



**FOR IMMEDIATE RELEASE**  
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**Los Angeles Convention Center**

Felix I. Hernandez, LACC  
213.792.1948 cell  
[fhernandez@lacclink.com](mailto:fhernandez@lacclink.com)

Yili Ma, LACC  
213.276.3489 cell  
[yma@lacclink.com](mailto:yma@lacclink.com)

## **ASAE & THE CENTER FOR ASSOCIATION LEADERSHIP RE-DISCOVERS LOS ANGELES AFTER 50-YEARS FOR ITS ‘GREENEST MEETING YET’**

**August 23, 2010 (Los Angeles, CA)**—Following a 50-year hiatus, ASAE & The Center for Association Leadership re-discovered Los Angeles as the destination of choice for its 2010 Annual Meeting & Expo, one of the biggest gatherings of association and nonprofit professionals and executives. This year’s meeting brought nearly 5,500 attendees to the Los Angeles Convention Center (LACC) between August 21-24 for three action-packed days of education, networking, camaraderie, sustainability, and exploring the City of Angels.

In true Los Angeles style, attendees received the red carpet treatment during the opening night reception on NOKIA Plaza at LA LIVE where they enjoyed an unforgettable concert by GRAMMY winner Melissa Etheridge and a delectable meal by Wolfgang Puck Catering. In addition to attending seminars and visiting with more than 733 booths at the Association Solutions Marketplace Expo held at LACC South Hall, attendees participated in a golf tournament, a 5K Fun Walk/Run, guided tours of LA Live and Hollywood, and an exciting Cirque Du Soleil performance prior to the closing Cyndi Lauper concert on Tuesday.

Entering its third year of leading “Community Connection” projects designed to give back to its host city, ASAE & The Center also offered attendees a variety of community service and philanthropic opportunities to benefit the impoverished clientele of The Midnight Mission, a human services organization featured in the film *The Soloist*. In keeping with the social responsibility theme of the meeting, ASAE & The Center teamed up with the City of Los Angeles, LACC, host hotels, and event sites to live its sustainability commitment and inspire change.

“We have committed to making our meetings as green as it can be by decreasing the use of paper, offering recyclable badges and lanyards, providing sustainable, seasonal menu options, and using smaller, redesigned bottles to reduce water and container waste,” said Susan Robertson, CAE, Executive Vice President of ASAE. “This is our greenest meeting yet and the Los Angeles Convention Center has been a very compatible partner in sharing our vision to lesson our eco-footprints with its own green programs and accommodations.”

“It has truly been an honor to host such a diverse group of professionals, many of whom have never been to Los Angeles before or are just re-discovering the city for the first time in many years,” commented Pouria Abbassi, P.E., CEO and General Manager of the Los Angeles Convention Center. “It is our hope that this flourishing, vibrant, and hospitable city left a memorable impression that will attract many more outstanding events here in the years to come.”

### **About the Los Angeles Convention Center (LACC)**

The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world. LACC attracts over 2.5 million annual visitors and is renowned internationally as a prime site for conventions, trade shows and exhibitions. An integral economic component to the Southern California area, total sales from client secondary spending top 1.1 billion annually, generating and sustaining over 12,000 local jobs. LACC is a model environmental-friendly

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facility, holding the prestigious USGBC LEED certification for existing buildings. For more information, visit [www.lacclink.com](http://www.lacclink.com).

### **About the American Society of Association Executives (ASAE)**

ASAE is a membership organization of more than 22,000 association executives and industry partners representing more than 11,000 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. With support of the ASAE Foundation, a separate non-profit entity, ASAE is the premier source of learning, knowledge and future-oriented research for the association and nonprofit profession, and provides resources, education, ideas and advocacy to enhance the power and performance of the association and nonprofit community. For more information about ASAE, visit [www.asaecenter.org](http://www.asaecenter.org).

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