

# ASSOCIATION ADVISOR

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## President's Message

GCSAE President Laura Nakoneczny, CAE  
*National Association of College Stores*

### The Art of Indispensability

What's your organization doing that's *indispensable* to your members?

I realize I'm asking this question at a bad time. You're dealing with the challenges of time-starved volunteers, and board members who are functioning in a suspended state of reality. The slumping economy is forcing you to re-think budgets on a monthly basis, and public policy makers are hatching plans that threaten to keep you up at night...

Still, members join and stay involved because we provide them with something they can't get anywhere else; something indispensable. "Indispensability" is the word of the day for organizations looking to stay relevant in these turbulent times.

Rest assured, it's a topic of conversation for GCSAE as well. Like you, when GCSAE committee and board members gather around the table, we wonder what would truly make GCSAE truly indispensable to members now and in the future.

Fortunately, while the definition of indispensability seems to vary from organization to

organization, it does have one characteristic that makes it a fairly easy challenge to deal with: the answer is among us.

As a community, we have some ideas on what makes our association with GCSAE important to us. Some members cite the connections they make through peer-to-peer networking. Others claim it's the business contacts, and others stay active to benefit from the professional development opportunities.

But individually, you have *exactly* the right answer to the question of what would make GCSAE indispensable to *you*. Best yet, all you have to do is tell us and your wishes will be granted.

So. What can GCSAE provide that would make it truly indispensable to you this year and into the future? Make it a point to tell a board member at the September meeting, drop us an e-mail at GCSAE@core.com, or give us a call. We're listening...

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## GCSAE Schedule of Events

- September 10 "Making the Most of Your Words"  
Luncheon Seminar at InterContinental Hotel  
Presenter: Melissa Wicinski  
BrownFlynn Communications
- October 16 Roundtable  
Tentative Topic: "What is the Plan for Cleveland?"  
Location to be announced
- November 20 "Legal Update"  
Luncheon Seminar at LaCentre  
Facilitator: Avery Fromet
- December 4 Happy Hour Networking & Fundraiser  
Location to be announced
- January 22 The Good, the Bad & the Ugly - Marketing Roundtable  
at the Wyndham
- February 11 Luncheon Seminar  
at I-X Center  
Topic to be announced
- March 18 Luncheon Seminar  
at Embassy Suites  
Topic to be announced
- April Roundtable  
Topic & Location to be announced
- May 20 Annual Meeting  
Location to be announced

# GCSAE to Host Fall CAE Study Group

Are you ready to add three more letters to your business card that demonstrate your value to your board, boss and peers? The CAE designation is a visible reminder of your commitment to the profession of association management, and it offers you a wide-range of professional benefits.

This fall, GCSAE will sponsor a six-week study group for those interested in taking the December 5 exam. Already four candidates have reserved space, but another seat is ready and waiting for you!

## The Details...

On five Wednesday evenings between October 15 and November 12, exam candidates will gather between 6-9:00 p.m. for dinner and discussions about the five core domains that are covered in the exam. Experts in each core area will be available to answer questions and stimulate the group's thinking.

Then, on November 19, candidates will participate in a one-day "exam retreat." During the morning, a 200-question practice exam (that very closely replicates the CAE examination!) will be administered. Following lunch, candidates will have a chance to review their individual answers, ask questions, and identify any areas that need strengthening before the actual exam, which will be held on December 5.

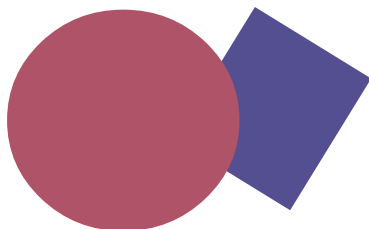
Not fully committed to the idea of taking the CAE exam? Why not attend the exam retreat and see how well you do? The next test is May 4, 2004.

## The Costs...

Fees for the full study group, which includes the five Wednesday evenings and the exam retreat day, are \$200. To accommodate individual learners in the region or those whose schedules don't permit full participation in the study group, the exam retreat will also be offered independently for \$150. Remember, the exam retreat is also open to those who are thinking about taking the exam in the future, and are interested in assessing their potential performance.

## Questions...

For additional information, watch for the GCSAE CAE Study Group brochure, being mailed to you soon, or you may contact Laura Nakoneczny, CAE at (800) 622-7498 x 2351 or e-mail "lnakoneczny@nacs.org."



# ASM International Foundation on the Honor Roll Again!

For the third year in a row, Cleveland area ASM International Foundation has been elected to the Associations Advance America Honor Roll, a national awards competition sponsored by the American Society of Association Executives (ASAE), Washington, D.C.

ASM International Foundation received the award for its ASM MATERIALS CAMP, a week long, summer camp for high school students utilizing hands-on learning principles of applied math, science, chemistry, and basic physics. New this year was a special weeklong program for high school teachers.

“ASM International Foundation’s program truly embodies the spirit of the Associations Advance America campaign. It is an honor and an inspiration to showcase this activity as an example of the many contributions associations are making to advance American society.” Michael S. Olson, CAE, ASAE President.

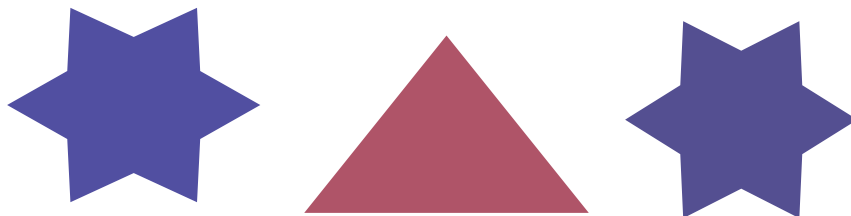
Now in its 12th year, the prestigious Associations Advance America Awards program recognizes associations that propel America forward with innovative projects in education, skills training, standards setting, business and social innovation, knowledge creation, citizenship, and community services. Although association activities have a powerful impact on everyday life, they often go unnoticed by the general public.

“To the many volunteers who have made ASM MATERIALS CAMP an outstanding program, a sincere thanks from the ASM International Foundation Board. We are proud of this program and the opportunities it presents to help young people see the career possibilities in Materials Science and Engineering through ‘hands on’ training.” Dr. Jack Simon, FASM, ASM International Foundation Chair.

Responding to growing demand for this educational outreach activity, ASM MATERIALS CAMP is expanding again, in 2003 programs will be held in: Seattle, Cleveland, Toronto (new), Los Angeles (new), Ann Arbor, Albuquerque (new), Pittsburgh (new), and Chicago (new).

The ASM International Foundation wishes to share this honor with its ASM MATERIALS CAMP partners:

- \*ASM Materials Engineering Institute
- \*ASM International
- \*University of Washington
- \*EMTECH/NSF Advanced Technological Education





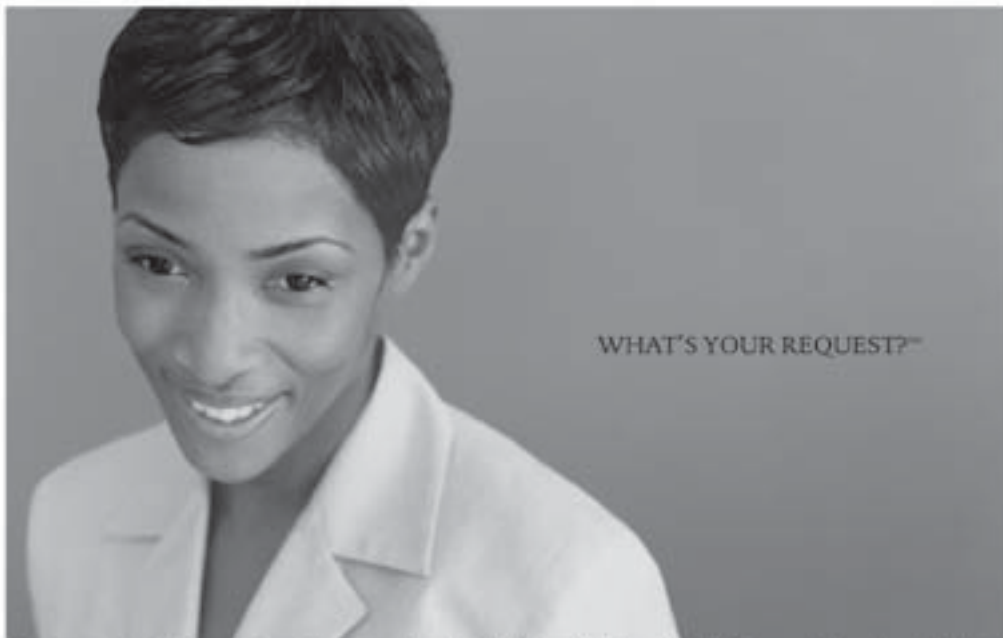
# entertainment.

The Premier Source for Discounts and Promotions

Help GCSAE earn non-dues revenue through the purchase of the 2004 Entertainment book. Through your membership in GCSAE, we are able to offer this opportunity to your association. For every book sold, GCSAE will receive \$2.00. For every 20 books your association sells, you would receive one free book to use as you like. The price is only \$25.00 (\$5 off the retail price) through November 15th. Call the GCSAE office at 330-273-5756 for more information.



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Reservations must be booked by 11/15/03. Does not apply to previously booked meetings or cancellations. The selected offer (miles, cash, gift, credit, Palm™ m500 or donation) will be delivered about 4 weeks after completion of meeting. Other restrictions apply. ©2003 Wyndham Hotels & Resorts

### It's HIP to meet in Cleveland!

The newest approach to working towards this goal is the CVB's Hotels In Partnership (HIP) program. The underlying philosophy of this initiative is to work together with Cleveland hotels to unify our efforts to sell the city as a meetings destination. The CVB's strategy is to have a single voice working together to bring groups here, as well as to keep those groups already interested in Cleveland through a CVB lead-referral system.

HIP benefits to you, our customer:

- Continued great service you are accustomed to in Cleveland.
- We do the legwork of finding the right place for your meeting.
- An informed hospitality community with a unified voice of exceptional service and great facility options.
- All with support of your CVB. To learn more about HIP, call the CVB sales team at 621-4110.



**Hotels In Partnership**  
**C L E V E L A N D**

### TravelCleveland.com: Smart, good-looking and online!

From now on, [www.travelcleveland.com](http://www.travelcleveland.com) is all you could ever want in a Web site. It streamlines everything at your fingertips for ease of planning, from seating to sleeping rooms.

The area on Cleveland's convention industry focuses on the city's strengths as a meetings destination. CVB members will be listed on the Web site to aid meeting planners in selecting businesses that are supportive of the hospitality industry and submitting requests for proposals (RFPs).

Mpoint.com, powered by PlanSoft, provides research tools for meeting planners, including accommodations information, meeting facilities, unique venues, suppliers and services. Meeting executives can also send RFPs.

Designed by Vilocity Interactive, the interactive Web site carries more links to member organizations and attractions, and better support for visitors looking for more info on the best place to meet and visit in the Midwest. Special features will help meeting planners and their attendees alike.

Stay tuned to next month's issue, when we tell you how we can rock your bottom line in Cleveland in 2005!

# GCSAE Annual Meeting & Golf Outing-- A Hole in One!!!

A great time was had by all at the GCSAE Annual Meeting & Golf Outing held at Red Tail Golf Course in Avon, Ohio on June 27th. The weather couldn't have been better for our golf scramble which was followed by a buffet lunch and the Award-winning Cleveland author John H. Tidyman who entertained the group with his best golf stories. The GCSAE annual report was also distributed during lunch and awards were presented for distinguished service to GCSAE.



*Bob Symons, Tony Belfi, and J.R. -- the winning team at the GCSAE Golf Outing*



*Guest Speaker John Tidyman*



*Mark Laskey presents Kathleen Williams with an award for outstanding service to GCSAE*



*Outgoing President Mark Laskey with his President's gavel*

*A NACS representative accepts awards for Laura Nakoneczny for outstanding service to GCSAE and the NACS Graphics department for their creative membership campaign materials.*



## Advertising Rates

Support your Association  
Advertise in the *Association Advisor*

### Rate Card

Ad Size	Members		Non-Members	
	Year (9x)	1x only	Year (9x)	1x only
Business Card	\$90	\$15	\$144	\$20
1/4 Page 4" x 5 1/4"	\$195	\$25	\$288	\$40
1/2 Page 4 1/8" x 9"	\$360	\$45	\$505	\$60
1/2 Page 5 3/8" x 7"	\$360	\$45	\$505	\$60

Send your camera-ready artwork or your inserts along with a check to:  
GCSAE, 3487 Center Road, Suite 6C, Brunswick, OH 44212

*Deadline for submission is the 10th of each month.*

### *Our Thanks to this year's Golf Outing Sponsors!*



Atwood Lake Resort  
And Conference Center



### *Thanks also to all who donated items for our Annual Meeting Silent Auction.*

Nautica Queen

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