

**PRESIDENT'S MESSAGE**  
**SESHA Journal**  
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I am writing this as the year 2009 is winding down and we get ready to usher in a new decade. The past 12 to 18 months have certainly been a roller coaster for most of us. The global economic recession has impacted all of our businesses, our professions and our personal lives. Many businesses have been stressed by this recession and, unfortunately, a good number of them did not survive the economic hardship. Hopefully, the coming year will be kinder to all of us.

Over the past year, SESH A has also faced the challenges that are currently challenging many associations. The “belt-tightening” by everyone presents an association like SESH A with membership renewal, symposium registration, and basic operation challenges. Fortunately, our association has many dedicated professionals who volunteer their time as board members, committee members, and initiative volunteers to help ensure our success. Our valued partner, Burk and Associates, Inc., has been an immense help in providing assistance (much of it pro bono) to ensure our association operates smoothly during this down economy.

Our Annual Symposium in Scottsdale this past spring was very successful. The determined leadership of my predecessor, Dawn Speranza, was critical in keeping all the necessary pieces on target. Thanks Dawn! The high quality PDC’s, sessions, and networking events were augmented by a wonderful venue.

The success of the 2009 Symposium resulted in our scheduling the Hilton in Scottsdale for our 32<sup>nd</sup> annual ESH Symposium and Technical Exhibition. This Symposium will be April 26-29. We look forward to seeing many of you at this symposium!

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As we move forward to 2010, we will continue to look for ways that our organization can meet the challenges and successfully achieve our mission. Our Strategic Plan continues to focus on how SESHHA provides value to our members. The Board of Director's is currently revising the Strategic Plan to better chart our organizational path for the next 3-5 years. We chose four distinct critical success areas to help provide that value.

- Education and Development Programs
- Organizational Excellence
- Partnerships, Collaboration, and Outreach
- Membership Growth

In planning SESHHA's activities for the next several years, we will (and must) reflect the multitude of changes and challenges that we face. These challenges include changing technologies, additional partnerships and even the way we network as professionals. The Board is up to the challenges that lay ahead. I ask each SESHHA member to stay engaged, contact any Board member with your ideas or concerns, go to the Annual Symposium in beautiful Scottsdale, and help us all succeed.