

ASSOCIATION ADVISOR

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President's Message

GCSAE President Laura Nakoneczny, CAE
National Association of College Stores

Enjoy the Lazy, Hazy Days of Summer!

Summer. There's no doubt that people tend to get a bit more relaxed once summer finally arrives.

At the office, and at those of our customers, people seem calmer, more laid back, and significantly more inclined to daydream... I meant "quietly reflect." Business attire takes a back seat in many closets as more casual work apparel becomes the norm. Our previously crammed schedules now revolve around shortened weeks and staff vacations.

Let's face it: all this leisure can pose a challenge to getting things done. But not if you take advantage of the opportunity to do the "right" work!

Summer is a great time to collect information critical to your strategic planning process. With nearly everyone feeling less hassled, can you think of a *better* time to gather honest, candid feedback from your members and custom-

ers about the direction your organization is heading?

This is a great time to engage your membership in casual conversations about what your organization strives to be, to whom, and how. Imagine how you can energize your staff with the opportunity to transform their work-related daydreams into strategic plans. Take advantage of the slower pace to empower your customers with the knowledge that their feedback is valued.

Whatever you do, don't forget that in just a few weeks, everyone's pace will pick up again as lower temperatures trigger a race toward the close of the year and the end of our annual "to-do" lists. So why not "make hay while the sun shines" in your organization these next few weeks?

Hope you have a safe and enjoyable summer. Looking forward to see you again this fall!

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GCSAE Schedule of Events

September 15	Roundtable
November 17	Lunch Program
December	Social - Date TBD
March 9, 2005	Roundtable
May 18, 2005	Annual Meeting
August 12, 2005	Social

ASAE Education Schedule of Events

July

- 14 Jul **Virtual Seminar: Deliver Premium Value By Creating An Aspiring Brand**
- 15 Jul **Successful Presentation Skills**
- 15 Jul **Hotel Operations Waldorf Astoria**
- 20 Jul **Using Research to Promote Your Association**
- 22 Jul **Hotel Operations Loews New Orleans**
- 28 Jul **Strategies for Developing Effective eMarketing Campaigns (Part 1 of a two-part seminar)**
- 28 Jul **Live demonstration of MagnetMail (Part 2 of a two-part seminar)**

August

- 14 Aug **Annual Meeting and Exposition 2004**

September

- 13 Sep **CEO SYMPOSIUM Hyatt Regency Tamaya Resort**
- 28 Sep **DC Legal Symposium**

ASAE, GWSAE, ASAE Foundation, and The Center for Association Leadership Merge Into Two Organizations

In a landmark decision that changes the face of the association profession, voting members of the Greater Washington Society of Association Executives (GWSAE) yesterday put the finishing touch on an historic merger involving GWSAE, the American Society of Association Executives (ASAE), the ASAE Foundation, and The Center for Association Leadership.

The merger creates two independent entities — ASAE and The Center for Association Leadership — that will also be interdependent through a governance structure that links the two organizations. They will serve a market of 295,000 association professionals and business partners nationwide, including 75,000 just in the Washington, DC metropolitan area.

The vote of the GWSAE association professional members concluded on June 30, 2004. Of the 733 members who voted, 78 percent voted in favor of transforming their organization from an independent not-for-profit corporation into an entity that is part of The Center for Association Leadership, which will offer a similar set of programs and benefits through an entity called the GWSAEnetwork. This new entity will continue to represent the interests of association professionals and business partners in the greater Washington, DC area. GWSAE members automatically become part of the GWSAEnetwork and ASAE members through the merger, where they will also have access to a broad range of additional programs and benefits.

The ASAE Foundation, the research arm of ASAE charged with preparing the association profession for the future, also becomes part of The Center for Association Leadership, a global organization that will offer exceptional learning experiences nationwide, creates and disseminates knowledge, and builds community throughout the association profession.

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Deadline for submission is the 10th of each month.

Advertising
Rates

ASAE, GWSAE, ASAE Foundation, and The Center for Association Leadership Merge Into Two Organizations

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The boards of the four organizations involved agreed to the merger in principle in January 2004. Since then, volunteer leaders and staff of the organizations conducted extensive due diligence, including holding a series of Town Hall meetings nationwide to collect input from stakeholders that helped shape the structure and programs of the merged organizations. The boards voted to approve the merger on May 25th, 2004.

A vote of GWSAE association professional members to transform their organization was the final step required to complete the merger.

"This bold initiative unites our organizations with a common vision — advancing the association profession across the nation and around the world," said ASAE President & CEO John Graham, CAE. "The concept of merging these groups has been discussed for many years, and we are delighted that it has finally happened."

The Center for Association Leadership President & CEO Susan Sarfati, CAE, added, "This is a great day for association professionals. Through this merger, the Center has an expanded mandate to provide learning and knowledge development opportunities to executives everywhere. Our mission is to create strong leaders for the profession, and we now have the combined resources of all these organizations to help accomplish this goal."

The merger proposal was developed by a Joint Organization Leadership Team (JOLT), comprised of the top elected officers of each of the four organizations, plus Graham and Sarfati.

Together, ASAE and The Center promise to be:

- The principal resources for ideas, models and learning
- A vibrant, stimulating and welcoming community of professionals
- The recognized leader in promoting the value of voluntary organizations worldwide
- The model of organizational excellence in the association community

Members and stakeholders of the four predecessor organizations will benefit from the merger in numerous ways, including:

- Access to a larger scope of programs and benefits
- New ways to translate research into practical applications for the association community
- Eliminating duplicative dues payments to two membership organizations
- Harnessing the combined volunteer and staff talent of the four organizations for a common purpose
- Combining the strength of the four organizations' business partner relationships and related financial support
- Reducing confusion in the marketplace by providing a single, comprehensive resource for the association community
- Eliminating redundancies in programming and product offerings
- Achieving greater operating efficiencies by consolidating areas such as finance and administration, technology, meeting services, marketing, and human resources



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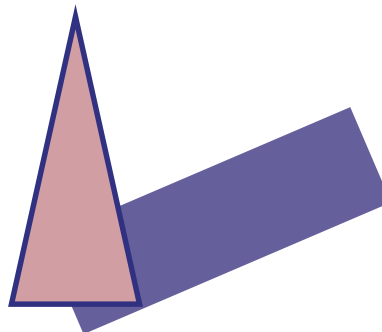
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- Ending divided loyalties and competition for the time and resources of members and volunteers
- Creating a single, comprehensive association marketplace that allows business partners to effectively reach their customers

Several initiatives are already underway, including two “Great Ideas” conferences scheduled for Orlando, FL, and Phoenix, AZ, that will deliver exceptional learning experiences to association professionals across the nation.

“ASAE members outside Washington, DC, have been asking for years to have more education programs offered across the nation,” Graham explains. “This merger allows us to deliver these opportunities in locations convenient to them at price points they can afford.”

At the same time, the Washington, DC, metropolitan region remains the largest market of association professionals in the world, and local executives want to retain the culture and networking opportunities that GWSAE has created for them for many years.”

“We listened to what GWSAE members wanted and created the GWSAEnetwork that preserves and expands the programs that are important to them,” Sarfati says. “We worked hard to ensure that the culture, camaraderie, and peer networking that has made GWSAE successful remains in place. Although the corporate entity no longer exists, the heart and soul remain because it is made up of people from our community who will remain.”

Graham and Sarfati add that the culture of the new ASAE and The Center for Association Leadership will be defined by inclusiveness, a focus on people, world-class customer service, market responsiveness, and innovation.

“We intend to translate the excitement of this merger into new initiatives that will serve association professionals in ways they have not experience before,” Sarfati reports. “We will embrace new thinking, take risks, pursue innovation, and actively seek a variety of perspectives from inside and outside the association community and inside and outside the Washington region. We will benefit from the expanded resources and brainpower we have gained by merging.”

ASAE and The Center for Association Leadership will also achieve operational efficiencies through shared services in the areas of human resources, finance and administration, information technology, marketing, public relations, communications, meetings and expositions, and market research.

The two organizations will operate with separate boards linked in a new governance structure that includes cross-representation on both boards and a unified staff structure.

ASAE will continue to operate from its headquarters at 1575 I Street, N.W., in Washington, DC, and The Center for Association Leadership and the GWSAEnetwork will continue to operate from its nearby headquarters in the Ronald Reagan Building & International Trade Center in Washington, DC. The budget of the combined organizations is \$33 million.

Survey & Ballot Systems, Inc., an independent election services firm based in Eden Prairie, MN, administered and tabulated the voting ballots used by GWSAE members.

Create a Disaster Survival Notebook

by
Bob Harris, CAE

Nobody thought the warning of a flash flood would impact the association office. Usually that “happens to somebody else.” Flash floods would slow the drive home...but certainly not destroy our office!

Disasters occur every day — whether it is a flash flood, fire, hurricane, computer theft, tornado, broken water pipe, or other natural disaster.

At the *Mountain States Lumber and Building Material Dealers Association*, the executive director advises board and staff of her system to be prepared in case of a disaster. She created the Disaster Survival Notebook.

Imagine that a fire swept through your office and you had to replace or recreate the most critical association documents. The staff knows to grab the notebook from the shelf if disaster is imminent. The CEO keeps a copy of the notebook at her home and also asks the CPA to store a copy.

The notebook contains copies of important governing and management documents:

- IRS Information Returns for 3 Years (a.k.a. Form 990)*
- IRS Letter of Determination
- Current Financial Report
- Articles of Incorporation
- Bylaws
- Sales Tax License and/or Exemption
- Current Rosters of Board and Staff
- Policy Manual
- Insurance Policies
- Back Up Disc to Computers
- Major Software Licenses
- List of Passwords

The notebook doubles as the resource for staff to respond to public record requests.

#

Note. Bob Harris, CAE, advises association boards and staff on efficient management and governance. His website offers tips and templates at www.nonprofitcenter.com

