

Growth of Event Attendance

3:15 – 4:30 PM



Jane Dahlroth, CEM, CMP is the Meeting, Conventions and Exhibits Manager for the American College of Medical Genetics (ACMG) where she directs the ACMG Annual Meeting and educational conferences. Jane joined the ACMG staff in July 2009, and prior to that managed ACMG's meetings since 2003 when she was Vice President of JRDaggett & Associates, where she had been since 1998. Prior to JRDaggett & Associates, Jane held exhibit management positions with the National Association of Convenience Stores and the American Association of Critical-Care Nurses.

Jane has served on the International Association for Exhibition and Events (IAEE) Services Board of Directors, and is past chair of the CEM Commission and Education Committee. The recipient of the 2005 IAEE Distinguished Service Award, Jane has been published in several industry publications, is on the CEM Faculty, and speaks frequently on topics related to convention and exhibition management and marketing.



For 25 years Jane Berzan, CAE , Principal of JMB Business Solutions, has been a senior association executive with demonstrated success developing new programs and services, building strategic alliances, developing new revenue streams, overseeing meetings, conventions, trade shows, membership and communications functions. She also has experience internationally and has created global events and forums in Europe and Asia.

She is the former senior vice president for the National Association of Convenience Stores (NACS) where for 12 years she led the 40th largest trade show in North America as well as other key association functions including marketing, supplier relations, global development and served as Publisher of the association's magazine.

Her company focuses on developing and executing customer-driven strategies to build membership, events, tradeshows and other association revenue sources. She is proficient at turning ailing tradeshows around, innovating successful events, creating non-traditional event formats and managing projects from strategy through execution. She currently serves on the advisory board of Conventionplanit.com; is an active member of the American Society of Association Executives and the International Association of Events & Exhibitions; earned the designation of Certified Association Executive (CAE) and was recognized as a leading association executive in a "Who's Who" among association leaders in 2007.



Alexis joined Fixation in 2006 after working in the trade show and event planning industry for 10 years. That client-side experience gives Alexis a thoughtful, tactical perspective on integrated marketing strategies. Determined to meet her clients' objectives efficiently and cost-effectively, she gives every project the attention it deserves while keeping an ever-watchful eye on the bottom line. She's also constantly on the lookout for new, strategic ways to approach b-to-b marketing communications solutions. And those eagle eyes come in handy for keeping track of her two boys, too!



Robert Pignato, AWMA's Vice President of Marketing, Membership & Industry Affairs, has been with AWMA since 2001. In addition to heading up the marketing, communications, AWMA's membership department, and event sponsorship programs, Bob's responsibilities also include running the AWMA Show, the AWMA Summit & Business Exchange (ABX), overseeing the Joint Industry Warehouse-Delivered Snack Committee and managing the advertising sales for AWMA's magazine, *Convenience Distribution*. In addition, Bob manages and oversees all of the staff associated with AWMA at J. Spargo & Associates. Bob was instrumental in helping launch and run the highly successful Business Exchange program, a program that continues to grow and has become a premier event for AWMA members. In addition, Bob has also worked on the revised and revamped AWMA Show - another premier event. A consumer products industry professional, Bob began his career with ACNielsen and has worked for several consumer products manufacturers including The Hershey Company and Jacobs Suchard/Brach's in marketing and sales. He spent many years working directly with convenience distributors prior to joining AWMA.