

The Center for Association Leadership Spotlight

BY AL RICKARD

This new column features breaking news and information about The Center for Association Leadership at the Marriott Learning Complex, which will open in fall 2001 in the International Trade Center and Ronald Reagan Building in Washington, DC.

Years of planning will culminate in a grand-opening event to launch The Center for Association Leadership at the Marriott Learning Complex. "The Center Experience," to be held November 1-2, 2001, at the International Trade Center & Ronald Reagan Building, will celebrate the birth of a new global organization, a community of people willing to change themselves and the status quo. This two-day event will include innovative learning, knowledge development, and community-building programs that will showcase the best of what the Center will offer, as well as feature dynamic evening celebrations.

"The Center is about a new way of thinking, a new approach to the profession," said Susan Sarfati, CAE, president and CEO of the Greater Washington Society of Association Executives (GWSAE), the founding organization for the Center. "But most of all, it is about a network of people willing to contribute ideas, resources, knowledge, and experience with others committed to a common goal."

Also...The flexible format of the event will allow participants to commit to a complete learning experience for the two full days or attend only portions of the program, which will include the launch of a variety of Center products and services and tours of the facility, as well as recognition of all Center donors.

Just as Nike has "Just Do It" and Coke has "The Real Thing," The Center has concluded it needs a themeline to capture the essence of its mission — *to be a catalyst for change within the association community, helping people create better futures for themselves, their organizations,*

and those they serve. GWSAE is inviting constituents throughout the association community to participate in a contest to develop a themeline for the Center. The winner will receive a one-year pass to the Center, as well as roundtrip airfare for two to any Delta Air Lines destination in the continental United States, Caribbean, Canada, or Mexico.

Examples of potential themelines include "Get Centered," "Discover What's Next," and "The Future Starts Here." The contest will run through February 2001, and the top entries will be judged by a Blue Ribbon Panel. In addition to

the prizes, the winner will be honored at "The Center Experience" Grand Opening event to be held November 1 to 2, 2001, in Washington, DC, and recognized in *USAE and Executive Update*

"The Center is about a new way of thinking, a new approach to the profession, the founding organization for the Center."

***--Susan Sarfati, CAE,
president and CEO, GWSAE***

magazine.

Submit entries by February 28, 2001, to Al Rickard at Association Vision. Address entries to "Themeline Contest" and send via e-mail to arickard@assocvision.com; by FAX to (703) 742-6483; or by mail to Association Vision, 11733 Bowman Green Drive, Reston, VA 20190.

Finally...The Key Campaign for Association Leadership has raised \$4,610,330 to create The Center. Recent gifts include \$25,000 from International Management and Marketing, Inc. (IMMI), a management service center for associations and the parent organization for the Foundation for International Meetings, the International Meetings Network, and GMG Solutions, which offers management and technology solutions to associations; \$10,000 from Association Management Group (AMG) and its new division, Meetings Management Group (MMG); \$5,000 from Bostrom Corporation, an association management company serving a number of association clients; and \$2,500 from Charlotte St. Martin, executive vice president of marketing for Loews Hotels.

USAE

BETHESDA, MD
WEEKLY 7,000
JAN 23 2001