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**NEW YORK SOCIETY OF ASSOCIATION EXECUTIVES ANNOUNCES
LIFETIME ACHIEVEMENT AWARD WINNER**

*Alan Steel, President & Chief Executive Officer of Jacob K. Javits Convention Center to receive
Synergy Awards 2020 Lifetime Achievement Award*

February 10, 2020 - New York, New York --- New York Society of Association Executives (NYSAE) announced Alan Steel, President & Chief Executive Officer of the New York Convention Center Operating Corporation, which operates the Jacob K. Javits Convention Center, as the Synergy Awards 2020 Lifetime Achievement Award winner. Steel will accept the inaugural award during NYSAE's Synergy Award Luncheon on Wednesday, May 13, 12 PM – 2 PM at the Harvard Club in New York City.

Under Alan Steel's leadership, the Javits Center launched a monumental expansion project that adds more than 1 million square feet including more exhibition and meeting room space, a rooftop pavilion and a rooftop farm to the space. Upon his appointment in 2012, Steel led the completion of a comprehensive renovation and operational overhaul including significant investments in energy efficiency, security and technology. As a result, the Javits Center emerged as a nationwide model of sustainability that currently partners with research institutions and community groups to study and reinforce the positive impact on the local environment.

"NYSAE is pleased to recognize Alan's lifelong commitment and contributions to the exhibition, association and hospitality industries in New York," said Charles Riotto, Chairman of NYSAE. "This massive project of improving and expanding the Javits Center clearly positions our great city as a premier location for associations and convention business."

Steel's experience as an event management executive and United Kingdom trade development official led him to where he is today. Prior to his current position, Steel was the President of George Little Management (GLM), a major producer of trade shows in the United States and Canada. Before joining GLM in 1982, Steel worked with the British government in a number of trade-related positions at the Department of Trade and Industry in London, the British Consulate in Chicago and the British Trade Development Office in New York. Steel was awarded with the King's Glove award by the International Association of Exhibitors and Events (IAEE) for his enriched contributions to the trade show industry in New York and beyond. As an avid environmentalist, he currently serves on the Board of Directors for New York City Audubon and New Yorkers for Parks.

For more information about the awards, tickets, tables and sponsorships, visit [this link](#) or contact Holly Koenig at HKoenig@KellenCompany.com.

About NYSAE: Founded in 1919, the New York Society of Association Executives (NYSAE) is an organization of chief executives and their teams who support trade associations, professional societies, and other not-for-profit organizations and supplier partners in the tri-state region (NY, NJ, and CT). Its mission is to lead in advancing and serving the profession of association and not-for-profit management. For more information, please visit nysaenet.org. NYSAE presents the Synergy Awards Luncheon annually, the northeast's most prestigious and celebrated event for the association management, not for profit and hospitality communities.

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