



National Association  
of Executive Secretaries  
& Administrative Assistants

**CONFERENCE**

# **Solutions for Success**

***Be Indispensable!***

*Learn to master techniques  
and handle pressures*

**Plus . . .**

***The New Face of the  
Travel Industry***

*The latest news, trends and  
resources in the travel industry*

September 12-14, 2002  
Hotel Monteleone  
New Orleans, Louisiana

## Be Indispensable!

The Indispensable Assistant is one who is organized, motivated, an excellent project manager, works independently, a powerful team participant and handles the pressures of deadlines and bosses.

Expect to learn how to master these techniques in an exciting seminar focusing on success in the workplace. Achieve the results you want and win the respect you deserve.

### *The New Face of the Travel Industry*

- Travel web sites everyone should know about
- Getting the most out of the Internet
- Making every trip a little bit special

## Conference Schedule

Thursday, September 12

### **Welcome and Registration**

- 4:30 p.m. – 6:00 p.m. Registration
- 4:30 p.m. – 6:00 p.m. Wine & Cheese Reception
- 6:45 p.m. – 9:15 p.m. Optional Dinner Event at Court of Two Sisters

Friday, September 13

### **Be Indispensable!**

- 8:30 a.m. Late Registration/Coffee & Danish
- 9:00 a.m. Conference Begins
- 12:00 noon Luncheon
- 1:15 p.m. Conference Resumes
- 2:30 p.m. Refreshment Break
- 4:00 p.m. End of Workshop
- 5:00 p.m. Optional Walking Tour, Cooking Class and Dinner at New Orleans School of Cooking

Saturday, September 14

### **The New Face of the Travel Industry**

- 9:00 a.m. Coffee & Danish
- 9:30 a.m. Conference Begins
- 11:30 a.m. Conference Concludes
- 12:00 p.m. Optional Plantation, Swamp or City Tour

## Your Conference Leaders

Mary Kay Kurzweg speaks internationally on the different factors that motivate us and how we can capitalize on these to become effective leaders, productive participants and dynamic communicators. Mary Kay began her work in this area when appointed an **Advocate for Volunteerism** under the elder President George Bush. Through this exciting challenge, she worked with many recipients of a prestigious volunteer award who had accomplished so much...had made a difference...in their community. She was among those honored at a White House Reception for her work.

Her client list includes: Edison Electric Institute, Washington, D.C., Landmark Marketing, Inc., Bangkok Thailand, Young Presidents Association, National Institutes of Health, Washington D.C., Department of Social Security, Los Angeles, CA, Wisconsin State Counselors Association, Dymock's, Sydney, Australia, VHA Hospital Association, Chevron Nurses International, White Mountain Apache Reservation, White Mountain, AZ, Lupus Foundation of America, Women Athletic Directors, Sun Belt Conference and many more happy clients.

Mary Kay's latest book is *21 Days to a Healthy 21st Century Attitude*.



Jim Donnelly is currently the president and co-founder of IgoUgo, ([www.igougo.com](http://www.igougo.com)), the premier online travel community. Prior to IgoUgo, Jim worked as VP of Marketing for Citibank which inspired him to start a travel business. Previous experience included working as a brand manager at Coca-Cola, Kraft Foods and BellSouth where he was responsible for such classics as Jell-O Pudding and Cool-Whip. He also served as an officer in the U.S. Army as a platoon leader and company commander and was named the 1991 "Entrepreneur of the Year" for the launch of an international golf ball company. Jim received his MBA from the University of Georgia and his BBA at the University of Texas.

IgoUgo is the premier online travel community. Members use fellow travelers' recommendations for planning trips and receive awards for posting their own journals. Recognized by the Webby Awards and Yahoo, as one of the five "Best Travel Sites" for 2001 and 2002. IgoUgo has over 38,000 journals and 40,000 photos covering 2,000+ destinations. Partners include Earthlink, Rough Guides, RCI and several tourism authorities to name a few.



## Here's What You'll Learn:

- Working together: The manager/assistant team for success
- Turn problems into challenges, make challenges into opportunities
- Watch that challenge become a success
- Successfully handle interruptions that sabotage your productivity
- Find new reserves of energy, eliminate undue stress and stop merely surviving and start succeeding
- Send out positive verbal and nonverbal messages to create an image of self-confidence and success
- Good business etiquette that can make a difference in business success
- Time management solutions that work!
- Tried and true tips for working with multiple bosses
- Delegation – the way to multiply your effectiveness even if you think there is no one to whom you can delegate
- Begin avoiding the “better to do it myself” trap
- Discover Personal Power – where it comes from and how to use it

Learn to identify and overcome your personal productivity road blocks to increase your bottom line effectiveness in the workplace creating a climate for success! Learn the benefits of a healthy attitude and how it affects the workplace, your health, and the challenges of life.

**Join us in  
New Orleans...  
the “Crescent City,”  
the jewel of the  
mighty Mississippi  
and one of the world’s  
most fascinating places.**

## *Discover the following to make your travel planning faster and better*

- The most helpful travel resources
- Useful travel tips
- A community of travelers to help with your travel planning
- Detailed travel planning made easy
- Special travel perks for you
- Making every trip a little bit special
- Interesting travel stories and experiences
- Travel web-sites every one should know about
- Getting the most out of the Internet
- Save time when planning travel

## Testimonials

IgoUgo is the premier online community and club for enthusiastic travelers. Members can write journals and earn rewards for free travel; use the message center, get special deals and play the Travel Game.

“Kaboom” from the minute you began your training until the end! Everyone was so impressed and mesmerized by your training style.

*Carolyn Williams  
Lockheed Martin*

Mary Kay received the best evaluations of the conference.

*John Bowen  
Wisconsin State Counselors Association.*

***Space is limited.  
Register today!***

***NAESAA members save \$10!***

## Registration Information

**Registration Fee:** NAESAA members save \$10! Registration fees are \$129 for NAESAA members, \$139 for non-members. Your registration fee includes admission to the conference sessions, all materials, refreshment breaks, Thursday's wine and cheese reception and lunch on Friday. Guests not attending the seminar will be charged an additional \$5 to attend the wine and cheese reception and \$16 to attend lunch. Optional Events are not included in the registration fee.

**Accommodations:** *Solutions for Success* will be held at the Hotel Monteleone, 214 Royal Street, New Orleans, Louisiana. The hotel is located at the top of Royal Street, the premiere address in the French Quarter, with a wealth of nearby antique shops, boutiques and famed restaurants waiting to be discovered with Bourbon Street only one block away. The hotel has three restaurants, two cocktail lounges, swimming pool and exercise room. All hotel rooms offer ironing boards and irons, hair dryers, on demand movies, Internet access, minibars and safes.

NAESAA has reserved a limited block of rooms for conference attendees at the special rates of \$114 single or double, \$134 triple or \$164 quad per room per night. These rates are extended for three days before and after our conference except for a special room rate of \$75 on September 11th only. Reservations must be made no later than August 12, 2002 to receive the special rates. Call the hotel at (504) 523-3341 or 1-800-535-9595 and mention the association to make your reservation.

Valet parking is available at the hotel for \$15 per day, per vehicle, as space permits. Parking is not guaranteed. Rate is subject to change without notice. Please contact hotel if parking is needed.

**Airfare Discounts:** Conference attendees can receive 5% off the lowest available one way fares on AirTran Airways. (Does not include Internet specials.) No minimum stay or Saturday night required. Advance seat assignments at time of booking. Call the Special Event Desk at 1-866-683-8368 for reservations. Be sure to mention Event Code MSY091202. Fares are good for three days prior and three days after the conference event.

**Cancellations:** Cancellations must be received in writing no later than September 5, 2002 in order to process a full refund. After September 5, a \$25 service charge will be assessed on all cancellations. Please note that if you don't cancel and don't attend, there is no refund. Substitutions can be made at any time.

*Certificates of completion for CEU's will be provided at the conclusion of the conference.*

### Optional Special Events:

*All of the following tours are provided by Roland Through New Orleans Tours.*

*Separate tour reservation form will be mailed with confirmation of your registration.*

#### **Thursday, September 12, 6:45 p.m. to 9:15 p.m.**

Stroll through the French Quarter, down historic Royal Street to the elegant Court of Two Sisters restaurant. Enjoy the ambience of the loveliest courtyard in the Vieux Carre. Savor the fine French Cuisine for which New Orleans is famous. Make the most of your visit to the Crescent City with a dinner to remember at the Court of Two Sisters.

#### **Friday, September 13th, 5:00 p.m. to 9:00 p.m.**

Put on your walking shoes and enjoy a narrated stroll through the world famous New Orleans French Quarter. Learn firsthand why New Orleans is one of America's most interesting cities. See the Napoleon House, the slave exchange and the homes of General Beauregard and the Ursuline nuns. Learn about the infamous Octoroon-Quadroon ballroom, St. Anthony's dueling grounds, the haunted house, Andrew Jackson and more. Your walking tour ends at the New Orleans School of Cooking where fun is the primary ingredient in this Louisiana kitchen. Our chef will teach us the basics of Louisiana cooking in a way you'll never forget as traditional New Orleans dishes are prepared. After the demonstration, you'll enjoy eating a delicious dinner that your chef prepared!

#### **Saturday, September 14th, 12:00 noon to 9:00 p.m. (3 tour choices)**

**Plantation tour and lunch** – enjoy sightseeing from New Orleans past Lake Pontchartrain and the Bonnet Care Spillway to plantation country. Stop for lunch at the Cabin Restaurant, an authentic slave dwelling that is over 150 years old. Tour Houmas House, a magnificent Greek revival mansion constructed in 1840. Return travel takes us past sugar cane fields, through the Cypress Swamps and back to the Crescent City.

**Swamp Tour and lunch** – travel by motorcoach to Cajun country and the Cypress swamps. Enjoy a catered lunch at a swampland pavilion before boarding a comfortable boat to explore the swamp. Your knowledgeable guide, alligator hunter and fur trapper will lead you down the Bayou on your swampland adventure where you may see alligators, egrets, snakes and other abundant wildlife. Return to New Orleans with a narrated scenic ride.

**City Tour and Dinner at Cajun Restaurant** – Enjoy a scenic motorcoach tour through historic New Orleans. Cruise down Canal Street, skirt the borders of the French Quarter, see Jackson Square, the French Market, one of New Orleans' famous cemeteries, 100 year old oak trees, the infamous red light district where Dixieland Jazz got its start, St Charles Avenue of streetcars, millionaires and churches, a replica of Tara from Gone with the Wind and many other magnificent mansions and sights. The day's adventure continues with a spicy taste of New Orleans at an authentic Cajun restaurant. Here you can also enjoy the music of a live Cajun band where you can make your way to the dance floor and learn Cajun dancing New Orleans Style.

**Anyone attending the plantation or swamp tours will also be able to attend the city and dinner tour which will begin at 5:30 p.m.**

## NAESAA Conference Registration

☐ **YES!** Register me for Solutions for Success, the 27th Annual NAESAA Conference, September 12-14, 2002, at the Hotel Monteleone, New Orleans, Louisiana.

☐ Check if non-member

Name _____			Work Phone _____			Member Number _____		
Business Name _____								
Address _____								
City _____			State _____			ZIP _____		
Email Address _____								
Any physically challenged special requirements? _____								

**Payment Options**

The registration fee is **\$129 for NAESAA members**  
**\$139 for non-members**

☐ My personal/company check is enclosed.  
☐ Charge my    ☐ VISA    ☐ MasterCard    ☐ AmEx

Account # \_\_\_\_\_  
Exp.Date \_\_\_\_\_  
Signature \_\_\_\_\_

☐ Bill me/my company

MAIL this form with payment to: NAESAA, 900 S. Washington Street, Suite G-13, Falls Church, VA 22046  
FAX this form with credit card info to: (703) 533-1153  
PHONE our Conference Coordinator at: (703) 237-8616

**Space is limited. Register today! NAESAA members save \$10!**