

NEWS

Association Update

By Rebecca Keister

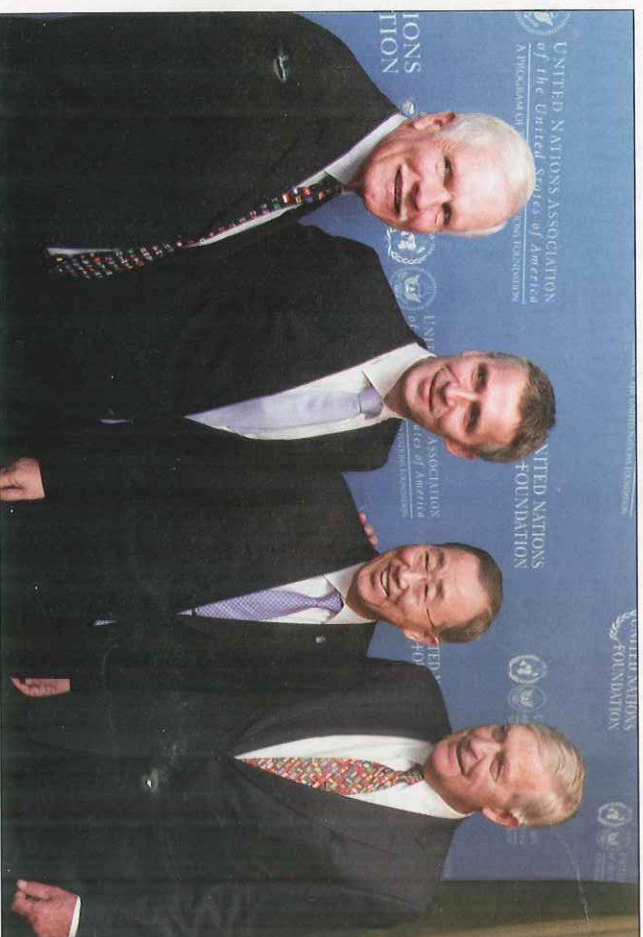
Two associations – the **Associated General Contractors of California** and **Utilimetrics** – have hired **Association Vision**, a Washington, D.C.-area communications company, to publish their magazines. AGC of CA, one of the largest chapters of the Associated General Contractors of America, produces a bimonthly magazine. Utilimetrics, an international trade association that represents diverse stakeholders from electric, water and gas distribution utilities, has a quarterly publication. Association Vision will oversee all aspects of both magazines.

The **International Association of Exhibitions and Events** (IAEE) has announced its **Top Public Events** for 2011, which was launched during IAEE's Mid-Year Meeting in June 2011 with two categories: established events and new launches. Recognized in the Established Events category are: the 54th Annual Louisville Boat, RV & Sportshow, the Miami International Show & Strictly Sail, the Minneapolis Boat Show, the Southern Christmas Show, and the Super Pet Expo. Recognized in the New Launch Category are: The Boston Flower and Garden Show and Earth Day Dallas. The winners will be recognized throughout IAEE publications and electronic media as well as during a formal recognition at **IAEE's Annual Meeting and Exhibition** taking place Dec. 6-8 in Las Vegas, Nev. Events

were judged on demographics, best practices, customer service initiatives, employee training and motivation, innovations in marketing, and exhibitor and attendee support.

The **Global Business Travel Association** (GBTA), announced Harvard Business School Professor Michael E. Porter will be a keynote speaker at the **2012 Masters Program** taking place at the Mandarin Hotel in Washington, D.C., February 6-7, 2012. Professor Porter, one of the world's most influential thinkers on competitive strategy and international competitiveness, will speak widely on these topics at the Masters Program. Professor Porter leads the Institute for Strategy and Competitiveness, created jointly by Harvard University and Harvard Business School to further his work. His work forms the foundation of Harvard's required course on strategy and he leads Harvard's executive education programs for CEOs of billion-dollar and larger corporations. He is the Bishop William Lawrence University Professor at the Harvard Business School. The GBTA Masters Program is an annual event that provides executive-level attendees with the opportunity to hear from some of the most respected world class leaders while learning about the strategies and business philosophies that have made them and their organizations successful.

The **Event Service Professionals Association (ESPA)**, formerly



The United Nations Foundation and United Nations Association of the United States of America saluted 21st Century UN Advocates at the Annual Global Leadership Awards Dinner in New York City Nov. 8. Pictured left to right are: UN Foundation Founder and Chairman Ted Turner; Prime Minister of Norway Jens Stoltenberg; UN Secretary-General Ban Ki-moon; and UN Foundation President Sen. Timothy E. Wirth. Prime Minister Stoltenberg received the Champion of Global Change Award for his strong UN support. Photo credit Insider Images.

ing session. The Conference will also feature a new networking session where attendees will be able to mix and mingle with fellow members from their same region.

The **Corporation for Travel Promotion** (CTP), which does business as **Brand USA Inc.**, announced that Randy A. Garfield has joined its Board of Directors, representing the attractions sector of the travel and tourism industry. Garfield is President

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