

ANNUAL MANAGEMENT CONFERENCE

Schedule of Events

(Subject to Change Without Notice)

January 23 - 24, 2008

Doubletree Hotel - Westborough, MA

January 23, 2008



1:00 PM – 4:00 PM	BOD Meeting
4:00 PM – 5:00 PM	NE/SAE Committee Meetings
4:00 PM – 6:00 PM	Registration
6:00 PM - 6:30 PM	Exhibitor Setup
6:30 PM – 8:00 PM	Welcome Reception, Exhibits & Networking

NE/SAE has a block of overnight rooms reserved for this meeting at the Doubletree Westborough Hotel. To book your overnight room, Call **1-800-222-TREE** and say you are with the New England Society of Association Executives to receive our group rate of **\$89** a night, single/double.



January 24, 2008

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, Ron Riggs, CAE, IOM

Continued on next page

January 24, 2008

8:30 AM – 10:00 AM



General Session

**What Members Really Want:
How to Create Explosive Association Growth**

That's right, explosive growth and the means to create it in areas that are often the most challenging for associations: membership and volunteer recruitment. As one of the world's premier business forecasters and management strategists, Goldsmith will tell you why associations just can't find or keep membership. He'll explain why the "if you offer networking and education, members will stay" premise is not true and show how associations can deliver on their members' investment. He will also tell you how not to rely on the altruism of volunteers and give them what they want in return for their time.

Presenter: **David Goldsmith**, Co-Founder
MetaMatrix Consulting Group

As co-founder of MetaMatrix Consulting Group LLC, and founder of nine separate businesses, David understands what it takes to bring transformation change to his clients by uncovering opportunities yet to be explored while addressing current challenges in ways never taken. David has been named one of Successful Meetings Magazine's Hottest Speakers, teaches at New York University, regularly keynotes for the Wharton School of Business, and has published over 500 articles on business management in magazines and newspapers internationally.

10:00 AM – 11:00 AM:

Visit Exhibits/break

11:00 AM – 12:15 PM:

2 Concurrent Breakout Sessions



How to Select an Association Management System

Selecting a new data association management system is a tedious task and can be fraught with pitfalls. With so many choices available, how do you know which product is right for you and your organization? In this session, Wes will walk you through a time-proven process for helping you identify which association management system will serve you best. Attendees will learn how to determine what your organization needs, how to prioritize those needs, how to review the available products, and how to select the right one.

Presenter: **Wes Trochill**, President
Effective Database Management LLC

Wes is president of Effective Database Management, located in Hamilton, VA. For more than 17 years, Wes has worked in and with dozens of associations, non-profits, and membership organizations throughout the US, ranging in size from three staff to over 700. In that time Wes has provided a range of consulting services, from general consulting on data management issues to full-scale, organization-wide selection and implementation of data management systems. Wes is a member of ASAE and the Center for Association Leadership, where he serves on the Technology Section Council.

January 24, 2008

11:00 AM – 12:15 PM: 2 Concurrent Breakout Sessions

Mastering the Art of Doing More with Less: Managing Projects and Time

If there was one challenge that all managers and leaders seem to face it's the battle with time; the fight to get as much done as possible to move your business and your career forward. In this session you will learn an incredible approach focusing on both projects and time management. You will learn, how to manage others, how to manage multiple projects, where time management falls into the leadership toolbar and how to accomplish more than you ever thought possible. If you've taken, or not, a time management program in the past then you're missing this special link.

Presenter: **David Goldsmith**, Co-Founder
MetaMatrix Consulting Group

12:15 PM – 1:15 PM: Networking/Lunch

1:15 PM – 2:30 PM: 2 Concurrent Breakout Sessions



Board Games Your Mother Never Taught You

Boards are changing...discover the tools execs need to help directors differentiate between governance and their role as a volunteer.

Presenter: **Cal Clemons, CAE, CMP**, President
Clemons & Associates, Inc.

Calvin K. Clemons, CAE, CMP is the founder and president of Clemons & Associates, Inc and has authored several books including the recently released, *The Perfect Board*. He has been in the association management field for 30 years and has held a variety of leadership positions in business, military and volunteer organizations.



Web 2.0 for Associations

Join us to explore the world of Web 2.0 – what it is, why it represents an important shift in dynamics on the Internet, how associations are using these new tools and models, implications for member and non-member engagement, and changes to the way we think as associations. We'll cover blogs, wikis, social networks, virtual worlds, RSS, all in the context of associations. Come, learn, and share your own experiences.

Presenter: **Tom Lehman**, President
Lehman Associates

Tom Lehman is founder and president of Lehman Associates, a strategy, technology and research consulting firm. Based in Minneapolis with an office in Washington, DC, Lehman Associates works with organizations to help them leverage information, technology and online networks to achieve organization goals.

Continued from previous page

January 24, 2008

2:45 PM – 3:00 PM

Break

3:00 PM – 4:30 PM:

Concurrent Round Table Discussions

Board Issues - Board/staff relations, training newer younger board members

Financials - growing your non dues revenue, financial software options

Meeting Planning - going green, negotiating tips, keeping within budget

Membership - attracting and keeping younger members; diversity in membership, alternative membership categories, establishing and utilizing peer networks

Technology - an open discussion of association management systems. Bring your questions and concerns about all things related to managing your association's data. Whether you're searching for a new database or hoping to get more from your existing system, join your colleagues as they share their successes (and not-so-successes) with you. Be prepared to ask lots of questions and share your stories, as well. Discussion may also include other technology topics like hand held technology