

April 2008 CLAS New England Chapter Report

“Clinical Ligand Assay Society New England Chapter Is Alive and Well!”

The New England Chapter of CLAS is pleased to report on the **Northeast Region Conference and Exhibition**, our regional meeting, held in conjunction with AACC and CLMA on the 15-16 April, 2008 at the Boxborough Holiday Inn, Boxborough Woods, MA. The meeting theme was Laboratory Olympics. Five educational sessions ran concurrently on each day with tracks on Changes in Testing, Workshops, Management, Laboratory Outreach and Emerging Technologies. On day one Ms. Joanne Milborune President of CLMA presented: Update of the State of Laboratory Medicine, Dr. Martin Fleisher President of CLAS presented: Biomarker and Tumor Marker Development, and Dr. Barbara Goldsmith President-Elect of AACC presented: POCT: Update 2008. Additionally, over 20 other educational sessions were held drawing over 190 attendees.

Our exhibit hall included 71 vendor booths including exhibition trucks by Roche and Siemens in the parking lot and booths in the registration hallway due to our sold-out floor space. A buffet lunch, coffee and pastry breaks and raffle-prize drawings were held on the exhibit floor. Raffle prizes were provided by each organization and by many of the vendors. Each attendee received a survey and an exhibit hall passport that required at least 10 vendor signatures/initials. These were used as raffle tickets in the drawings.

Prior to our evening dinner seminar, a free wine and cheese reception was held in the hotel atrium. All attendees, speakers and vendors were invited to participate in our yearly reception. A selection of four wines were available for our guests. Later that evening, Dr. Michael Bourke, forensic criminalist from the State of Connecticut presented: Forensic Applications of DNA Technology to a crowd of 50 attendees. . During our evening festivities, many vendors requested information to renew their booth space registrations.

Each conference attendee received an informational package containing publications which carried advertising of our event: Advance for MLP, CLP, MLO, and CAP Today; an exhibit hall site map; a one-sheet listing of sessions; CEU form; attendee survey; exhibit hall passport/raffle ticket and CLAS National Meeting Brochure. Convention bags were provided by ARUP, Quest and LabCorp. **NERCE** committee members provided laptop computers and projectors to supplement those rented from the hotel.

We offered a special full day workshop track on Phlebotomy in conjunction with the sixteen other educational sessions on day two. Total attendance on this day was over 200 bringing the total 2 day attendance to almost 400. The meeting brochure was mailed out 1st class and arrived to members of our database during the last 3 weeks of March. Our brochure contained a listing of all education sessions, speakers, registered exhibitors, photos of the Presidents, gold foil logos of all 3 organizations, advertising, hotel information, driving directions, registration form and listing of committee members. Information not in the brochure was posted on the dedicated convention web site which included speaker biographies, some of the speaker handouts and complete listing of sponsors and exhibitors. The convention web site: www.nerce.org was visited by almost 50% of attendees and ranked in the top 10 in specific searches in Yahoo and Google. Vendors appreciated the complete listing of information including past exhibitors posted on our site.

Special out of town CLAS guests at **NERCE** included: Dr. Martin Fleisher, Dr. Daisy McCann and Ms. Diane Shaw. All New England CLAS board members were present: Secretary Janet Hurwitz, Treasurer Martha Jackson and Board Member Kathy Sigillo. Dr. Thomas Jackson paid a visit to our current board members during the evening festivities. Dr. Jackson served on the New England Board many years ago. Attendee survey results will be posted on the conference site in the near future.

Respectfully Submitted,
Eric Sigillo MS, MBA
President CLAS New England Chapter
Chair Northeast Region Conference and Exhibition 2008