

# ASSOCIATION ADVISOR

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Greater Cleveland  
Society of  
Association  
Executives  
3487 Center Road  
Suite 6C  
Brunswick, OH  
44212  
Tel: 330-273-5756  
Fax: 330-220-7914  
gcsae@core.com  
www.gcsae.com



## President's Message

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

### This is *Our* Town

Is the talk around your office coffee pot focused on the recent announcement by Cleveland Mayor Jane Campbell that she will not support the sales tax needed to fund a new downtown convention center? At GCSAE, talk has focused on little else.

The situation in Cleveland could easily provide fodder for writing an association management textbook. For instance, associations exploring major changes often experience the same type of political infighting and stakeholder skepticism that confronted the convention center project. Similarly, many organizations — not just city halls — struggle to keep their key decision-making processes open and unrushed.

There is also this story's connection to the hospitality industry. Cleveland associations have a long history of partnership with Cleveland hotels through GCSAE, so the convention center decision seemed destined to affect us, too.

As the story developed, one of the few points to clearly emerge was that our Cleveland hospitality industry is extremely fragile. Tens of thousands of local jobs depend on meetings, and our 80-year-old antique convention center is no longer competitive with other venues.

So what can be done now that the mayor has made her decision? Plenty!

Start by revisiting all that Cleveland has to offer your organization. That low cost-of-living we enjoy isn't the only reason you're headquartered here. Spend some time reminding members why you're here.

While not all of us can house our conventions in Cleveland, recent years have seen the arrival of some truly outstanding meeting and hotel facilities that can easily service several hundred to a few thousand people. There are state-of-the-art facilities right here in town. Consider using them.

Finally, commit to taking part in the dialogue. Cleveland deserves a robust, vibrant, conversation about its future. Hotel and restaurant owners, leaders of the region's cultural institutions, entertainment and sports industry representatives should all be involved — and so should each of our organizations.

GCSAE's Board has committed to being a part of that dialogue and to providing a voice for our local non-profit community. Creating success in Cleveland will not only enhance the environment that our organizations operate in — it'll improve the quality of *our* lives and careers as well.

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## OFFICERS & DIRECTORS

### President

Laura Nakoneczny, CAE 800/622-7498, ext 2351  
National Association of College Stores Inakoneczny@nacs.org

### Vice-President

Sarah Fanger 440/286-2580 volunteerleadership@yahoo.com

### Treasurer

William Lavezzi 440/845-2030 lavezzi@neoea.org  
North Eastern Ohio Education Association

### Immediate Past President

Mark Laskey 216/398-9860 mlaskey@ceacisp.org  
Construction Employers Association

### Directors

Allison Roberts 216/901-8800 aroberts@pma.org  
Precision Metalforming Association  
Garis Distelhorst, CAE 440/250-9222  
Marble Institute of America gdistelhorst@marble-institute.com  
Thomas Wanner 216/459-0770 twanner@mapic.org  
Mechanical Contractors' Assn. of Cleveland

### Associate Director

Linda DesForges 216/252-5333  
Cleveland Airport Marriott ldesforges@boykinlodging.com

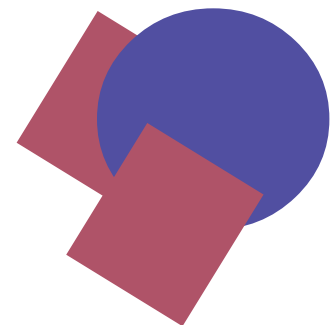
### Association Management Team

Jackie Symons/Marcie Price 330/220-7214  
jackie@jmbs.biz / marcie@jmbs.biz  
J & M Business Solutions, L.L.C.

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## GCSAE Schedule of Events

|                    |   |
|--------------------|---|
| <b>October 16</b>  | <b>Roundtable</b><br>Tentative Topic: "What is the Plan for Cleveland?"<br>Location to be announced |
| <b>November 20</b> | <b>"Legal Update"</b><br>Luncheon Seminar at LaCentre<br>Facilitators: Avery Fromet & Jeff Dean     |
| <b>December 4</b>  | <b>Happy Hour Networking &amp; Fundraiser</b><br>Powerhouse Pub<br>4 - 7 PM                         |
| <b>January 22</b>  | <b>The Good, the Bad &amp; the Ugly - Marketing Roundtable</b><br>at the Wyndham                    |
| <b>February 11</b> | <b>Luncheon Seminar</b><br>at I-X Center<br>Topic to be announced                                   |
| <b>March 18</b>    | <b>Luncheon Seminar</b><br>at Embassy Suites<br>Topic to be announced                               |
| <b>April</b>       | <b>Roundtable</b><br>Topic & Location to be announced   |
| <b>May 20</b>      | <b>Annual Meeting</b><br>Location to be announced   |



# Letter from ASAE: Update on FCC Fax Rules

Dear ASAE Advocates and Coalition Members:

As last reported, after several weeks of discussions with ASAE and others, on August 18, the Federal Communications Commission (FCC) reconsidered the effective date for some provisions of its new “do-not-fax” rules. The FCC’s new effective date is January 1, 2005. As you know, the new rules would have required associations and other businesses to seek the express prior written consent of each recipient before transmitting any faxes considered “commercial” in nature. The FCC stayed the effective date of the prior written consent requirement to allow groups more time to obtain such required consent and comply with the new rules. ASAE thanks the more than 1,500 associations that co-signed our two petitions before the FCC.

Given this 6-month stay, ASAE continues to work on several fronts in regards to this issue.

One issue, regarding approval of certain portions of the FCC’s new rules by the Office of Management and Budget (OMB), has drawn particular attention. As part of the Paperwork Reduction Act, the FCC must submit for approval those do-not-fax regulations that impose information collection requirements. Under the Act, all agencies are required to submit to OMB estimates of the time and expense involved in complying with new rules pertaining to the collection of information. Such rules cannot go into effect until OMB approves the estimate, provides a control number, and publishes a notice in the Federal Register.

Business groups and associations have asked OMB to deny the FCC’s request for approval of a one hour per year time estimate to fulfill the paperwork requirements associated with the regulations. However, it remains unclear as to what authority OMB ultimately has over the FCC and the effect an OMB denial would have on the FCC’s promulgation and enforcement of the regulations.

Additionally, the FCC’s new definition of an “established business relationship” (EBR), which became effective August 25, 2003, has organizations seeking further clarification. The FCC has newly defined an EBR as a “voluntary two-way communication, which they have broken down into business transactions and voluntary requests, between a person or entity and a residential subscriber with or without an exchange of consideration,

- \* on the basis of the subscriber’s purchase or transaction with the entity within the eighteen (18) months immediately preceding the date of the inquiry

*continued on page 4*

## Letter from ASAE

continued from page 3

- \* or on the basis of the subscriber's inquiry or application regarding products or services offered by the entity within the three (3) months immediately preceding the date of the call, which relationship has not been previously terminated by either party."

ASAE is preparing a letter urging OMB not to approve the FCC's do-not-fax rule requiring prior express written consent from the intended recipient on the grounds that the FCC's time and expense estimates to comply with the consent requirement, as well as the definition of the EBR, are grossly inaccurate.

On the legislative front, ASAE will continue to brief Congressional leaders on the details of this FCC issue and its importance to the association community, and will seek to determine the best course of action. As new details emerge on this issue, ASAE will be sure to update you.

Again, thank you for your help in this important matter. There is still much to be done, but with your continued support, we hope for a successful result to this issue.

Should you have any questions, please do not hesitate to reach ASAE's Public Policy Division by email at [publicpolicy@asaenet.org](mailto:publicpolicy@asaenet.org) or by phone at 202-626-2703.

Jim Clarke  
Senior Vice President, Public Policy



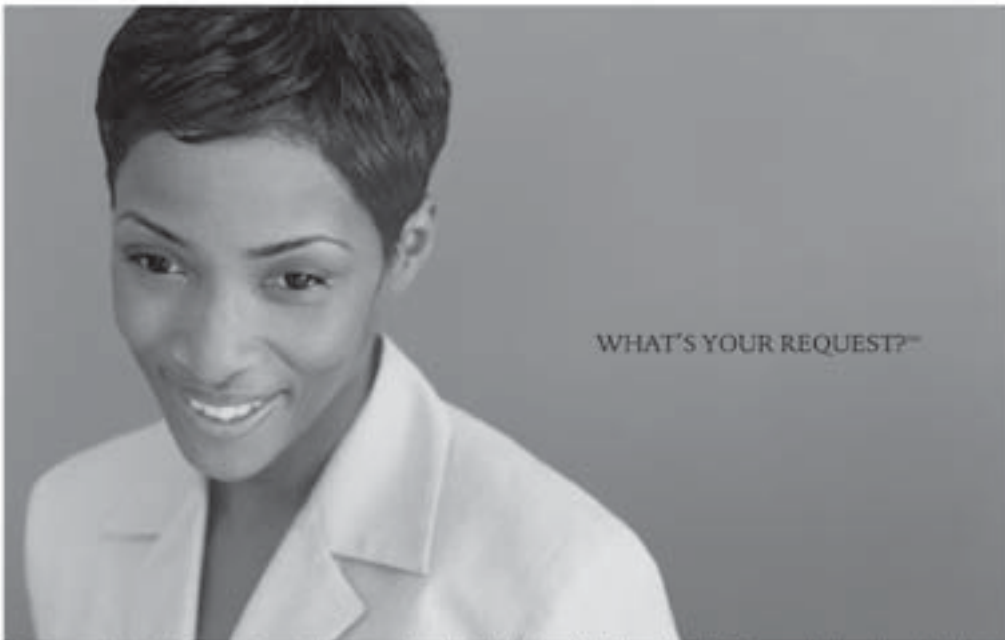
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**Win meetings and influence friends:  
Research proves that TEAM Clevelanders are indeed smarter  
and better-looking than their non-TEAM Cleveland peers**

Well, *we* think they are smarter and more attractive, simply because TEAM Clevelanders know the importance meetings held in Cleveland have on the area's economy.

A TEAM Clevelander is involved in a trade, professional or fraternal organization that holds meetings, and he or she can help connect us to the people who direct those meetings. Smart person that a TEAM Clevelander is, he or she also realizes that everyone wins when a meeting is held here in Cleveland: the local organization showcases its region, local membership can increase, and Cleveland's economy gets the equivalent of a B-12 shot.

Pretty good results, considering all the TEAM Clevelanders had to do was help us make the connection. Yep, that's it. We take it from there with our own team of smart and attractive CVB representatives.

Like to know more about TEAM Cleveland? We'd be more than happy to tell you and your association staff about it. Or let us communicate the program to your membership through your employee newsletter. Call Betsy Keck at (216) 875-6623 to discuss these options.

**TEAM Cleveland: Meetings right here, right now.**

**1.877. TEAM CVB or [www.teamcvb.com](http://www.teamcvb.com)**



Meetings...right here, right now.

# GCSAE September Meeting Attendees Experienced Exquisite Dining at the InterContinental Hotel



*The Intercontinental Hotel served GCSAE members and guests with style.*



*Guest Speaker Melissa Wiscinski, BrownFlynn Communications, offered some useful strategies in her interactive presentation on communicating.*

## Member of the Month



**Garis F. Distelhorst, CAE**  
**Executive Vice President & CEO**  
**Marble Institute of America, Inc.**

Garis Distelhorst is a native of Columbus, Ohio and a 1965 graduate of The Ohio State University and the U.S. Naval Supply Corps School. He served as an officer in the U. S. Navy for four years. Prior to joining MIA, which has grown 25%, with a revenue increase of 40%, under his leadership, Distelhorst served the association world in several capacities. He has been President and CEO of the Convention Industry Council (CIC) and President of Association Initiatives, Inc. (a consulting and program development firm for the association community), chief executive of the National Association of College Stores (NACS) and president of its subsidiary - NACSCORP, Inc., chairman of the board of directors of ASAE and chairman of the board of directors of the ASAE Foundation.

He is currently a member of the Board of Directors of the J. R. Holcomb Company, FirstMerit Bank—Elyria Region, the Avon Lake Community Improvement Corporation, Project Love, and of the Lorain County Community College Foundation.

He and his wife, Helen, reside in Avon Lake, Ohio. They have three children: A son, Garen, and daughter, Kristen, are graduates of Miami University. Daughter, Alison, attends Magnificat High School in Cleveland.

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