

ASSOCIATION ADVISOR

Winter 2005



Greater Cleveland
Society of
Association
Executives
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President's Message

GCSAE President Laura Nakoneczny, CAE
National Association of College Stores

What Do You Hunger For This Year?

Last month at the Holiday Social, GCSAE members donated enough money to the Cleveland Foodbank to provide the hungry men, women and children of Cleveland with 560 holiday meals. Yay! (And we had a ton of fun raising it, too.)

On the other hand, that doesn't seem like very much when you think about the hunger that's following the Indonesian tsunami. Things take on an entirely different dimension depending on their circumstance, don't they?

There's always another way to look at things as long as there is more than one person in the room. And that's one of the primary benefits of GCSAE membership... you're never alone.

At each meeting, someone in the room has a different perspective on things than you do. Someone else has a different approach to the same question you've been asking yourself. Someone else has the information you didn't realize you needed.

This winter and spring, we've put together a great slate of programs for you to explore with your peers.

In January, we'll look at emergency planning from a different perspective than we're accustomed to. February will feature a discussion on sponsorship... what are others doing and is it good or bad? In March we'll learn new ways of communicating with our members. (Admit it: we've moved beyond mere print.) And in April we'll examine really successful membership sales campaigns from a marketing and advertising perspective.

Each program is designed to feed your need for personal and professional development. Each program will have a room full of people with different perspectives. And each program comes with a meal.

So get hungry in 2005. And if you don't see something on the program menu that appeals to you, please just let us know!

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GCSAE Schedule of Events

February 17	Luncheon Meeting at Precision Metalforming Association Topic: Sponsorships & Affinity Programs Roundtable Speaker: Judy Pataky, Director of Business Operations Products, COSE
March 9	Luncheon Meeting at Associated Builders and Contractors Topic: Communication Technology
April 13	Luncheon Meeting Topic: Strengthening your Sales Skills
June 8	Half-day Workshop on Effective Meetings with Ohio MPI at the I-X Center 8:00 AM - 12:30 PM

Welcome New Members

Association Executives

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ASAE News: FTC Postpones Effective Date for Spam Rules

The Federal Trade Commission (FTC) announced Jan. 12 it has postponed the effective date of its final regulations for determining the “primary purpose” of a commercial e-mail. Due to a determination by the Office of Management and Budget that the new rule constituted a “major rule” and thus required 60 days for Congressional review, the FTC revised the effective date of the new rules until March 28, 2005. In effect since Jan. 1, 2004, the CAN-SPAM Act, the first federal law restricting unsolicited commercial e-mail, required the FTC to issue regulations “defining the relevant criteria to facilitate the determination of the primary purpose of an electronic mail message.”

The FTC’s final regulations are almost identical to the proposed regulations published last year on Aug. 13 in the Federal Register. ASAE submitted comments to the FTC on the proposed rules asserting that all e-mails from non-profits to members should be deemed “transactional or relationship” messages and therefore not commercial in nature. To view the full text of our comments, please visit the ASAE Web site at http://info.asaenet.org/pdf/ftc_spam.pdf.

Though the FTC does state in the notice that “it is possible - or even likely - that messages between a non-profit and its members could constitute ‘transaction or relationship messages,’” the FTC points out that if the recipient of the message deems the subject line to be an advertisement or promotion, or if the “transactional and relationship” contact is not at the beginning of the message, the message would then still be considered commercial in nature. Therefore, the FTC did not grant an exception for such e-mails from the CAN-SPAM regulations. It is now essential for any organization seeking to determine whether e-mails they send are commercial to apply a three-pronged test outlined on the FTC Web site at: <http://www.ftc.gov/opa/2005/01/primarypurp.htm>.

If an e-mail can be deemed commercial, the message must contain all of the following: an electronic opt-out; a valid postal address; and conspicuous notice at the beginning of the message that the e-mail is commercial in nature.

Know anyone interested in joining GCSAE? Be sure to tell them if they join now, they'll receive 15 months of membership for the price of 12!



The Presidential election is over. Now it's time to start thinking about the GCSAE election! Interested in running for the GCSAE board? Give the GCSAE office a call at 330-273-5756.

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

Call the GCSAE office at 330-273-5756 for Submission Deadline.



Enriching Career, Life and Community

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