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For Immediate Release

**KELLEN EUROPE ALERTS ASSOCIATION EXECUTIVES TO THE IMPACT OF
EUROPEAN POLITICAL CHANGE ON AMERICAN ASSOCIATIONS**

**ASAE, European Delegates and American Association Executives Meet at “Europe Today:
What Associations Need to Know” Conference**

Brussels - (November 18, 2009) – Kellen Europe, ASAE & the Center for Association Leadership last week hosted “2009 Europe Today: What Associations Needs to Know” a conference at which European trade and American association executives discussed how US associations will be impacted by political changes in the European Union and evolving relationships with the current US administration.

More than 60 association executives from across the United States participated in the conference which focused on how the current and upcoming changes in European governments and institutions, recent Parliamentary elections, pending implementation of the Lisbon Treaty, and working relationships with the Obama Administration will impact organizations that operate in the EU.

“Every political change brings with it new ways of conducting business around the world,” said Maria Teresa Scardigli, Vice President, Kellen Europe. “Providing our association colleagues a greater understanding of the European political landscape will enable them to more easily navigate the changes ahead and perhaps leverage new opportunities that benefit their organizations.”

Speakers included: Maria Teresa Scardigli, VP, *Kellen Europe*, Kathryn Hauser, US Executive Director, *Trans Atlantic Business Dialogue*, and Seppo Nurmi, Deputy Head of Trade Section, *Delegation of the European Commission*.

Key points explored how, going forward, US-based trade and professional associations will need to:

- Build new contacts within the EU government institutions and be aggressive in strengthening contacts with other relevant stakeholders at the EU level;
- Increase focus on influencing the European Parliament as 80% of legislation passes through it;
- Augment efforts to affect the European political agenda, especially as related to the next three EU Presidencies coming from Spain, Belgium and Hungary;
- Join the European Transparency Initiative to demonstrate stakeholder legitimacy and gain access to EU public consultations;
- Recognize more stringent EU competition rules similar to US-antitrust laws;
- Stay informed on developments between EU and US policies on energy, health and lifestyle with emphasis on obesity, migration, mobility and integration and EU-US security strategies.

The program was also sponsored by Brussels International, the Brussels Convention Bureau, in collaboration with the Kellen Company and ASAE & the Center for Association Leadership.

Over 70% of EU business associations - 740 European Trade and Professional Associations and 350 Interest Groups - are located in Brussels.

About Kellen Company

Kellen Company currently serves more than 100 client associations representing over 10,000 companies from its six offices worldwide. Among the services Kellen offers are association management, government affairs, public relations, marketing, meetings management, creative services and Web site development.

Kellen Company is the premier global association management firm with offices and representation in the United States, Europe, China, the Middle East, India and Southeast Asia. For more information, visit www.kelleneurope.com or www.kellencompany.com.