

ASSOCIATION ADVISOR

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President's Message

GCSAE President Laura Nakoneczny, CAE
National Association of College Stores

ASAE... and the Allied Societies

What does the future hold for the relationships between ASAE and the allied societies, like GCSAE?

It's no secret that ASAE's new CEO, John Graham, CAE, successfully transitioned his last organization from 53 independent, separately incorporated affiliate organizations to one nationwide organization... But at the recent ASAE Annual Meeting, with evidence of the recent ASAE/GWSAE consolidation everywhere, discussions about the future of the allied societies were hard to avoid.

It's not a secret that some of the allied society leaders have been challenged by recent messages coming from ASAE... messages that ask for more direct support of ASAE programs and services. However, allies have a long history of working together to provide our members with benefits that go *beyond* what ASAE is able to offer — for instance CAE Study Guides, CAE Study Groups, and localized education and networking services. It's a very different business model than the one that ASAE is proposing.

Some of you may recall that in years past, the allies typically accomplished their work through the Conference of Allied Society Executives (CASE). Members of CASE, typically the paid staff at allied societies, paid dues and supported a staff to ensure that the sharing of beneficial information between allied societies actually happened.

However, several years ago CASE elected to disband and donate the few thousand dollars that had been collected in dues to the ASAE Foundation. It was thought that ASAE's Allied Society Council could provide sufficient opportunities to exchange ideas and information.

But many allied society leaders believe that Allied Society Council meeting agendas are being driven by ASAE — not the allied executives — and provide insufficient opportunities for networking, exchanging ideas, and collaborating with each other. The Allied Society Council meeting I attended in Minneapolis fit this description quite well, and devoted a good portion of the meeting time to ASAE-related issues.

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President's Message

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And, with the development of a newly revised CAE Study Guide now completed (a \$30,000 project), many allied society leaders have decided to once again formalize their relationships in an attempt to create the sharing environment they desire. This led to their creation in Minneapolis of a *new* association, the Association Societies Alliance (ASA).

ASA is already incorporated in Illinois and has bylaws. It will have a paid staff and will collect dues from its members as well as revenue from jointly-developed allied society products (for instance, sales of the new CAE Study Guide). The current chair is Jim Moody, CAE (Georgia Society of Assn. Execs), and the chair-elect is Mary Anne Knapke, CAE (Ohio Society of Assn. Execs).

Does the creation of ASA mean that the allied societies are officially on the warpath with ASAE? Absolutely not!!

Among the allied society leaders I met with, there is solid agreement that there are plenty of opportunities for the allies and ASAE to co-exist in harmony. There is a lot that can be done to improve the association management profession, and we can be "better together."

On the other hand, progress will depend on negative-thinking, skepticism and distrust taking a back-seat as ASAE and the allies journey forward from here. Change can be good.



GCSAE Schedule of Events

November 15	Dinner Meeting Gund Arena "Emergency Planning and Safety Measures" PLUS CAVS game
December 9	Holiday Social Brew Room at Rock Bottom Brewery in the Powerhouse at the Flats
March 9, 2005	Communications and Technology Roundtable
May 18, 2005	Annual Meeting Pier W
August 12, 2005	Social Hilton Cleveland South

Welcome New Members

Association Executives

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GCSAE Member of the Month

Carla Roehl, CEO - Cleveland Area Board of Realtors

Carla Roehl is CEO of the Cleveland Area Board of Realtors. The organization has 5,000 members and owns 70% of the NORMLS Multiple Listing Service. CABOR provides legislative support, continuing education, networking opportunities, and ethics and arbitration services to its members. Carla has served the organization for the past 8 years.

In addition to being a lawyer, Carla is the mother of two grown sons and has been married for 35 years to her husband, Darrell. She loves traveling, golf, and reading.

About GCSAE, Carla says, "It's a great networking group. I learn so much at every meeting."

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