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U.S. Director of Educational Technology Addresses Association Executives

(Webster, NY – October, 2010) Karen Cator, Director of the Office of Educational Technology at the U.S. Department of Education has confirmed that she will deliver a keynote address at the DigitalNow summit, April 6 – 9, 2011 at Disney’s Grand Floridian Resort & Spa.

In addition to her presentation on *Learning Powered by Technology*, Ms. Cator will be actively engaging with the DigitalNow community as she explores the role that associations can play in the Department of Education’s mission of “Creating a Learning Nation.”

“Associations provide the majority of professional and industry-specific education and training in our country today,” said Carla Balakgie, CAE, CEO, Electronic Transactions Association and member of the DigitalNow Advisory Group. “Understanding what and how we deliver greater member value, the role that technology is playing, and what others are doing to create a learning nation is a critical outcome of DigitalNow.”

In Cator’s past work with Apple Inc., she directed leadership and advocacy in education, with a focus on the intersection of education policy, research, and emerging technologies. As part of her keynote presentation, Cator will update the association profession on her current work to develop a nationwide database of technologies that are influencing how we deliver education and training in a Mobile world. Her scope includes secondary education, vocational training, and adult training and education within the professional and non-profit sectors.

“For the past 10 years, DigitalNow has been the premier place for association leaders to build relationships, share best practices, develop strategic partnerships, and create strategies that support effective leadership in the digital world,” said Mark Golden, CAE, CEO & Executive Director, National Court Reporters Association. Mark is also a member of the DigitalNow Advisory Group, which is in place to guide the direction of conference design, and to help keep conference producers more directly in touch with the immediate needs and concerns of association leaders. “It is very exciting, and also very natural that Karen Cator will participate in kicking off our next ten years.”

Don Dea, Co-Founder of Fusion Productions and co-owner and designer of the DigitalNow summit said, “We intend to support Ms. Cator in exploring new partnerships within the DigitalNow community, so that she may return to the Department of Education with a more comprehensive understanding of the power of associations and the role they play in shaping America and the world.”

DigitalNow 2011 will be dedicated to helping association executives better understand how to be mobile, and how to take advantage of mobile technologies in order to add value and create emotional engagement with members in our ever-expanding Mobile universe. Based on solid research and designed in collaboration with Disney Institute and a distinguished panel of Advisory Group leaders, DigitalNow has earned a reputation as the premier leadership summit for association executives.

About DigitalNow

DigitalNow, a summit exclusively for association leaders, is co-produced by Fusion Productions and the Disney Institute. Now in its 11th year, DigitalNow 2011 will present cutting-edge speakers, groundbreaking ideas, tools, and data to inform the crucial decisions association leaders will need to make as they lead through the mobile maze and into that moving target we know as the future. For a full list of DigitalNow Advisory Group members, visit

<http://www.fusionproductions.com/digitalnow/about/advisory.cfm>

DigitalNow is being held April 6 – 9, 2011 at Disney’s Grand Floridian Resort & Spa, at Walt Disney World, Lake Buena Vista, Florida. For more information, visit the official web site at

<http://www.digitalnowconference.com>

About Fusion Productions

Fusion Productions accelerates its clients' business goals through the integration of business strategy, web site and application development, e-learning, virtual reality and face-to-face meetings. Fusion has been in business for 35 years, and has a rich and deep relationship with the association community. To find out more about Fusion Productions, visit www.fusionproductions.com.

About Disney Institute

A leader in the world of professional development and training, Disney Institute specializes in programming that educates and inspires. Program participants go behind the scenes of the Walt Disney World Resort to meet with Disney leaders and to discover proven Disney business strategies that are easily adaptable to other organizations. The Disney Institute roster of program participants represents a “Who’s Who” of Fortune 1,000 companies and international organizations. For more information about the Disney Institute, visit www.disneymeetings.com.

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