

NE/SAE
Annual Meeting Program
June 14, 2007
Holiday Inn—Mansfield, MA

8:00 AM – 8:30 AM

Registration, continental breakfast and visit Exhibits

8:30 AM – 8:45 AM

Welcome from the NE/SAE President:

Beth A. Lyons, CAE

8:45 AM – 10:00 AM **General Session**

Legal Issues for Trade Association Management

Presented by: **Daniel S. Savrin**, Partner
 Bingham McCutchen LLP



Participants will learn about recent developments and important guidelines for trade association management with a primary focus on the significant issues of operating in a non-profit environment and compliance with the antitrust laws.

10:00 AM – 11:00 AM

Visit exhibits and coffee break

11:00 AM – 12:30 PM **Concurrent Session**

What You Should Know About Firing Employees: It's Hard to Play the Game if You Don't Know the Rules

Presented by: **John F. Adkins**, Partner
 Bingham McCutchen LLP



We will do an overview of the rules constricting an employer's freedom to discharge at-will and spend most of our time discussing principles, procedures, and policies employers can adopt to minimize the likelihood of challenges to discharge decisions and maximize the likelihood of successfully defending a challenge.

11:00 AM – 12:30 PM **Concurrent Session**

Does Your Web Site Make the Grade?

Presented by: **Theresa Ritter**, President
 Ritter Consulting, Inc.

Are your members using your website to its full advantage? Your website may have all the components necessary to meet your member's needs. Your site may contain critical information, allow your members to interact with one another, purchase products and register for events. But, are your members actually using your website?



This interactive workshop will allow you to compare your website to sites that have a proven track record in member accessibility and usability. Utilizing hands on exercises and activities, you will critique web sites that are easy to navigate and that drive traffic. During the workshop you will also learn how to evaluate your site's traffic information and marketing content to measure its effectiveness.

12:30 PM – 1:00 PM



Election of Officers & Awards

1:00 PM – 1:45 PM

Lunch and visit exhibits

1:45 PM – 3:00PM **Concurrent Sessions**

Building Community Involvement Through Member Interaction

Panelists:

Chris Hunt, Professional Development Group Coordinator, Massachusetts Association of 766 Approved Private Schools

Stephen Phelan, Director of Membership Massachusetts Medical Society

Douglas R. Wynne, CAE, President & CEO Neponset Valley Chamber of Commerce

Moderator: **Ronald Riggs IOM, CAE**
 Director of Membership and Marketing, Massachusetts Association of 766 Approved Private Schools

Join this panel discussion to hear how associations and chambers of commerce are using shared interest groups, professional development groups, professional sections and membership categories to develop individual capabilities and create educational content in their respective associations. Panel participants will discuss how members are held together by a common interest in a body of knowledge and are driven by a desire and need to share problems, knowledge, experiences, insights, templates, tools and best practices.

Working Together: Meeting Planners & Hotels

Panelists:

Susan DiFilippo, M.B.A., M.Ed.
 Director, Governance Meetings
 Massachusetts Medical Society

Serena Leiser, CMM
 Director of Conferences & Meetings
 Northeast Human Resources Association

Mary Spinale, Operations Supervisor
 Continuing Education Department
 Massachusetts Society of CPAs

Donna Wikstrand, CMP, Vice President
 Conference Hotels Unlimited

Moderator: **Pat DeGrace, CHA**, VP of Operations
 Fine Hotels Corp

Assisted by: **Cherie Allen, CHME & Maria Correia**
 Holiday Inn Mansfield/Foxborough

In this interactive session, we encourage our planner and supplier attendees to share your problems and ideas! Our panel of seasoned meeting planners will also share some of the issues they face when planning meetings.