

ASSOCIATION ADVISOR

Winter 2006



Greater Cleveland
Society of
Association
Executives
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President's Message

GCSAE President Bill Lavezzi
North Eastern Ohio Education Association

Regionalism and the Association Community

For a long time, GCSAE and its members have participated in attempts to improve the overall health of the community. At some of our past get-togethers, we've heard about some of the trends in community development, and we've discussed the role of the convention center in the region's economic future.

I recently learned of an initiative that offers an opportunity for members of the association community to help shape the future of Greater Cleveland at what is clearly a critical moment.

In 2004, a group of area foundations established the \$30 million Fund for Our Economic Future as a response to the many pressing economic challenges facing northeastern Ohio.

The Fund then created an agency called Voices & Choices to conduct forums and town meetings throughout the region. Voices & Choices convened a series of Leadership Workshops in 2005, leading up to a Regional Town Meeting on November 12.

So far, 26% of the participants have identified themselves as "not-for-profit/civic," and another 24% as part of the "business/private sector."

To those whose careers are made here in northeastern Ohio, it is clear that regional issues will affect the viability of the association community and the ability of this area to sustain such a community. Ohio is becoming smaller, poorer, older, and dumber, and these trends are especially worrisome in northeastern Ohio.

Almost anyone you talk with will agree that the welfare of any region is linked to that of the city at its core; and since our region is so large, its welfare is powerfully influenced by several core cities in addition to Cleveland.

The Plain Dealer joined with other local media outlets such as WCPN-FM and WVIZ-TV to produce a series that proclaimed a "Quiet Crisis," but these issues have taken a long time to gain traction.

It's hard to move a whole region in any direction, but it seems especially difficult here. Our culture emphasizes the independence of communities, sometimes at the expense of interdependence.

But although the word "consensus" doesn't seem to appear in Ohio's political vocabulary, if

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GCSAE Schedule of Events

March 8 Blogs, Podcasting & Wikis: Enhancing the Association Experience with Social Media Tools
Presenter: Jeff DeCagna, Chief Strategist and Founder of Principled Innovation LLC
Location: Precision Metalforming Association, Independence, OH
11:30 AM - 1:30 PM

April 12 Online Education
I-X Center

May 10 Annual Meeting
Holiday Inn Strongsville

Legislative Fly-In

Join association advocates from across the country in participating in **American Associations (AA) Day, ASAE's 2006 Legislative Fly-In, March 22-23, 2006 at the Hyatt Regency Capitol Hill in Washington, DC.**

The Fly-In will kick off on March 22 with a grassroots education and lobbying best practices session and an up-to-the-minute issues briefing. On March 23, you will have the opportunity to visit with members of the U.S. House to discuss the issues that affect the association community.

\$300 travel scholarships are available for the Fly-In. To apply for a scholarship, visit:

info.asaenet.org/pdf/AA_Day_Application.pdf

For more information, contact Allison Cogbill at 202-626-2807 or Jessica Vickery at 202-626-2831.

President's Message

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you listen carefully you can hear talk of regionalism coming from many different quarters. New Cleveland Mayor Frank Jackson pleased leaders of surrounding cities by initiating talks of regionalism; and in his State of the City message, Akron Mayor Don Plusquellic spoke about the importance of cooperation between his city and its neighbor to the north.

One way for our organizations to move the process forward would be to get involved in the dialogue being coordinated by Voices & Choices. They are scheduling "community conversations" throughout the region in an effort to broaden

the base for this endeavor. Community conversations can be held with gatherings of almost any size, from a handful to hundreds of people.

For more information about what's involved in this effort and on how you or your association could be involved, go to the following Web sites:

- Voices & Choices
www.voiceschoices.org
- Fund for Our Economic Future
www.futurefundneo.org

Associations Now

The **Associations Now Volunteer Leadership Issue** is an excellent orientation tool on strategy, leadership lessons and effective governing practices and more. It is written specifically for association board members and those who work with boards.

Featured articles include topics such as the importance of ethics in the organization and within the board; insights on keeping volunteers focused and engaged; and looking at different problems that boards face and how to manage these situations.

The 2006 issue is a perfect gift for your volunteer leaders. Take advantage of quantity pricing available for as little as \$4/copy and purchase a copy for each of your volunteer leaders today. Call 888-950-2723 for more information.

GCSAE Member Lends a Hand

"I spent seven days in Nicaragua with my church helping a family in need. A family of ten was living in a three bedroom house, and we were down there building two more rooms on the house. There were 20 people who made the trip, ages 28 to 76.

We built the house by hand—moving 400 cinder blocks by hand, making cement by hand, and carrying three truckloads of dirt by hand in buckets, as they have very few machines and tools.

Some of my experiences included going to a jail and performing a church service, attending a Nicaraguan wedding performed by our pastor and climbing to the top of an active volcano.

We also spent several hours distributing medical supplies and playing soccer with the kids in the neighborhood. It was an extremely humbling experience."

-Brandon Hiller, LaCentre

New Team Member joins CVB

The Convention & Visitors Bureau of Greater Cleveland has recently hired Dan Williams as the new Assistant Director of Sales. Dan is an industry sales veteran who will have an active role in bringing minority and religious meetings to Cleveland. Dan departs a six-year position as one of the original salespeople at PlanSoft/OnVantage. His accounts included Walt Disney World, Gaylord Hotels and InterContinental Hotels & Resorts. He may be reached at dwilliams@travelcleveland.com or 216-875-6630.

They're Automatic, Systematic and Sty-lo-matic!

Well, we think they are pretty swell. The CVB has two new eNewsletters that you are invited to receive. *Destination Cleveland* is a quarterly eNewsletter targeting meeting and convention planners. The email includes critical information pertaining to Cleveland's Convention Center updates, meeting and hotel facilities, and general information on how the city's appeal as a destination continues to grow. *VisitCleveland* is a monthly eNewsletter sent to potential visitors. The email will keep you up to date on what's happening in and around town, including hotel packages and special rates. Each month includes a sweet sweepstakes package one lucky reader can win.

To receive either or both of these eNewsletters, please sign up by emailing Betsy Keck at bkeck@travelcleveland.com.

Yahoo and AOL Moving Toward Paid Email

Yahoo and America Online recently announced plans to give companies the option of paying for guaranteed delivery of emails to their subscribers. These paid messages would bypass spam filters and ensure retailers and other companies are able to reach the inboxes of customers who have already agreed to receive emails from the sender. AOL plans to launch the service within 60 days, while Yahoo said it would be available in the "coming months."

Mail certified by AOL and Yahoo through a company called Goodmail Systems would contain an icon viewable from a person's list of inbox messages. The icon would indicate that the message is from a person or company from whom the recipient has agreed to receive email. The certified emails will reportedly cost a penny or less per item to send.

GCSAE November Meeting Photo Gallery



Speaker Mark Bachmann, Partner, Marcus Thomas LLC, shared examples and techniques to help inspire creative communications and different thinking about customers. Mark has over 20 years of marketing experience.



GCSAE members and guests enjoyed the informative presentation and an excellent lunch at Signature at LaCentre in Westlake.



Congratulations!

Our congratulations go to Erik Klingerman, Convention & Visitors Bureau of Greater Cleveland, whose wife gave birth on January 4th to their son Luke Michael, who weighed in at 7lb 5 oz and measured 21 1/2" long.

Congratulations are also in order for Allison Grealis, Precision Metalforming Association, and her husband. Allison gave birth to a daughter, Amelia Catherine, on January 23rd. Amelia weighed 8 lbs. 10 ounces and measured 19 inches.

ASAE News

New IRS Website

The Internal Revenue Service (IRS) has improved their website at www.irs.gov. The site includes a new search function and a new row of navigation buttons, with an area specifically for Nonprofits and Charities. Under the "Charities and Nonprofits" section, users can find information for charities, churches and religious organizations, contributors to charities, other nonprofits (such as trade and professional associations), political organizations, and private foundations.

TSA Security Changes

The Transportation Security Administration (TSA) announced as of December 22 a few changes in airport security. Passengers will be able to carry small tools and scissors on board, and will still be required to walk through metal detectors and have their luggage and carry-ons checked. However, more random additional searches of persons and property may occur. These additional searches may include explosive screening of shoes, hand-wanding of passengers, and more in-depth inspections of carry-on luggage.

Kip Hawley, Homeland Security Assistant Secretary said, "By incorporating unpredictability into our procedures and eliminating low-threat items, we can better focus our efforts on stopping individuals that wish to do us harm."

GCSAE February Meeting



Jeffrey Dean, Executive Director and General Counsel, International Society of Explosives Engineers (Left) and Avery Fromet, Chapter Administrator, Ohio Glass Association (Below) updated members on ethical behavior and responsibilities at Crowne Plaza Hotel on February 8th.



Support your Association - Advertise in the *Association Advisor*

Advertising Rate Card

Ad Size	Members	Non-Members
Business Card	\$15	\$20
1/4 Page 4" x 5 1/4"	\$25	\$40
1/2 Page 4 1/8" x 9"	\$45	\$60
1/2 Page 5 3/8" x 7"	\$45	\$60

For an additional \$60, you can also have a 1-month banner ad on the Home page of the GCSAE Web site.

Send your camera-ready artwork along with a check to:

GCSAE, 3511 Center Road, Brunswick, OH 44212

Call the GCSAE office at 330-273-5756 for Submission Deadline.



Enriching Career, Life and Community

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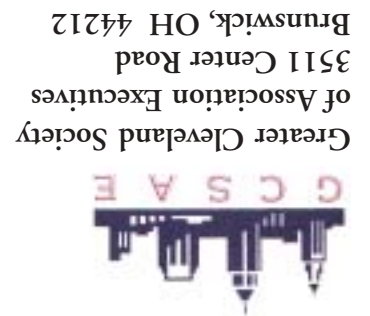
E-mail: gcsae@core.com

Help GCSAE grow -- link www.gcsae.com to your association's website!

**Password for
Members-Only
Section of GCSAE
Website**

Your User Name is: GCSAE

Your Password is: ASSN



Upcoming GCSAE Meetings

March 8—Blogs, Podcasting & Wikis: Enhancing the Association Experience with Social Media Tools

Luncheon Meeting

11:30 AM - 1:30 PM

Presenter: Jeff DeCagna, Chief Strategist and Founder, Principled Innovation LLC

Location: Precision Metalforming Association, Independence, OH

Cost: \$35.00 for members, \$45.00 for non-member association executives

Call 330-273-5756 to make your reservation.

Election Time...

Interested in running for the
GCSAE board?

Give the GCSAE office a
call at 330-273-5756
