

## PLENARY

NCMA World Congress \* Toy Fair \* LauraPalooza

### PRE CON

# NCMA Contracts With Gen Y

**MEETING:** National Contract Management Association (NCMA) World Congress 2011, convening at the Colorado Convention Center in Denver on July 10–13. The Ashburn, Va.–based NCMA is expecting 1,400 to 1,600 attendees, all of whom work in the procurement industry, many of them in the area of government contracting.



**THEN AND NOW:** Graduates of NCMA's leadership-development program were announced at last year's World Congress (left). This year, "Gen Y Guy" Jason Dorsey (right) is keynoting.



**INITIATIVES:** With an eye on keeping its attendance numbers heading northward, NCMA is implementing a number of new features at this year's World Congress — beginning with a venue that Coy describes as "family-friendly." She said: "Denver is a beautiful locale."

On the programming level, NCMA is working to engage people who aren't even on site. "We're trying to simulcast our general-session room live on the web," Coy said, "for people who can't make it." One potential sticking point is how to make the transmission "somewhat secure," because while the material being presented is "not confidential," Coy said, "it's not something that people just want broadcast to anybody."

Also on tap: keynote

speaker Jason Dorsey, also known as "the Gen Y Guy," who is part of NCMA's ongoing mission to reach out to younger contract-management professionals. "We've seen a trend in the industry of younger professionals," Coy said, "so much so that last year we revamped our membership categories and went as far as to separate them out and have a New Professional Member category." She added: "We constantly get feedback that it's the same old guys speaking. ... We don't want to be that way, because we have so many young professionals." ■

— Christopher Durso

**FOR MORE INFORMATION:** <http://bit.ly/lb0Fmz>

**CHALLENGES:** Attendance at the NCMA World Congress has grown steadily over the last several years, even during the recession — which is great, until the next meeting rolls around. NCMA's board has "watched that trend," said Director of Meetings Jennifer Coy, "and they of course are expecting [attendance to increase this year], as they should. ... However, living in the D.C. area, you're not blind to the fact that there are spending freezes out there. We're all definitely concerned and on top of the fact that industries and government agencies may say, 'You know, we're just not going to spend any money right now, because we don't know what's going to be cut.'"

### GROUP SHOT

## Power of Play

**TOY FAIR:** More than 25,000 buyers, licensors, and other toy-industry professionals attending Toy Fair 2011 — held on Feb. 13–16 at New York City's Javits Center — were greeted by the ever-colorful Power Rangers and other playthings come to life.

### THERE'S A MEETING FOR THAT?

## Little Meeting on the Prairie

**LAURAPALOOZA:** The first-ever conference for "fans, educators, and academics who love Laura Ingalls Wilder," LauraPalooza 2010 was held on July 15–17 at Minnesota State University, Mankato, which also sponsored the event. In addition to panels such as "Loving Laura in a Lindsay Lohan World," the conference included a trip to nearby Walnut Grove, Minn., home to the Laura Ingalls Wilder Museum (1), which includes an example of a dug-out home (2); a spelling bee (3); and an appearance by children's book illustrator Cheryl Harness (4). For more information, visit <http://beyondlittlehouse.com/laurapalooza/>.





LAURAPALOOZA PHOTOS COURTESY SARAH UTHOFF (1-2) AND SHERRY DIETER (3-4)



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