

# ASSOCIATION ADVISOR

September 2006



Greater Cleveland  
Society of  
Association  
Executives  
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## President's Message

GCSAE President Bill Lavezzi  
*North Eastern Ohio Education Association*

### Plugged In and Stressed Out

Talk with almost anyone who works in the new wired, plugged-in, always-on technology environment and they will tell you that e-mail has become both a blessing and a curse. This may be more true of association executives than others because of the unique nature of associations—particularly those that depend on large pools of volunteers.

Like most enterprises, associations benefit from uniform e-mail practices among their employees; but unlike most for-profit entities, most associations depend on extended membership and volunteer bases which don't lend themselves to conformity. It's one thing to decree standards and practices for your staff, but just try doing that for a board of directors or for volunteers! Since few of them are using association-owned computers and software, they aren't likely to embrace conformity unless you can show them some clear advantages.

As a case in point, consider my home association, the North Eastern Ohio Education Association. NEOEA's 34,000 members are public education employees; most but not all are teachers. If they have offices for their association work, they are usually home offices.

- Our local leaders, organizational governance, and volunteers use computers located at their workplaces, home offices, and local libraries.
- They use Macs and PCs running nearly a dozen operating systems.

- Some use webmail to manage their electronic mail; others use any of a dozen software packages.
- Some get their email accounts from their employers; most arrange their own.

Only rarely do they use systems owned by the association or one of its affiliates. It's not unusual for a local president using webmail on a PC in the school library to contact a volunteer using AOL on a Mac in her home office. Both might consult an elected association representative using a POP3 e-mail client on a PC, and the three might eventually correspond with an association staffer using an association-issued Treo.

Under these circumstances, it becomes difficult to appreciate the variety of styles that develop. It can be profitable for CEOs to work with their boards to develop common expectations regarding the use of e-mail. Provided herewith is a modest proposal for some of those expectations.

- 1) Bandwidth: It's not unusual for the speeds of users' connections to vary by a factor of 100 to one. An email that your system sends in five seconds may take a recipient ten minutes to download. Multiply that by a few dozen messages a day and you have a clear need to keep it simple.
- 2) Formatting: Plain text is the simplest and least demanding approach, but HTML allows use of pictures, charts, etc. Fancy HTML-based

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## GCSAE Schedule of Events

Wednesday, September 13th- "Anticipating and Managing Change"

Luncheon Meeting

11:30 AM - 1:30 PM

Presenter: Pete Clifford, founder of Advanced Leadership Services

Location: Holiday Inn, Strongsville, OH

Wednesday, October 11th- Topic to be Announced

Luncheon Meeting

11:30AM-1:30PM

Wednesday, November 8th- Topic to be Announced

Luncheon Meeting

11:30AM-1:30PM

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

If you are in need of your password for the members-only section of the GCSAE website, please call the office at (330) 273-5756

# President's Message

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stationery with backgrounds can hog bandwidth and slow down the process of downloading messages.

3) Signatures (blocks of text appended to messages by default) can be either helpful or distracting. Volunteers should understand that if they include contact information, it may be seen by anybody who gets a copy of the message.

4) Quoting: This isn't the usual use of the term, using quotation marks for dialogue (although it could be used for that); instead, it's a feature that quotes the original message when making an answer. This way, terse answers ("Great idea, Bob! Let's try that at the next workshop.") appear in context and may actually make sense. Many systems seem to turn quoting off by default but provide a way to turn it on; most allow you to choose how the quoted message will appear. One of my favorite e-letters, Woody's Watch (<http://office-watch.com>), advises users to turn

quoting on but to "prune" the quote by eliminating what's not needed for understanding.

5) Recipients should know how to use CCs and BCCs. In general, any time I refer to someone in a message to a third party, I send a CC (meaning, once, "carbon copy") to the party being mentioned. If you want a third party to know what you're saying but you don't want to reveal the identity of the third party, a BCC (blind CC) allows you to do that.

6) Vacation messages: Most systems allow you to set a message that is automatically sent as a reply to every incoming message. It might be useful to have a dialogue about whether those messages are actually useful or create more problems than they solve. Certainly, if you don't have spam filtering, you don't want to send vacation messages to all those spammers—then they know your address is a good one!



## CVB hires new account executives!

**Ellen Kelley** recently joined the sales team as an account executive. Ellen most recently worked as the Director of Sales at the Holiday Inn Lakeside, a position she held for 13 years. As an experienced hospitality industry member, she has long been a strong supporter of the CVB's programs and initiatives. She may be reached at [ekelley@travelcleveland.com](mailto:ekelley@travelcleveland.com) or 216-875-6604.

**Stephanie Stiggers-Smith** is a graduate of Cleveland State University and has an extensive background in direct sales. She previously worked for American Greetings and Advanstar Communications, selling to the tradeshow market. Stephanie was born in New Orleans; however, she has lived in Cleveland most of her adult life, so she certainly knows her way around. She may be reached at [sstiggers-smith@travelcleveland.com](mailto:ssstiggers-smith@travelcleveland.com) or 216-875-6612.

**David Goebel** is a Cleveland native, and graduate of Cleveland State University. He has had a long career in sales, marketing and business development. Most recently, he was a Senior Sales Representative for OnVantage, selling interactive media to the hotel and CVB community. David's duties will consist of leading the CVB Sales Research and Lead Development operations as a Research Account Executive. He can be reached at [dgoebel@travelcleveland.com](mailto:dgoebel@travelcleveland.com) or 216-875-6611.

# GCSAE Annual Meeting

GCSAE's Annual Meeting was held August 8, 2006 at Cleveland Metroparks Zoo. The meeting began at 11:30 AM with Networking and a bid on Silent Auction Items. At 12:00PM the Report of Election and Luncheon began. The Silent Auction Results were at 12:45PM and the attendees then returned to their offices.

## **Special Thank You to the Following Members who Donated Silent Auction Items:**

- Intercontinental Hotels Cleveland- Sunday Brunch for Two in Lobby Lounge
- Cleveland Area Board of Realtors- Christmas Plaque, two boxes of Christmas thank you notes and a children's Christmas story book
- Embassy Suites Rockside Hotel- "Goody Basket"
- Holiday Inn Select City Centre- One night Bed & Breakfast, overnight accommodations for two, breakfast for two and parking
- I-X Center- Four tickets good for any consumer show
- Crowne Plaza Hotel Cleveland City Centre- Overnight Accomodations in deluxe double occupancy guestroom with breakfast for two
- Atwood Lake Resorts- One night standard accommodations for two with breakfast

## ASAE News

### **New Fax Regulations Took Effect August 1st**

Non-profit organizations must now comply with the FCC's latest round of fax regulations. These regulations include a limit of the ability to send faxes to individuals without an existing business relationship (EBR). Senders of commercial faxes must now have an "opt-out" notice listed on the front page of the fax and must include a toll-free telephone number, fax number, email address or website that would allow the recipient a cost-free mechanism to opt out of future faxes. If the recipient does request to opt out of future faxes, the sender must accommodate the request within 30 days and may no longer send unsolicited fax messages unless the recipient directly requests to receive them. Sending "illegal" faxes can result in civil lawsuits with penalties of up to \$1500 for each violation.

### **IRS Stops Excises Taxes for Long Distance Calls**

As of August 1st, the IRS no longer collects federal excise tax on long distance phone calls and individuals, businesses and tax-exempt organizations may claim a refund of their 2006 tax returns. You can find more information about this change on the IRS website at [www.irs.gov](http://www.irs.gov).

# 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 Ste.8, Brunswick, OH 44212  
**Call the GCSAE office at 330-273-5756 for Submission Deadline.**



*Enriching Career, Life and Community*

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## Upcoming GCSAE Meetings

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Cost: \$35.00 for members, \$45.00 for non-member association executives

Wednesday, October 11th- Topic to be Announced

Luncheon Meeting

11:30AM-1:30PM

**Call 330-273-5756 to make your reservation.**