

Young professionals unite

Maybe this is your first conference. Or maybe this is the biggest conference you've ever attended, and you're feeling overwhelmed. What are you to do? Well, the Young Professionals Committee is here to help.

"If you're looking for a seatmate or a lunch buddy or someone to go to a particular education session with, we're here to make that happen," says

Lauren Wolfe, a third-year member of the Young Professionals Committee. "Just look for the red foam finger."

Starting today, volunteers from the committee will be sporting red foam fingers (you know, the ones you see at sporting events) outside of the general session room, expo hall, and other Learning Labs. Their hope: That other young professionals (or any other attendees) who may feel a little out of place will have the opportunity to get acclimated quicker and hang out and network with other association

professionals. After all, no one wants to be that person who doesn't have anyone to sit with at lunch or talk to at an evening reception.

"We just really want to do all we can to make people feel welcome," says Wolfe. "No one likes to be that person who's just walking around feeling lost. We've all been there, and it's not fun."

In addition to the red foam fingers, the young professionals committee will also be launching a flair campaign, featuring four different buttons that committee members will wear and pass out to

other attendees. "We're hoping it will go viral and that people will want to collect them," says Wolfe. "We want to give them to people in hopes that they'll start conversations about what they mean and the story behind them."

Wolfe and the committee hope that the campaign will be the start of something that will continue year after year. "This is just the beginning," she says. But for now, be on the lookout for the foam fingers and buttons.



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NOUR WILL PRESENT "RELATIONSHIP ECONOMICS," ONE OF TODAY'S THOUGHT LEADER SESSIONS, FROM 1:30 - 2:45 P.M. IN ROOM 718B.