

ASSOCIATION ADVISOR

Spring 2007



Greater Cleveland
Society of
Association
Executives
3511 Center Road,
Suite 8
Brunswick, OH
44212
Tel: 330-273-5756
Fax: 216-803-9900
gcsae@core.com
www.gcsae.com



President's Message

GCSAE President Bill Lavezzi
North Eastern Ohio Education Association

Taking Care of (Organizational) Business

After several months, it's good to be writing another column for the *Association Advisor*, which provides such an important link between GCSAE and its members. This issue provides an opportunity to report on several upcoming events which should be of interest.

Elsewhere in this issue you'll find information about our April and May programs. These should be exciting and useful programs, worthy follow-ups to our exciting March luncheon with Dennis Roche, President of the Convention and Visitors' Bureau of Greater Cleveland. We welcomed over 40 guests at the Hermit Club, a venue which many of those attending found worth the trip in its own right.

The April program is an innovative idea which can be credited at least partly to Vice President Mark Laskey, who also serves as Program Committee Chair. It seems that at every meeting I attend with association executives, lively conversation concerns the various portable gadgets that we carry: everything from laser pointers to laptop

computers, with cell phones and PDAs getting a lot of the attention. It seems like most of us have a love-hate relationship with the gizmos in our lives, and anyone who is thinking of buying a new one wants to scout out the purchase by talking with someone who uses one. This program, scheduled for April 11, will provide an opportunity for a relaxed but structured conversation about the devices you love to hate, or hate to love. Whether you have something to share or want to hear from those who do, this should be fun for everyone who attends.

We've received ambiguous feedback about programs at the annual meeting. Some of our annual meetings have offered motivational or inspirational messages, and some have been networking events only, with no additional program at all. Since our members' time is so scarce lately, we've heard from a number of members who believe that the May program should offer a substantive program, and we think you'll like the one we have scheduled for May 9: a look at Cleveland's "DreamIt!DoIt!" campaign

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OFFICERS & DIRECTORS

President

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

Vice-President

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

Immediate Past President

Laura Nakoneczny, CAE 919/844-0098
lauran@ncrla.biz

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

Cheryl Hanley 216/265-2518
I-X Center chanley@ixcenter.com

Association Management Team

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

ASSOCIATION ADVISOR is published 3 times a year by the Greater Cleveland Society of Association Executives, 3511 Center Road, Suite 8, 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

GCSAE Schedule of Events

April 11 Portable Technology:
Picks and Pans
Sheraton Cleveland Airport
11:30 AM - 1:30 PM

May 9 Dream It. Do It.
MAGNET Innovation Center
11:30AM - 1:30PM

Please be aware that included with this newsletter you will find the following inserts:

-Ballot for 2007-2008 Board Nominations - Please return by May 1st

-Donation form for Annual Meeting Silent Auction items - Please return donation form by April 30th. Donations can be brought with you to the event.

Have a Job Opening?

Remember that there is no cost to members to post job openings on the GCSAE website's Job Bank. If you have any positions that you would like to have posted, e-mail them to gcsae@core.com.

President's Message

continued

from the National Association of Manufacturers.

We always have some other things at the Annual Meeting as well: the Silent Auction, for one, and announcement of election results, for another. For the Board of Directors position expiring in 2010, the Nominating Committee (Jeff Dean, Ellen Kelley, and chairperson John Zajc) has nominated Vicky Hawke, Executive Director of the Northern Ohio Area Chambers of Commerce. Members will receive a written ballot before the annual meeting.

Members will vote at the May meeting on a bylaws amendment which has been submitted by the Board of Directors. This amendment would change the term "Associate Member" to "Industry Partner Member." These are members whose business is to provide or offer the products and services our Association Executive members need. Calling them "associate" members seems to suggest that they are somehow not full members, which is simply not the case. If the proposed amendment passes, we'll be officially using the same term now being used by ASAE.

I am fortunate to work with a dedicated Board of Directors who have worked—this year especially—to improve the organization by involving more members in committee work, which improves our programs and membership and increases our supply of future leaders. I expect we'll see them at these last programs of the membership year, and I hope we'll see you there too.

Managing By the Numbers

by Bob Harris

#1 Best Practices

1 One-page reports are adequate for our busy volunteers. If a document requires a staple, it's too long for the board of directors. Brief is best.

3/24 Answer phones within three rings to promote member service excellence. Satisfy and respond to all member requests within twenty-four hours.

1479 A simple member retention plan: In the 1st month of joining, members get a welcome kit. In the 4th month, a member of staff calls to introduce himself or herself as a source of contact. In the 7th month, a member of the board calls to inquire about member satisfaction. In the 9th month, a membership committee member calls to encourage renewal (as bills will soon be mailed in the 10th or 11th month).

#2 Strategic Planning

1 - 2 The length in days to complete a good strategic plan; organizations that assign the planning task to a committee can draw out the process for months.

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Member News

The National Association of College Stores (NACS) named Sheila Giano Vice President of Human Resources in September 2006. As such, she will be responsible for all hiring and workplace issues for the prominent collegiate retailing trade association. Giano has more than 22 years of progressive experience in Human Resources. She has a B.S. in Business Administration from Wayne State University and an M.B.A. from Cleveland State University. She and her husband, Mike, reside in Medina, Ohio.

Also in September 2006, **NACS** named Charles Schmidt Director of Public Relations. In this position he serves as the Association's primary contact with the media, promoting the collegiate retailing industry. Schmidt holds a BA in economics from Moravian College in Bethlehem, Pennsylvania and spent the last three years as Director of Public Relations for the International Warehouse Logistics Association in Illinois. Before that he was Assistant Vice President of Public Affairs for a national property/casualty insurance trade association. He and his wife reside in Fairview Park, Ohio.

Congratulations to Lynn Mangol from the **International Society of Explosives Engineers**. Lynn recently received her Certified Meeting Planner (CMP) certificate.

The **International Society of Explosives Engineers** 2007 Distinguished Service Award was presented to Dr. Alady B. Andrews. This award is the highest level of recognition in the explosives industry and is presented to an individual who has demonstrated leadership within and made a significant contribution to or impact on the explosives industry. Congratulations, Dr. Andrews.

GCSAE Member of the Month

Darlene Figlioli, Director of Sales at Holiday Inn Select Strongsville, was chosen as **Member of the Month in September 2006**. Darlene oversees, manages and directs the sales & catering department by tracking the sales and catering revenue, directing and supporting the sales staff, and promoting the hotel. She enjoys traveling, the theatre and spending time with her two children, Richie and Jackie, and her grandson, Nicholas. When asked about GCSAE, Darlene said, "(GCSAE) is a well organized association with great importance to the Cleveland market as it relates to the association market."

Marian Garrison was our **Member of the Month for March 2007**. Marian is coming up on her one-year anniversary as Sales Manager at the Embassy Suites Hotel Cleveland Rockside. As Sales Manager she is responsible for creating, maintaining and developing business relationships. Her goal is to serve customers honestly, effectively and efficiently. Marian and her husband, Brad, have two children: Bradley who is six and Stephanie who is eleven. When she is not working, Marian enjoys cooking for family and friends, checking out local Cleveland hot spots and boating on Lake Erie. When asked about GCSAE she said, "GCSAE is a gateway to building relationships with industry executives who influence the way business is done in the Greater Cleveland area and beyond. If you belong and actively participate in GCSAE, the floodgates of opportunity will open for you."

GCSAE March Meeting Photo Gallery

Members who attended the March meeting learned more about the future of Northeast Ohio as a tourism and meeting destination.



Dennis Roche, President of the
Convention and Visitors' Bureau of Greater Cleveland

Managing By the Numbers

continued

3 - 7 Number of major goals in strategic plans. Often, fewer is better to maintain focus on core competencies.

3 - 5 The number of years most plans cover; with an intent to review progress at least once yearly.

18 - 24 The best number of people to involve in the on-site planning meeting to maximize engagement and input.

#3 The Policy Manual

1 One time a year the policy manual should be updated by reading the year of board minutes. Transcribe the motions that are policies into your policy manual and distribute it to the board at the annual orientation.

5 About every five years, conduct a sunset review of your policy manual. An old manual containing outdated policies should be reviewed by a task force, with unneeded policies moved to the back of the book or eliminated. This sunset process is usually led by the elected secretary.

25 - 50 A quality policy manual will contain 25 to 50 essential policies. For example, policies on investments, saving, insurance and audits are fundamental. Consider what policies would benefit your organization, research and make recommendations to the board or committee. Note: A board with too many policies gets bogged down in bureaucracy and constant references to the policy manual.

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For free tips and templates on strategic planning, board governance and nonprofit management, visit www.nonprofitcenter.com.

ASAE News

2007 Standard Mileage Rates

The 2007 optional standard mileage rate is 48.5 cents per mile for business miles driven, up from 44.5 cents per mile in 2006. The 2007 standard mileage rate for medical or moving purposes is now 20 cents per mile driven and the rate for miles driven in a service or charitable organization is now 14 cents per mile. The IRS said that the higher rates can be attributed to higher prices for vehicles and fuel during 2006.

Major Change for Business Travelers

The U.S. State Department has issued a rule allowing for the creation of a new PASS card, a major piece of the Western Hemisphere Travel Initiative (WHTI). The PASS card is similar to a passport, but used for land and sea travel to Canada, Mexico, Bermuda and the Caribbean. The wait for the card is about four to six weeks, same as a passport, and a radio frequency ID (RFID) allows an easier read of the card. These new passport requirements for air travel took effect on January 23rd with minimal reported difficulties. The WHTI deadline for land and sea travel was recently extended to June 2009 to allow time for discussion on the cost as well as other issues, though it may take effect as early as January 1, 2008.

USPS Governors Approve New Rates

On March 19th, the United States Postal Service Board of Governors approved an increase in the price of a First Class stamp to 41 cents effective May 14th. In response to concerns from the non-profit mailing community, the Governors did request consideration of the Postal Regulatory Commission's recommendations for Standard Mail flats, which for some catalog and directory mailings would have increased rates by as much as 40 percent.

Open Skies Agreement Signed

The United States and Canada recently signed a landmark "Open Skies" air transport agreement as an important step toward spurring trade, investment, and tourism between the two countries. The agreement in general allows airlines to make commercial decisions with minimal government intervention. It builds on a 1995 agreement that provides for open routes to third countries, market-based pricing, open routes for cargo flights, and a liberal charter regime.

ASAE & The Center's Greg Melia Named VP Of Member Relations

ASAE & The Center's Greg Melia, CAE, Senior Director of Credentialing and Allied Society Relations, has been promoted to Vice President of Member Relations and Credentialing. In his new role, Melia will be responsible for all aspects of member relations, credentialing, the Northern California Network, AMC Section, Key AMC Committee and the aforementioned Serving Members Locally Task Group - all of which are now housed in the Member Relations department. A specialist in leadership development with a focus on nonprofit issues, Melia has extensive experience working with the nonprofit community. Prior to working at ASAE, he spent five years with the U.S. Chamber of Commerce, serving in a number of research and business development capacities. He earned the CAE credential in 2004, a Master's degree from The London School of Economics in 1996 and a B.A. from The College of William & Mary in 1993.

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:
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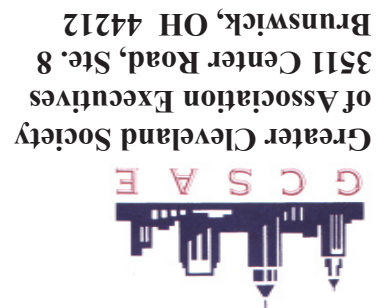


Enriching Career, Life and Community

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J & M Business Solutions, LLC
GCSAE Management Team
E-mail: gcsae@core.com

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Upcoming GCSAE Meetings

April 11 - Portable Technology: Picks and Pans

Luncheon Meeting
11:30 AM - 1:30 PM
Sheraton Cleveland Airport

May 9 - Dream It. Do It.

Luncheon Meeting
11:30AM - 1:30PM
MAGNET Innovation Center
Presented by: Judith Crocker

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

Call 330-273-5756 to make your reservation.