

Executive Director Report

The feedback and financial reports from the convention in Hartford indicate that by all accounts the event was a success. Survey results reflected that 95% of attendees responded that this year's convention met or exceeded their expectations, with 65% specifically indicating that the event surpassed their expectations. Our number of international attendees was down a little this year, largely due to those who plan to be in Indianapolis in August for ESCHFOE and were therefore unable to travel to the United States twice this year. As always, there was meaningful input provided on the survey which will assist the planning committee as we prepare for Orlando in 2012. Following is a 5-year comparison of some numerical highlights for convention:

	2007 Mohegan Sun	2008 Reno	2009 Winston-Salem	2010 Indianapolis	2011 Hartford
Total Attendees	741	413	499	525	637
Primary Reg.	179	110	166	148	185
International	25	25	16	15	11
Unique Exhibitors	67	51	51	53	59
Booths Sold	101	67	80	68	90

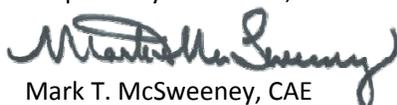
We have also recently completed the 2011 full membership committee. With a 12% response from our voting and affiliate members, we were pleased with the amount of information we are able to glean from the input received. The results of the survey have been provided to the board and will be discussed in more detail during our upcoming planning meeting.

The membership recruitment calling campaign did get underway in March, but operational difficulties with the service provider upon startup have delayed its progress. Thus far we have exercised patience in working with the company as jumping ship and going somewhere new would cause even greater delays in the program, pushing the campaign into the less desirable summer months. I expect to have additional information about the program by the time our board meets in May.

Financially, NCSG is on track for another strong year. Our performance is not accidental or by happenstance, but rather by strong, consistent and strategic financial management over the past several years. Given that NCSG has not looked to a dues increase since September of 2008, we should be proud of our continued positive performance.

I am anxious to continue the board's discussions relative to the future of NCSG's partnership with CSIA. With independent leadership for the first time in either organization's history, we are experiencing a variety of reactions relative to how NCSG and CSIA interrelate as we progress toward our relative goals. With almost 30 years of history invested in the relationship, I am hopeful that the focus of our conversations will continue to be on how we can further our partnership. Both of our organizations, while each very successful in their own right, are in no small way successful because of the influence and synergy with the other. All attempts should be made to ensure that cooperation continues.

Respectfully submitted,



Mark T. McSweeney, CAE
Executive Director