elected a new President. These shifting environments provide both challenges and opportunities for associations. This fast-paced, idea-packed session will help you to set a plan for taking your association and yourself to the next level, and then introduce to you a bevy of cost effective tools, tips and strategies to achieve success. You're sure to take away ideas and resources that you can implement right away to tackle your day to day responsibilities in a more efficient and effective manner -- without breaking the bank or burning the candle at both ends!

**Presenter:** **Greg Melia, CAE**, is the Vice President, Member Relations & Credentialing, ASAE & The Center for Association Leadership. In that role, he is responsible for the membership recruitment, engagement, and retention, the Certified Association Executive credential, and connections with local, regional, and state societies of association executives and association management company communities. Greg is a specialist in leadership development, with a focus on the nonprofit community. He holds an undergraduate degree in psychology from The College of William & Mary, a master's degree from the London School of Economics, and a graduate certificate in Creativity and Change Leadership from the International Center for Studies in Creativity at the State University of New York.

---

### Principles and Practices of Executive Coaching



Executive Coaching is a growing area of executive development that is practiced in organizations from small businesses to Fortune 500 companies. In 2004, one survey found that 86 percent of companies said they used coaching to sharpen the skills of individuals who have been identified as future organizational leaders. This will be an interactive session that will provide a history of Executive Coaching and focus on its' principles, practices and benefits. We will look at how this service might be beneficial to the work of Association Executives. .

**Presenter:** **Bruce Shackleton** is an Executive and Business Coach; Clinical and Consulting Psychologist. He provides consultation to professionals and organizations on leadership, communications, organizational change, stress management and creative problem solving. He has worked with a variety of organizations (Health Care, Government, Law Enforcement, High Tech, and Bio Tech, among others). He also maintains a psychotherapy practice, working with individuals, couples and families. Dr. Shackleton is Managing Partner of CO Solutions, LLP, a company that provides executive coaching, psychological consultation and training to businesses and organizations.

January 22, 2009

11:00 AM—12:15 PM, concurrent breakouts continued

## Hotel Contracts Boot Camp, Part 1

### *Tips to Ensure a Successful Meeting & Avoid Litigation*

You can be the best negotiator in the world, but the bottom line is whether your contract is legally clear, inclusive and enforceable. Understanding hotel contract basics is critical to both planners and suppliers. This presentation is for novices and pros that need a refresher on the basics and insights on advanced issues. It will cover legal tips every meeting professional must understand to survive in today's business climate and avoid expensive lawsuits including: contract formation and revision issues; penalties vs. damages and what's enforceable; the authority issue in contracts; defenses to performing contracts; understanding the elements of attrition and cancellation clauses; the audit clause and more.

Presenter: **John S. Foster, Esq. CHME**, attorney and counsel Foster, Jensen & Gulley, LLC

12:15 PM — 1:15 PM

Networking/Lunch

1:15 PM – 2:30 PM

3 Concurrent Breakout Sessions

## How to Reduce Defensive Reactions to Feedback

*This session will present a new tool for creating “hearable” and “sayable” performance messages that have a greater chance for a “you’re right, I do need to work on this” employee response.*



Managing talent is part of every manager's job. This often includes the necessity of initiating critical discussions. Most managers can intuitively assess and describe employee performance issues, but what is difficult is communicating this information to the employee. Nearly all managers dread initiating these conversations and often avoid them whenever possible causing performance issues to worsen over time. Frequently, the area for development relates to difficult to quantify behaviors such as interpersonal skills, personality traits, motivation and attitude. Discussing these issues with an employee can seem out of the question. The underlying problem is the inability to translate what is “known” into effective words that are both comfortable to say and will have the right effect on the employee.

Presenter: **Jamie Resker** is Founder and President of Employee Performance Solutions (EPS). She is the originator of the Performance Continuum Feedback Method®, a tool for systematically diagnosing employee performance issues and development opportunities and crafting messages about even the most sensitive issues. EPS allow managers to communicate critical performance information to their employees in order to drive measurable and positive changes in behavior and job competence. Prior to EPS, Jamie held senior HR positions.

## Light A Fire Under Your Education Programs

### *50 Hot Tips to Implement Immediately*



Education, professional development, knowledge management – call it what you will, but if it’s not making money, it’s about to burn out. It’s up to you to fuel your education programs with innovative design and appropriate delivery. Are you inspiring and engaging your learners? Do you know how and what to measure and when to evaluate? Learn 50 quick tips that can be implemented as soon as you return to the office.

#### Benefits and Learning Objectives:

- Implement dozens of solid ideas relative to understanding your members’ educational needs
- Develop educational programs that will truly engage learners based upon best practices from leading national and international associations
- Increase the quality of your education and improve revenue using a toolbox full of ideas and resources and you’ll be able to do this TOMORROW!

**Presenter:** **Debra Bachman-Zabloudil** serves as President of The Learning Studio, Inc.. The Learning Studio functions as an “education management company”, serving a wide range of clients with specialties in nonprofit organizational management, associations and membership organizations and healthcare education. The company provides ongoing project management, strategy and direction for its clients and also provides various consulting services related to adult and continuing education, including the popular 360 Degree Educational Assessment™.

---

## Hotel Contracts Boot Camp, Part 2

### *Analyzing Critical Hotel Contract Clauses*

This will be a continuation of Hotel Contracts Boot Camp-Part 1. Participants will use the legal advice they have received and analyze real hotel contract clauses. The group will discuss what’s good, what’s bad and what should be changed in the wording to be both fair and enforceable. Wording covered will include attrition, cancellation and the critical force majeure clause.

**Presenter:** **John S. Foster, Esq. CHME**, attorney and counsel Foster, Jensen & Gulley, LLC

2:45 PM—3:00 PM

Break

January 22, 2009

3:00 PM—4:30 PM

## Concurrent Round Table Discussions

*“Worth the registration fee by itself!”*

From a 2008 Annual Management Conference Evaluation



Now's your opportunity to explore topics of the greatest interest to you with your peers. These interactive sessions will allow you the opportunity to get your specific questions answered from your colleagues. We can all learn from each other!

**Education Programming:**

Facilitator: *Debra Bachman-Zabloudil*

**Grassroots Lobbying:**

Facilitator: TBA

**Legal Issues:**

Facilitator: *Michael Malamut*

**Membership:**

Facilitator: *Steve Phelan*

**Performance Feedback:**

Facilitator: *Jamie Resker*

**Social Networking:**

Facilitator: *Giuseppe Fornaro*

---

### ***Why you should attend NE/SAE's Annual Management Conference***

- Get Connected
- Expand Your Knowledge
- Achieve Excellence
- Associate With the Best in the Business
- Stay Informed





### *Your Road to Professional Development*

**"NE/SAE has been a great resource for me and my key staff. Through programs, information and access to many talented and successful peers, NE/SAE offers some great tools to further your professional development and enhance your organization."**

Greg Beeman  
President  
Associated Builders and Contractors  
Massachusetts Chapter

**"I have found NESAE to be a great source of information for association trends and best practices, and also value the networking opportunities afforded by NESAE committee involvement and participation in roundtables and conferences."**

Anne Doherty Johnson  
Executive Director, New England Council  
AeA - Advancing the Business of Technology



# NE/SAE Annual Management Conference

January 21 — 22, 2009  
Sheraton Hotel - Framingham, MA

## REGISTRATION

You may also register online at [www.nesae.org](http://www.nesae.org)

**Sign me up!**

Name

Title

Organization

Address

City/State/Zip

Phone

Fax

E-mail

- Check Here if attending the January 21st Networking Reception  
Complimentary with full registration, \$35 if just attending the reception

Early Registration Fee:     **\$150** Members  
                                      **\$225** Nonmembers  
                                      (Includes a complimentary membership in NE/SAE)

After January 1, 2009, add \$25

Make checks payable to:

**New England Society of Association Executives**

and mail w/registration form to:

NE/SAE  
c/o McKenna Management Inc  
6 Boston Road, Suite 201  
Chelmsford, MA 01824

MasterCard, Visa, American Express Card #

Expiration Date

I authorize NE/SAE to charge my card for: \$ \_\_\_\_\_

Signature

*Sorry, no refunds after January 1, 2009*

- Check here if you have a disability and may require accommodations to fully participate
- Check here if you do not want your information included in the attendee list distributed at the meeting

Dietary Restrictions: \_\_\_\_\_

This program offers **5.5** professional development hours towards your CAE

*Thank you for Registering!!!*