

ASSOCIATION ADVISOR

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President's Message

GCSAE President Laura Nakoneczny, CAE
National Association of College Stores

What *Not* to Do

A colleague of mine recently decided to deepen her professional skills by helping a local non-profit group that she's involved with weather some turbulent times. On the positive side, she's gained a wealth of new experiences. Sadly, they are exactly the kinds of situations that many of us spend our careers trying to avoid!

For instance, an officer of the organization is now under investigation by the Securities and Exchange Commission. Investors have removed their support. And, as you might expect, the organization has sustained such damage to its reputation that donations are drying up and things like mortgage payments, salaries, and utilities have become luxuries. Today's crisis involved a nasty gas leak that must be fixed because once the gas lines leave the building they run under another person's property – a challenge that will cost thousands of dollars to repair and translate into “no heat” for now.

Unfortunately, even here in Cleveland, newspaper stories about the mismanagement of non-profits – and all the consequences that perceptions of mismanagement create – are somewhat common these days.

Still, whenever my friend and I sit down and talk about what is going on with her orga-

nization, there are two prominent themes that our discussions return to. First, never underestimate the power of a shared vision. Unity of purpose should underlie everything that non-profits do.

Second, if you want a non-profit career that doesn't involve having a dedicated beat reporter, you need to understand the intent and letter of the law. This isn't actually earth-shattering stuff, but given our busy days we often don't keep adequately abreast of all the latest legal developments — myself included.

Staying updated on legal issues is a chore, but it's a critical one for those of us that want to operate with even a minimal degree of ethics. Fortunately, GCSAE is offering a legal update session this November in Westlake. What a great opportunity to spend your lunch hour taking a pro-active look at the legal health of your organization!

Now, one last word about my friend: she's only 27. Although I can only *speculate* about the organization's future, I have to admit that I'm pretty comfortable thinking that the future of one of our organizations might someday be in her hands. She's getting one first-rate education in what not to do – and it's consequences.

Hope to see you in November!

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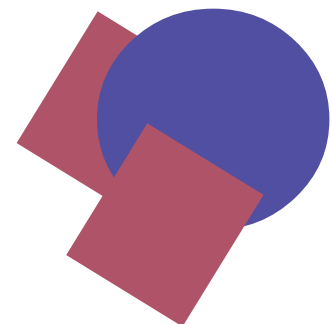
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GCSAE Schedule of Events

November 20	"Legal Update" Luncheon Seminar at LaCentre Facilitators: Avery Fromet & Jeff Dean
December 4	Happy Hour Networking & Fundraiser Powerhouse Pub 4 - 7 PM
January 22	Media Relations and Crisis Communication Roundtable at the Wyndham Presenters: Hennes Communications LLC
February 11	Luncheon Seminar at I-X Center Topic to be announced
March 18	Luncheon Seminar at Embassy Suites Topic to be announced
April	Topic & Location to be announced
May 20	Annual Meeting Location to be announced

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Welcome New Members

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Welcome New Members

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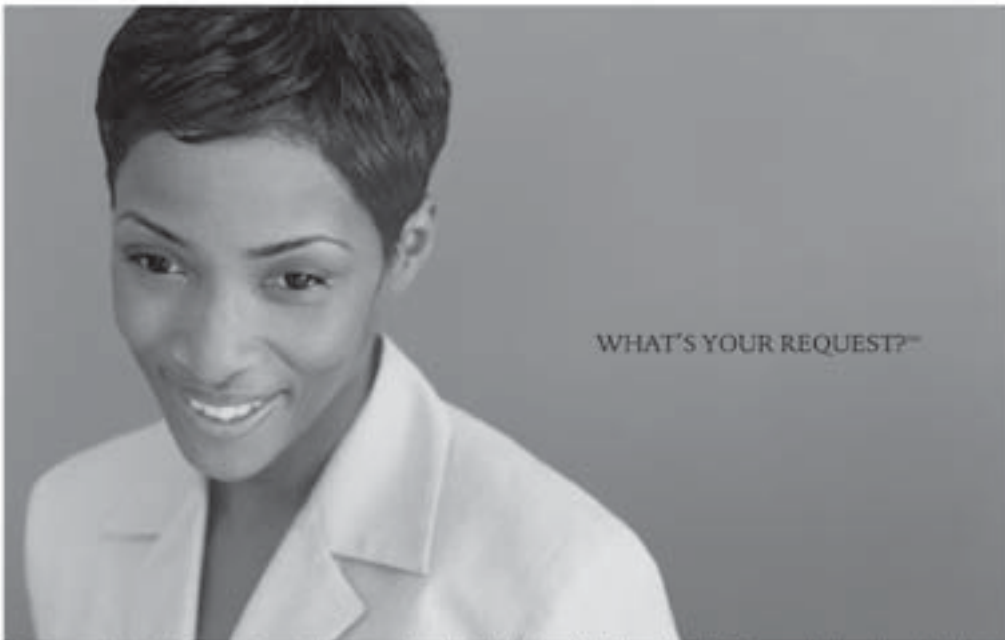
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Member News Briefs

Congratulations to Kathleen Williams who recently passed her Certified Meeting Planner exam.

Congratulations also to InterContinental Hotels Cleveland. The hotel was named employer of the year by LEAP (Linking Employment, Abilities & Potential), a Cleveland group devoted to obtaining jobs for people with disabilities.

The International Society of Explosives Engineers announced that it will hold its 30th Annual Conference on Explosives and Blasting Technique at the Sheraton New Orleans Hotel, New Orleans, Louisiana, February 1-4, 2004. As many as 1,600 blasters, manufacturers, government officials, and suppliers gather for this conference from all over the world to gain new insights and ideas and form new business alliances. Participation is expected to be strong again as the largest conference of its kind in the explosives industry assembles in New Orleans. This annual event has been recognized in the explosives industry as an international forum uniquely designed and targeted to assist the hands-on explosives user.

Help Wanted

RECEPTIONIST/GENERAL OFFICE \$8 - \$10/hr

Non-profit medical society at Rockside-77 seeks multi-tasking receptionist/general office employee with excellent phone and communication skills. Word and Excel computer skills a plus.

Responsibilities include answering phones, receiving deliveries, opening and sorting mail, photo copying, faxing, updating addresses in database and other general office tasks as assigned. Send resume to: Executive Director, 2 Summit Park Dr., #140, Independence, OH 44131

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 along with a check to:

GCSAE, 3487 Center Road, Suite 6C, Brunswick, OH 44212

Deadline for submission is the 10th of each month.