

ASSOCIATION ADVISOR

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Association
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President's Message

GCSAE President Mark Laskey
Construction Employers Association

Check This Out!

On behalf of GCSAE's officers and directors I'd like to take this opportunity to wish you a healthy, happy and prosperous New Year. We hope that you enjoyed your holidays and holy days and that you're rested and ready to take on 2003.

As some of you know from attending our meeting at Aurora Premium Outlets, or from visiting our website (www.gcsae.org), we're engaged in a new membership campaign. Thanks to Laura Nakoneczny, CAE (National Association of College Stores), Erik Klingerman (Cleveland Convention and Visitors Bureau), Allison Roberts (Precision Metalforming Association), and Tom Wanner (Mechanical Contractors' Association of Cleveland), we've developed an outstanding new membership packet based on chopsticks, menus and Chinese take-out food containers. You have to see it to appreciate how innova-

tive and creative they are – simply outstanding. And I'd be remiss not to thank Brian Cartier, CAE, and his entire graphic arts department at the National Association of College Stores, for their incredible efforts in making this program a reality. Thank you one and all!

Which leads to...if you know of a membership candidate, please contact me at (216) 398-9860 or e-mail me at mlaskey@ceacisp.org so we can visit them and drop off our membership containers. As an incentive to you to help us increase membership, we are offering the chance to win a romantic weekend get-away package. It's simple, it's easy and you have nothing to lose. Give it a shot and let's hear from you!

As always, as president, if I may ever be of any assistance to you please don't hesitate to contact me. Best wishes for a great 2003!

What's Inside

New Members	2
Job Bank	2
Would You Do	
Business with You?	3
CVB Corner	4
Merger Announced	7
Good, Bad & Ugly -	
A Hit Once Again	7
GCSAE Member	
of the Month	8
GCSAE Schedule	
of Events	8
ASAE Knowledge	
Networks	9
News Briefs	9
Advisor Ad Rates	10

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Welcome New Members

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GCSAE Job Bank

New Position Available

#0301091 - Executive Director

for an association of professional archivists serving 3100 individuals and 500 institutional members. Staff of 12 and a budget of \$1.2 million. Headquartered in Chicago.

Position Wanted

#C0301091 - Administrative/Management

CAE with 14 years' experience in association management with emphasis on meeting & seminar planning & administration.

#C0301092 - Sales/Marketing Management

Sales & marketing manager with 10 years' association experience. Successful in creating revenue generating opportunities and value based packages that promote and increase advertising and event sponsorship product sales.

Would You Do Business With You?

Part 1: Process, Outcome, Perception – You Must Manage All Three

We all need to really think about this question when we are evaluating our service to our customers. Think like your prospective or current customer and ask yourself this question often. Be honest! Are there reasons that range from occasionally to frequently that often influence the resulting answer to be a NO?

Let's look at why distinctive quality service is important to you. It is very important for you to remember whom you compete with in the service experience. It's not as easy as believing it is your business competitors. For service excellence, you compete with anyone that gives your customers service. Your customers are expecting service experiences. They get them from restaurants, amusement parks, theater productions, retail stores, cruises, etc. They rate your service on how they like to be treated by experienced providers. Simple satisfaction is not good enough; customers expect to be wowed!

It is critical that you understand how to dissect the customer experience into two parts – The Process and The Outcome. Customers judge service quality different than product quality.

The process encompasses the service quality provided in the experience. It is the course or method your customer experiences. The process can be positive, negative, or somewhere in between. You must manage the process. Let me give you an example. When you need to renew your driver's license, do you look forward to the experience? I know I don't. And that is because the process I am put through is not a positive experience. I experience unclear direction, long lines, negative attitudes of staff, and indifference to my questions or needs.

The outcome is the product quality and answers whether or not the customer received the product expected along with the quality of the product expected. Another example - When I take my car in for service for an annoying sound, I receive recognition of who I am and what I purchased, respect for my problem, responsiveness to my time constraints in my busy schedule, even those little touches like coffee and a washed car.

Let's look at the two experiences. The process was negative in the first, but I did get the product I needed and wanted when I came in. If I judge just on the outcome, it was a successful experience, but the process was negative and influences how I came to be an unsatisfied customer. The process of the second was very positive, but when I get in the clean car and hear the annoying sound as I drive home the outcome is not of the quality I expected. We judge both parts of the experience. Remember though, the second experience is more easily reconciled. Because the process was so positive, it is easier for me as a customer to willingly work with the service provider to turn the outcome around. With a negative process, I am more apt to become a difficult customer and unwilling to give the service provider any chance at repair.

Of course if you have a negative process and a negative outcome you have some serious issues with the impact of customer loyalty, and your business will not prosper with poor service to the customer.

By
Pam Schuck
President
STRIV=E Training

continued on page 10



The Top Ten Reasons to Meet in Cleveland in 2003!

10. Hometown buffet

There are plenty of exciting and fun things to do in your own backyard. Been to the Cleveland Museum of Art lately? How about the Rock and Roll Hall of Fame and Museum? Todd Mesek, Director of Sales and Marketing there says that over 80% of the museum's attendance comes from outside Cleveland. Word of mouth goes a long way, so help sell Cleveland by knowing all about what it has to offer.

And don't forget the meeting facilities these attractions can offer your meeting or event. You can charm attendees by hosting cocktails with the animals at Cleveland MetroParks Zoo, or a business meeting with the tigers, oh my!

9. Frank O. Gehry, Quite Contrary

Also on the Circle, world-renowned architect Frank O. Gehry designed the new Peter B. Lewis Building on the Case Western Reserve University's (CWRU) campus. Metal twists and turns, paired with brick sides that curve towards the sky are just what the professor ordered in this unique building in the heart of University Circle.

Frank Gehry designed the Guggenheim Museums in Bilbao, Spain and New York. The CWRU building is named in honor of Peter B. Lewis, chairman and CEO of Progressive Corporation, the lead donor of the project.

8. Service, with a smile!

The CVB has won several service awards: The Pinnacle Award for outstanding meeting destination support from the readers of *Successful Meetings* magazine twelve years in a row; the Top Destinations Award from *Facilities and Destinations* magazine; and the 2002 Award of Excellence from *Corporate & Incentive Travel* magazine.

The CVB's convention services department, directed by Certified Meeting Planners, is ready and willing to help meetings go smoothly. From pre-promotion and publicity, to housing and volunteer services, convention services is always willing to go that extra mile to make you leave Cleveland with a smile. After all, they have a reputation to maintain.

7. London calling

Continental Airlines flies daily, non-stop from Cleveland Hopkins to London Gatwick Airport. This gives international attendees a quick and easy way to get to Cleveland. And with over 220 flights a day, Continental's hub at Hopkins serves plenty of domestic travelers quite nicely as well.

6. Cleveland Sauvignon

Ohio wineries can provide your next meeting, event, or reception with the perfect backdrop. From steak cookouts to cooking

continued on page 5

classes to balloon races, Ohio wineries have a year of exciting events to choose from.

According to the Ohio Wine Producers Association, there are 61 wineries in Ohio, 27 of which are located in Northeast Ohio. Ohio vintners make their wines from a selection of grape varieties, including Chardonnay, Cabernet Sauvignon, Pinot Noir and Riesling.

To learn more about what each winery

can contribute to your next special event, call the Association at 800.227.6972 or go to the web site, www.ohiowines.org.

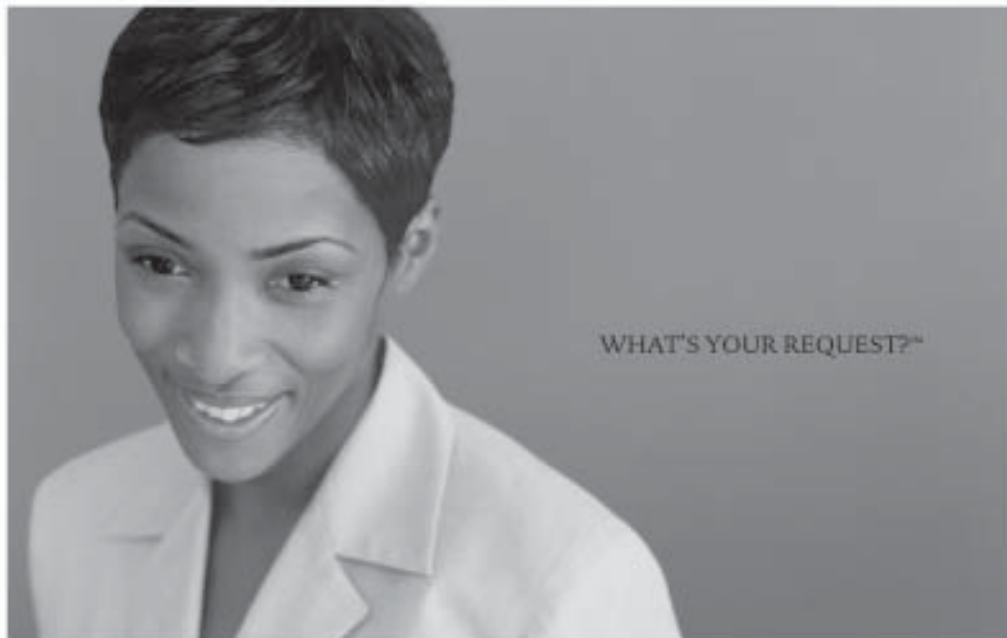
5. Welcome to the InterContinental

Cleveland will welcome the newest member of its hotel community in April 2003 with the opening of the **InterContinental Hotel & Conference Center Cleveland**, located adjacent to the Cleveland

continued on page 6



- I want lots of flexible meeting space to work with
 a person who is equally adept at finalizing plans and changing them
 one room to fit 100 and 100 rooms to fit one
 to choose a great reward when this is all over



No two meetings in the history of meetings have ever been alike. That's why at Wyndham Hotels & Resorts we believe all your hard work - arranging and rearranging - shouldn't go unnoticed. Book a meeting of 100 room nights or more in any combination and you'll have your choice of 25,000 frequent flyer miles, \$500 off your bill, a Palm™ m500, a \$500 donation to the Susan G. Komen Breast Cancer Foundation or a Herman Miller Aeron™ desk chair - yes, the same kind found in our guest rooms. Simply call our Meeting Managers and let them know how they can help you create your next meeting - and maybe even relax more. **1.888.WYNDHAM** www.wyndham.com



WYNDHAM CLEVELAND
AT PLAYHOUSE SQUARE

WYNDHAM DUBLIN

WYNDHAM TOLEDO

Meeting must be booked by 12/31/01. Offer not apply to previously booked meetings in cancellation. The reward after (points, cash, cash award, Mile™ award or donation) will be delivered about 4 weeks after completion of meeting. Other restrictions apply. ©2002 Wyndham Hotels & Resorts

CVB Corner

continued from page 5

Clinic.

The hotel combines stylish international lodging and a world-class facility to create an optimal environment for meetings and seminars. The property's 300 guest rooms and suites are complemented by three restaurants, two lounges and a fitness center. The Conference Center's 35,000 square feet of event space includes a 500-seat amphitheatre with state-of-the-art audiovisual facilities and an 8,000-square-foot ballroom.

The hotel is conveniently located near the arts and cultural jewels of University Circle, and a short drive to downtown Cleveland's convention center, nightlife and attractions.

To learn more about what the Inter-Continental Hotel & Conference Center Cleveland can do for your next meeting, contact them directly at 216.707.4300.

4. Pretty flowers at the Eleanor Armstrong Smith Glasshouse

Starting in fall 2003, experience the cloud forest of Costa Rica, or the desert of Madagascar when you enter the new glasshouse at the Cleveland Botanical Gardens. The 18,000-square-foot conservatory will provide guests with a glimpse into both of these rare ecosys-

tems.

3. Red sails in the sunset, Abbey Road On The River

Enjoy the beauty and grace of the Tall Ships, back in Cleveland this July 11-13. For more information, call 216.436.3494. In August, kick up your heels to the return of Abbey Road On The River, August 8-10, at Nautica Pavilion in The Flats. For more information, go to

www.AbbeyRoadOnTheRiver.com.

2. Hang with the stars in Cleveland

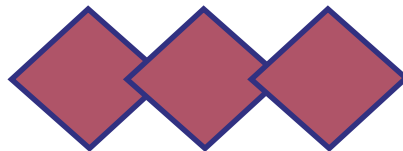
At the Nathan and Fannye Shafran Planetarium, in the Cleveland Museum of Natural History. The \$5.5 million, 60-foot tall, cone-shaped building houses the world's highest-tech sky show. For more information, please contact the museum directly at 800.317.9155.

1. Free to be..at Cleveland's hottest attractions!

Fun is Free ends in March, so take advantage of free tickets to HOT Cleveland attractions for your attendees. Call 866.266.2656 or go to

www.BookCleveland.com

for more information. ■



The Meeting Authority and North Coast Tours Announce Merger

Beverly Malcolm, CMP, president of The Meeting Authority, Inc. (TMA), has announced that The Meeting Authority, Inc., and North Coast Tours and Convention Services, Inc. (NCT) have joined forces. As a result of this merger, the company now offers expanded services —becoming Cleveland’s best choice for organizations seeking meeting planning and destination management expertise.

TMA and NCT offer the following meeting planning services: hotel contract negotiation; program development; meeting administration; production and logistics; on-site management; meeting registration; speakers; promotions and housing.

The organization also offers destination management services such as: sightseeing tours; dignitary and VIP visits; airport meet and greet; interpreter services; spouse/guest activities; walking tours; transportation; and special events.

According to Malcolm, “We’re excited that as a result of this partnership, TMA and

NCT are now positioned to deliver a broadened array of services while still providing the hands-on service and impeccable attention to detail that have been the mainstay of both organizations.”

“North Coast Tours and its owner, Irene Zito, has provided a wonderful service to Cleveland for over 20 years. We’re proud to continue the well-established tradition of welcoming visitors and businesses to our beautiful area and selling them on all we have to offer here. Because Irene and I share the same commitment to the customer, pairing this know-how with our meeting planning services makes perfect sense,” Malcolm added.

The Meeting Authority and North Coast Tours have pulled together their staffs and will continue to work as two separate entities under the same roof at: The Brownhoist Building, 4403 St. Clair Ave., 3rd Floor, Cleveland, OH 44103

The Good, The Bad and the Ugly - Newletters -- A Hit Once Again

Avery Fromet acted as facilitator for this very popular panel discussion held on January 16th at the Holiday Inn Independence. Panelists were (center photo) Carol Lucas of Lucas Communications who spoke on writing, while Louise Del Cielo (far right), graphic designer for Precision Metalforming Association, addressed layout and design.



Member of the Month



Anne F. Maggiore
Executive Director
International Anesthesia
Research Society

Anne Maggiore is senior administrative officer for the International Anesthesia Research Society, which gives her responsibility for the effective operation of the IARS in all aspects, including its headquarters and editorial office. The IARS is a 15,000-member non-profit, apolitical medical society founded in Cleveland in 1922. The Society publishes the oldest journal in the specialty, *ANESTHESIA & ANALGESIA (A&A)*, sponsors an annual meeting, funds anesthesia research, and partners with Duke University on the creation of a new academic research organization called GPRO. Anne has been with IARS for the past 13 years.

Anne graduated Phi Beta Kappa from Hiram College. She is married to David Maggiore, Executive Vice President of R. L. Bencin & Associates. They have a 13-year-old daughter, Katie. Anne's hobbies include needlework, reading, yoga and pilates.

About GCSAE, Anne says she is very impressed with the improvements that have been made over the past year to member benefits and activities.

GCSAE Schedule of Events

February 20	Team Building Luncheon & Seminar Location: Mustard Seed Market & Cafe 11:30 AM - 1:30 PM	April 10	How to Book the Perfect Meeting Luncheon & Seminar Location: Cleveland Airport Marriott 11:30 AM - 1:30 PM
March 5	The Good, the Bad & the Ugly - Websites Roundtable Location: Precision Metalforming Association 8:30 - 10:30 AM Let professionals critique your website. Mail or email your web address or print out pages and bring them with you.	May 8	How to Handle Difficult People and Difficult Situations Roundtable Location: Holiday Inn Strongsville 8:30 AM - 10:30 AM
March 20	Membership Retention & Attraction ASAE/GCSAE All-Day Seminar Location: Holiday Inn Lakeside Denise Tarka, Association Growth, Inc., will present her Finders Keepers workshop.	May 22	<i>Topic to be determined</i> Luncheon & Seminar Location: Great Lakes Science Center 11:30 AM - 1:30 PM



When you expect a large payoff in return for a small investment of time and money, the two-hour Knowledge Networks deliver cost-effective convenience. Participate on site at the ASAE Building in Washington, DC or via toll-free audio conference from your office.

Fees:

Onsite - \$69 (Members); \$89 (Non-Members)

Audio - \$79 (Members); \$99 (Non-Members)

Audiocassettes - \$49 (Members and Non-Members)

CD - \$54 (Members and Non-Members)

February 12, 2003

Developing a Relationship with Your Bank

Also available by Audioconference

FS021903DC

February 19, 2003

Marketing and Distributing Your Publications and Products Abroad

Also available by Audioconference

IS021903DC

February 28, 2003

Crisis Management

Special Four Hour Knowledge Network

Onsite Only

February 28, 2003

Disaster Planning

March 5, 2003

Grassroots Leadership: The Lifeblood of Associations

Also available by Audioconference

March 12, 2003

Room Block Management

March 14, 2003

Managing Cash When Cash Is Tight

News Briefs

Congratulations to GCSAE President Mark Laskey, Construction Employers Association, who was recently elected executive secretary and treasurer of the Greater Cleveland Roofing Contractors Association.



The National Association of College Stores has announced the appointment of Marlene Goldman as Vice President of Meetings & Expositions. Marlene comes to NACS from the School, Home and Office

Products Association (SHOPA) in Dayton, Ohio, where she served as Director of Association Services.



NACSCORP, a subsidiary of the National Association of College Stores, has named Leonard Jardine as their new President/COO. Jardine brings a wealth of knowledge to NACSCORP as an owner of a national college marketing company, Jardine Associates.

Rate Card

Ad Size	Members		Non-Members	
	Year (11x)	1x only	Year (11x)	1x only
Business Card	\$90	\$15	\$144	\$20
1/4 Page 4" x 5 1/4"	\$195	\$25	\$288	\$40
1/2 Page 4 1/8" x 9"	\$360	\$40	\$505	\$60
1/2 Page 5 3/8" x 7"	\$360	\$40	\$505	\$60

Send your camera-ready artwork or your inserts along with a check to:

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

Deadline for submission is the 10th of each month.

Would You Do Business With You?

continued from page 3

In managing the process of the customer experience, we must always know and see the customer's perception. Customers are satisfied by their needs and wants, not by what you want their wants and needs to be. Both the process and the outcome success is determined by the customers perception. Your customer is always thinking, MY PERCEPTION, MY REALITY! What picture are you painting for your customer? If you and your customer look at a picture and the customer sees one perception and you see another, does that mean you are right and they are wrong? Not if you ask your customer! You can adjust customer perceptions, but only after you are sure what they are. First you must learn what they see and why they see it that way, and then compare your perceptions to your customers and determine where the differences are. Then work to change your customer's perceptions of your business. Remember that they form their perceptions based on their wants, needs and expectations.

Just a reminder, for all the worry we do about the external customer it is just as important internally. Your employees are internal customers for each other – same concepts apply. You can not provide service excellence externally if you do not have it internally.

You can contact Pam at pschuck@strivetraining.com or 440-235-5498 or visit www.strivetraining.com. STRIV=E Training specializes in motivating clients to strive for excellence. Pam works with businesses, college and university auxiliary services to make service excellence a high priority.