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## **Gridley hired as event and program manager of ABC-Mass.**

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The Mass. Chapter of Associated Builders and Contractors (ABC Mass.) has hired Jason Gridley as the association's new events coordinator.

"We are pleased to have the benefit of the expertise Jason has developed in a decade of working on events," said ABC Mass. chapter president Greg Beeman. "It's an added plus that half that time was spent working for a construction association."

While working at the North/East Roofing Contractors Association (NERCA) from 2004 to 2009, Jason was responsible for membership engagement, retention, and strategic development. He was also responsible for membership marketing events and he worked with a number of manufacturers and association affiliates to raise awareness of NERCA at national and regional events.

Since 2009, Gridley was a general manager for CONEXSYS International, which offers customized conference, tradeshow, corporate and special event services. His responsibilities included coordinating and implementing all aspects of non-profit and corporate events throughout Canada and the U.S. He developed marketing strategies and assisted the Information Technology department on website design, attendance reporting options, and marketing plans to ensure online efficiency.

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