

# ASSOCIATION ADVISOR

Autumn 2005



Greater Cleveland  
Society of  
Association

Executives

3511 Center Road  
Brunswick, OH  
44212

Tel: 330-273-5756

Fax: 216-803-9900

[gcsae@core.com](mailto:gcsae@core.com)

[www.gcsae.com](http://www.gcsae.com)



## President's Message

GCSAE President Bill Lavezzi

*North Eastern Ohio Education Association*

### A Nation of Associations

This year marks an anniversary important to our profession: the July bicentennial of the birth of Alexis de Tocqueville.

In many ways his world was different from ours. In the first third of the nineteenth century, the new country's

Constitution was less than fifty years old. Many observers regarded America as a new Eden where the "new Adam" would have a second opportunity to get it right.

Born in July 1805, de Tocqueville was sent here in 1831 by the French government to study our penal system. He made a number of observations along with those that brought him to these shores, and in 1835 and 1840 published the two volumes of *Democracy in America*, which still provides valuable judgments of American character.

He observed that the young America

was a nation of joiners. (One gets the impression that if de Tocqueville were living today, he might handle PR for Garrison Keillor's fictional "American Society of Associations.") He observed that "Americans of all ages, all conditions, and all dispositions constantly form associations."

He found that these associations were incredibly diverse, noting the existence of "associations of a thousand . . . kinds, religious, moral, serious, futile, general or restricted, enormous or diminutive."

De Tocqueville noted that Americans created these associations to serve a variety of purposes: "to give entertainments, to found seminaries, to build inns, to construct churches, to diffuse books, to send missionaries to the antipodes; in this manner they found hospitals, prisons, and schools. If it is proposed to inculcate some truth or to foster some feeling by the encouragement of a great example, they form a society."

*continued on page 3*

## OFFICERS & DIRECTORS

### President

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

### Vice-President

Allison Grealis 216/901-8800 agrealis@pma.org  
Precision Metalforming Association

### Treasurer

Tony Ellis, CAE 800-622-7498, ext. 2354 tellis@nacs.org  
National Association of College Stores

### Immediate Past President

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

### Directors

Garis Distelhorst, CAE 440/250-9222  
Marble Institute of America gdistelhorst@marble-institute.com

Lynn Mangol 216/349-4400 mangol@isee.org  
International Society of Explosives Engineers

John Zajc 216/575-0500 jzajc@sabr.org  
Society for American Baseball Research

### Associate Director

Erik Klingerman 216/621-4110 emklingerman@travelcleveland.com  
Cleveland CVB

### Association Management Team

Jackie Symons/Marcie Price 330/273-5756  
gcsae@core.com  
J & M Business Solutions, L.L.C.

## GCSAE Schedule of Events

Sept 14 **Best Practices: The Latest Trends in... Meetings**  
Luncheon Meeting  
Featured Speakers: Bruce Harris & Mike Burns, Conferon  
Location: Conferon Corporate Offices in Twinsburg  
11:30 AM - 1:15 PM  
Cost: \$25.00 for members, \$35.00 for non-member association executives, \$45.00 for non-member hotel or other supplier

Oct 12 **Building a Brand**  
Luncheon Meeting  
Presenter: Jean Gianfagna, Gianfagna Marketing & Communications, Inc.  
Location: InterContinental Hotels  
11:30 AM - 1:15 PM

Nov 9 **Best Practices: The Good, the Bad & the Ugly in Association Publications**  
Luncheon Meeting  
Presenter: To be announced  
Location: To be announced  
11:30 AM - 1:15 PM

## New Password for Members-Only Section of GCSAE Website

Your User Name is still: GCSAE  
Your New Password is: ASSN

**ASSOCIATION ADVISOR** is published 3 times a year by the Greater Cleveland Society of Association Executives, 3511 Center Road, Brunswick, OH 44212. The opinions expressed herein are those of the authors and do not reflect the opinions of GCSAE. **Editorial contributions are welcome. Deadline for submitting articles is the 10th of each month.** Articles accepted for publication are subject to editing by GCSAE. Advertising is accepted on a space available basis. Contact the GCSAE office for further information. (330) 273-5756

## President's Message

*continued*

He observed that in creating associations, Americans had found a different way of addressing society's needs than other societies: "Wherever at the head of some new undertaking you see the government in France, or a man of rank in England, in the United States you will be sure to find an association."

As always, the question is how much to make of these observations. That sense of America as an experiment was very much alive when de Tocqueville made his visit, but today we've become accustomed to our role as a world leader. In fact, American leaders of both parties have attempted to export our system abroad. The results have been mixed, especially in countries with little experience with democracy.

Fledgling democracies seem to get the math right: they understand that rule by the

majority means that you count the votes and the majority wins. But they quickly discover that the math is the easy part. It turns out that to make democracy work, a country needs to have a sense of common purpose that overcomes personal and tribal interests and motivates compromise and accommodation.

American democracy is not without its problems, of course; but to the extent that it works, it does so partly because we have that sense of common purpose. De Tocqueville felt that our involvement in associations was one way in which we developed it. If so, modern association executives are the guardians of a key to the success of the American system, and the consequences of what we do reverberate not just here but abroad.



Are your publications, CDs, posters, web sites or any of your other media offerings among the best in the association community? Have you produced stellar promotional communications for your meetings and conventions? For membership promotion? There are more than 25 categories for national, regional and local associations to enter top-notch print and electronic media. Vendors are encouraged to enter their own promotional materials in Category 26, or to enter their association clients' materials in any category. Find out if you have what it takes to be at the top by entering the most prestigious media contest exclusively for associations! Materials produced between November 1, 2004 and October 31, 2005 are eligible. **DEADLINE IS OCT. 31, HALLOWEEN!** Visit [www.omnisam.com/assntrends30/omnicontests](http://www.omnisam.com/assntrends30/omnicontests) - for more information.



## ***Rock Your Bottom Line* incentive program ends soon!**

### **Cleveland associations looking to impact their bottom line should look no further**

Brought to meeting planners everywhere by the CVB of Greater Cleveland, *Rock Your Bottom Line* is a strong value proposition of hotels, special venues, transportation and education partnerships. Of course, the primary incentive that Cleveland provides is the superb service meeting guests are accustomed to, in a city that is bursting with wonderful entertainment options, including a House of Blues venue downtown.

The second incentive is the savings: The more rooms you fill with attendees, the greater the savings to your organization's bottom line. Groups that book a meeting in 2005 with a participating Cleveland hotel can apply a 10% savings of their total room revenue to the bottom line of their master account. In addition, qualifying groups can get event rental of the Rock and Roll Hall of Fame + Museum at a reduced rate.

But wait, there is more: The CVB, will invest in a meeting's education if the association books a speaker with the Ohio office of the National Speakers Association. And Continental Airlines' MeetingWorks program provides planners with bonus points that can be turned into upgrades, free tickets and more.

Learn more about this program by visiting [RockYourBottomLine.com](http://RockYourBottomLine.com). The Web site will offer you the ability to send an RFP. Try out a unique calculator, where you can see just how much savings to your bottom line the program will offer as compared to other cities.

Meeting executives interested in impacting their organization's bottom line must book business through the CVB of Greater Cleveland.

# GCSAE Annual Meeting Photo Gallery



Keynote Speaker Jay L. Schiavo, CAE, All Media Creative Marketing Communications presented a lively and informative program on Integrated Marketing Communications

Harriet Fader happily announced her retirement. This was her last day of work!



GCSAE Past President Mark Laskey received the Leadership Award from outgoing President Laura Nakoneczny

## CAE Preparation Program Offered

If you're planning on taking the December CAE exam and are looking for a good preparation program, Michigan Society of Association Executives offers a 3-month on-line program. As a member of GCSAE, you will receive the member rate. Information is available at [www.msae.org](http://www.msae.org) on the Education page.

# ASAE News

## **Industry Groups Commend DHS “Reasonable Balance” Stance**

ASAE & The Center for Association Leadership, Meeting Professionals International (MPI), and the Professional Convention Management Association (PCMA) sent a letter today to Department of Homeland Security (DHS) Secretary Michael Chertoff applauding his July 13 comments on taking a “reasonable balance” approach that ensures the security of our nation’s borders while welcoming international visitors.

In the letter signed by the presidents of the three organizations, they thanked the Secretary for “the efforts that you and your department are undertaking to make our country safer, without impeding the ability of foreign travelers to come in and out of the United States efficiently. Meetings and conventions are a multi-billion dollar industry, which generate an enormous positive economic impact and millions of jobs in the United States. The meetings industry relies heavily on the ability of travelers from other countries to enter and leave the United States efficiently.”

ASAE & The Center, MPI and PCMA have vowed to respond collectively to issues as they emerge that impact or threaten to impact the meetings and conventions industry.

## **Knowledge Management: Management and Planning**

The ASAE & The Center for Association Leadership Knowledge Center and Information Central has many resources available to benefit your staff. Below are resource links on the topic of management and planning. For additional resources on this subject or other questions related to association management, visit the ASAE website and click on “Knowledge Center/Information Central” or contact ASAE’s Knowledge Center/Information Central at (202) 326-9559 or [infocentral@asaenet.org](mailto:infocentral@asaenet.org).

## **Environmental Scanning Makes Planning Possible**

Environmental scanning – the process of researching and gathering information on how external issues may impact your association – can assist in identifying new issues and how to plan for the future. <http://www.asaenet.org/asae/cda/ammag/1,,ETI18785,00.html>

## **Real World Business Planning**

Think having a business plan is only useful to large organizations, or feel there’s never time to sit down and create the document? In this case study, learn how one association developed a five-year business plan and the methodology used. <http://info.asaenet.org/pdf/DOC019.PDF>

## **Business Recovery Planning: How Associations Can Avoid Disaster**

Steven Dunn offers tips on how to create an effective business recovery plan.

<http://www.asaenet.org/asae/cda/index/1,1584,PID16079,00.html>

## 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*

Greater Cleveland Society of Association Executives

3511 Center Road, Brunswick, OH 44212

Phone: 330-273-5756

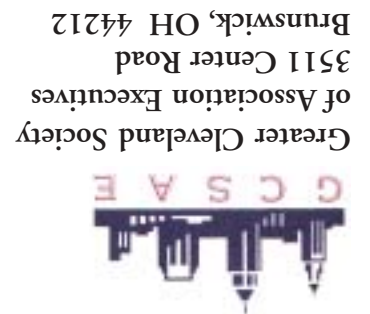
Fax: 216-803-9900

Jackie Symons and Marcie Price

GCSAE Management Team

E-mail GCSAE | E-mail Webmaster

**Help GCSAE grow -- link [www.gcsae.com](http://www.gcsae.com) to your association's website!**



## Upcoming GCSAE Meetings

- Sept 14**    **Best Practices: The Latest Trends in... Meetings**  
Luncheon Meeting  
Featured Speakers: Bruce Harris & Mike Burns, Conferon  
Location: Conferon Corporate Offices in Twinsburg  
11:30 AM - 1:15 PM  
Cost: \$25.00 for members, \$35.00 for non-member association executives,  
\$45.00 for non-member hotel or other supplier
- Oct 12**    **Building a Brand**  
Luncheon Meeting  
Presenter: Jean Gianfagna, Gianfagna Marketing & Communications, Inc.  
Location: InterContinental Hotels  
11:30 AM - 1:15 PM
- Nov 9**    **Best Practices: The Good, the Bad & the Ugly in Association Publications**  
Luncheon Meeting  
Presenter: To be announced  
Location: To be announced  
11:30 AM - 1:15 PM