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### **ESSAE Hosts 40<sup>th</sup> Annual Conference and Trade Show**

Albany, NY — The Empire State Society of Association Executives (ESSAE) is hosting its 40<sup>th</sup> Annual Conference and Trade Show at the Albany Capital Center on Thursday, June 6, 2019. This show is the premier event in upstate New York for association and meeting professionals. The annual one-day event centers around professional development, networking and discovering new products and services.

"ESSAE has been serving the state's associations, non-profits and the professionals who staff and serve the members of these incredible organizations for over 40 years. This year's Conference and Trade Show offers our members, association colleagues and suppliers a wonderful opportunity to celebrate our four decades of achievement, obtain top-notch professional development, and learn about the latest services and products on the market," says ESSAE Board Chair and Vice President of the Association Management Operations at Capitol Hill Management Services, Inc., Brian Buff.

The annual one-day conference and trade show will feature over 130 exhibitors from firms across the state seeking to expand their business within the New York state association market. In addition, 11 professional development education sessions will be held covering topics from association strategic planning to sexual harassment prevention in a meeting/conference setting. The event is designed to emphasize ESSAE's mission to guide, empower and lead.

"With the celebration of our 40<sup>th</sup> anniversary, we not only took on a focused approach to our education but reevaluated how our biggest event of the year could also support the local community and reduce our carbon footprint. We have so many generous industry partners, association and meeting professionals who participate in our annual conference. What better way to support and make a meaningful impact on the local community than to join together during an industry event," says event organizer and ESSAE Executive Director, Vanessa LaClair, CMP.

ESSAE, with the help of Discover Albany, will once again partner with Rock and Wrap It Up to donate viable leftovers to the Interfaith Partnership for the Homeless. Additionally, 12 destination marketing organizations from across the state joined together create 500 hygiene



kits that will be assembled on site and donated to the Trinity Alliance of the Capital Region SNUG Program and the Cathedral Social Services and Food Pantry Program.

Attendees who need a little comfort from the stresses of the day will be treated with a therapy dog station supported by Therapy Dogs International-Schenectady Chapter.

"The event is important for Association professionals to network and learn, but Discover Albany also knows that social responsibility and caring for the communities we convene in is important too," says Debby Goedeke, Convention and Services manager at Discover Albany.

### **ABOUT Discover Albany**

*The Albany County Convention & Visitors Bureau, Inc. was established in 1976 to promote the civic and commercial progress of the community through increased development of conventions and tourism. Today, the organization is known as Discover Albany. Discover Albany currently represents more than 300 member businesses and assists each year in hundreds of regional meetings. Discover Albany also operates the Albany Heritage Area Visitors Center, Henry Hudson Planetarium, and the Albany International Airport Information Center. The Albany County Convention and Visitors Bureau Foundation was established in 1993 to provide educational opportunities and work with other organizations to secure grants and funding to advance regional travel and tourism projects. For more information, call 518-434-1217 or 800-258-3582 or visit [www.albany.org](http://www.albany.org).*

### **ABOUT ESSAE**

*The Empire State Society of Association Executives (ESSAE) is a 501c(6) not-for-profit professional organizations for persons engaged in the management of voluntary trade and professional organizations. Founded in 1979, ESSAE boasts more than 475 members from throughout the state. ESSAE provides quality educational, leadership and professional development opportunities to association professionals and industry partners and encourages high professional standards in the management of associations. For more information, call 518-463-1755 or visit [www.essae.org](http://www.essae.org).*

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