

NATIONAL PROFESSIONAL SCIENCE MASTER'S ASSOCIATION
100 INSTITUTE ROAD, WORCESTER, MA 01609
(508) 831-4996 * WWW.NPSMA.ORG

NPSMA Releases Details of upcoming National Event to be held in Atlanta

The National Professional Science Master's Association is pleased to announce its Inaugural National Conference which will be held on Thursday, November 13 and Friday, November 14, 2008 at the Georgia Tech Hotel and Conference Center in Atlanta.

The itinerary will include a panel of PSM experts projecting continued growth of the PSM degree, a two-part keynote address, a plenary session to kick-off the PSM networking social, and a series of peer-led workshops to provide you with opportunities to interact, share, inquire, and learn from your colleagues.

INAUGURAL NATIONAL
CONFERENCE
inc

At INC, you will network with all members of the PSM degree community, share ideas about best practices, offer your experiences in facilitated workshops, and learn tools to help promote your programs.

Interactive Workshops to be Focal Point

- **Industry Connections:** How do you approach companies for support? How do you maintain ongoing employer participation? What are some essential industry skills? How do you create alliances within industries and navigate industry clusters?
- **Program Development & Sustainability:** How do you evaluate and monitor your programs so they evolve from good practices to best practices? What are challenges and opportunities of hybrid programs and increased distance learning initiatives? How are programs financed and where do the dollars go? What are some of your barriers to success? How do implementation issues shift from campus-wide to university-wide to system-wide initiatives?
- **Student & Alumni Relations:** How do you secure and assess internships? What are the challenges and opportunities presented by the influx of foreign students? What are successful methods to recruit students? How do you maintain contact and track your alumni?
- **PSM Communications & Media Relations:** How do you promote your program with limited resources? What are some effective media relations strategies you can employ right now?
- **Entrepreneurship & Innovation:** What initiatives currently exist? What opportunities are there for new entrepreneurship PSM's? How do innovative PSM programs appeal to local employers? PSM degree programs appeal to

Keynote on the Change Application Process; Plenary to open Networking Social

The opening morning of the Inaugural National Conference will begin with a brief presentation on the “State of the NPSMA” by President, Bogdan Vernescu who will highlight the rapid growth and initial successes of our association.



NPSMA President Bogdan Vernescu will commence the Inaugural National Conference

There will be only one general session panel discussion and it will be on the projected continued growth of the PSM degree. The session will be moderated by NPSMA Vice President Ursula Bechert and panelists will include Michael Teitelbaum of the Alfred P. Sloan Foundation, Carol Lynch of the Council of Graduate Schools, and NPSMA Academic Liaison Sheila Tobias.

The keynote will be divided into separate presentations at the beginning of each day of the conference. The topic will be the Change Acceleration Process which is a set of principles designed to increase the success and accelerate the implementation of organizational change efforts. In particular, it will be tailored to the PSM degree to show how to: create a shared need for change, understand and deal with resistance from key stakeholders, and build an effective influence strategy and communication plan for the change.

The plenary, which will precede the PSM Networking Social will be IBM’s view of T-shaped people (such as PSM students and alumni) and how critical they are to industry.

Conference Rates and Features

NPSMA members: \$495 per person

Non-members: \$695 per person

(Membership Information on Page 4)

(Correction from last newsletter: university dues are \$2,000 per year)

These fees include:

- Inaugural National Conference **registration**
- 2 nights’ **hotel stay** at the Georgia Tech Hotel and Conference Center
- 3 **meals** per day; 2 **breaks** per day
- Thursday evening **plenary** and **PSM networking social**
- Wednesday evening **alumni-employer mixer** (for the early birds!)
- Discounted **air fare** on AirTran Airways (see next page for details)
- Discounts on **tourist attractions** such as the Civil War Museum and Aquarium
- Conference rates (\$285/night/single occupancy) for hotel stays three days before and after the conference

To register:

Please make checks payable to NPSMA and send with your name and contact information to:

NPSMA, 100 Institute Road, Worcester, MA 01609

Thank you. We look forward to seeing you in Atlanta!

Transportation Information

The NPSMA has arranged discounted air fare on AirTran Airways. Contact the AirTran Airways EventSavers Desk at 1-866-683-8368 for reservations. Provide the event code: ATL111208 (NPSMA Conference).

The logo for AirTran Airways, featuring the word "AirTran" in a blue script font with "AIRWAYS" in a smaller, blue, sans-serif font underneath.

The Georgia Tech Hotel and Conference Center is located at 800 Spring Street, NW, at the intersection of Spring Street and 5th Street.

Shuttle service from Atlanta's Hartsfield-Jackson Airport to the hotel is available. The Atlanta Link picks up at the hotel at :15 and :45 past the hour, every hour from 6:00 a.m. - 1:00 a.m., 7 days a week. All service after 7:00 pm requires advance reservations. For information, tickets, or reservations, please visit www.theatlantalink.com.

Georgia Tech's complimentary shuttle, the Tech Trolley, provides guests transportation arriving and departing from the Midtown MARTA transit station. The Tech Trolley will run 5:45 a.m. until 11:30 p.m., Monday through Friday, Saturday, 10 a.m. to 6 p.m., and Sunday, 3 p.m. to 11 p.m.

local employers?



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ANNUAL MEMBERSHIP DUES

(The NPSMA is a 501(c)(3) Nonprofit Organization; Tax ID # 20-8766099)

PLEASE CHECK APPROPRIATE CATEGORY

_____ Business, Industry, Nonprofit, Government Employer		\$4,000
_____ Academic Institution		\$2,000
(1 member per PSM program)		
(PSM alumni that enroll in Alumni Network - 1 year FREE)		
_____ Academic - Employer Partnership		\$5,000
_____ Academic System	(3 to 5 campuses)	\$5,000
	(each additional campus)	\$1,000
_____ Individual		\$ 50
_____ PSM Alumnus		\$ 50
_____ PSM Student	1 st year - FREE; 2 nd year	\$ 25

PLEASE PRINT, COMPLETE FORM AND INCLUDE WITH PAYMENT TO THE NATIONAL PROFESSIONAL SCIENCE MASTER'S ASSOCIATION. PAYMENT IS DUE UPON RECEIPT. THANK YOU FOR YOUR MEMBERSHIP!

QUESTIONS: STEPHEN LEMIRE, (508) 831-4996, SLEMIRE@NPSMA.ORG

PLEASE PROVIDE CONTACT INFORMATION BELOW

Name of Business or Academic Institution _____
 Address _____
 Address _____
 City, State, Zip _____

Individual Information (Academic Institutions may provide one contact person/PSM program)

Name _____
 Title _____
 Phone _____
 E-mail _____

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 Title _____
 Phone _____
 E-mail _____