

# ASSOCIATION ADVISOR

Volume 2003, Issue 3, March 2003



Greater Cleveland  
Society of  
Association  
Executives  
3487 Center Road  
Suite 6C  
Brunswick, OH  
44212  
Tel: 330-273-5756  
Fax: 330-220-7914  
gcsae@core.com  
www.gcsae.com



## President's Message

GCSAE President Mark Laskey  
*Construction Employers Association*

### In Spring a Young Man's Fancy Turns to GCSAE, Sort of . . .

This past winter looks as if it might finally be releasing its icy grip on northeast Ohio – even St. Patrick's Day was nice and the Irish know that March 17<sup>th</sup> always seems to be cold, windy and rainy! Spring is hopefully sprung, and baseball's just around the corner.

GCSAE has been very active lately. Due to unusually bad weather and the flu bug we've stretched our membership drive to our annual meeting in June so you still have time to recruit your co-workers, colleagues and friends to join GCSAE. The winner of our membership drive will win a special get-away weekend package and my heartfelt gratitude. What more could you want?! Also, our Awards Committee is accepting nominations for worthy individuals. Is there anyone you'd like to nominate for recognition of service beyond the call of duty? Let us know.

Our next meeting is scheduled for April 10<sup>th</sup> at the Cleveland Airport Marriott where we will have a distinguished panel of experts discuss "How to Book the Perfect Meeting". As we experience a slow down in the economy, now more than ever, it's important that we utilize our budgets in a responsible fashion. Come and learn new ideas, share your experiences with your colleagues, and learn about making the most of your members' time, enjoyment and your budget.

On a more personal note, as our country hunkers down for war with Iraq let's not forget our family, friends and colleagues who might be engaged in harm's way. Please keep them in your thoughts and prayers.

Best wishes and I'll see you on April 10<sup>th</sup>!

### What's Inside

GCSAE Schedule of Events .....	2
GCSAE Member Receives International Award .....	3
Member of the Month .....	4
ASAE All-Star Award .....	5
CVB Corner .....	6
ASAE Backing Association Health Plan Legislation .....	7
ASAE Foundation's SOCA Tool .....	7
Advisor Ad Rates .....	8
ASAE Knowledge Network Calendar .....	8

## OFFICERS & DIRECTORS

### President

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

### Vice-President

Tom Wanner 216/459-0770 twanner@mapic.org  
Mechanical Contractors' Assn. of Cleveland

### Treasurer

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

### Immediate Past President

Christopher Howell 216/901-8800 chowell@pma.org  
Precision Metalforming Association

### Directors

Tom Reed 330/678-1601 treed@ashaweb.org  
American School Health Association

Sarah Fanger 440/338-5151 sfanger@po.asm-intl.org

### Associate Director

Erik Klingerman 216/875-6613 klingerman@travelcleveland.com  
Cleveland Convention & Visitors Bureau

### Association Management Team

Jackie Symons/Marcie Price 330/220-7214  
jackie@jmbs.biz / marcie@jmbs.biz  
J & M Business Solutions, L.L.C.

**ASSOCIATION ADVISOR** is published 9 times a year by the Greater Cleveland Society of Association Executives, 3487 Center Road, Suite 6C, 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 10 **How to Book the Perfect Meeting Luncheon & Seminar**  
Location: Cleveland Airport Marriott  
11:30 AM - 1:30 PM
- May 8 **How to Handle Difficult People and Difficult Situations**  
Roundtable  
Location: Holiday Inn Strongsville  
8:30 AM - 10:30 AM
- May 22 *Topic to be determined*  
Luncheon & Seminar  
Location: Great Lakes Science Center  
11:30 AM - 1:30 PM
- June 27 **GCSAE Golf Outing, Annual Meeting & Silent Auction**  
Red Tail Golf Club

## Membership Campaign Extended



Due to this winter's unusually inclement weather, the Membership Committee has decided to extend the GCSAE membership campaign through June 1st. This will give you the opportunity to bring our clever invitations to your friends and associates in much warmer and, hopefully, drier weather.

If you would like some of our unique Chinese carryout membership information packets to distribute to potential new members, just give the GCSAE office a call at 330-273-5756.

# GCSAE Member Receives International Award

Jeffrey Dean, of Chagrin Falls, Executive Director and General Counsel of the International Society of Explosives Engineers (ISEE) headquartered in Ohio, was recently awarded the prestigious Silver Cross of Merit Dynamit Pro Pace Award by the Austrian Society of Explosives Engineers for outstanding achievements in the peaceful application of explosives throughout the world. Mr. Dean was the first non-European to receive the award in its thirty-year history.



The award was presented in conjunction with the 29<sup>th</sup> International Conference on Explosives and Blasting Technique held in Nashville, Tennessee. Presenting the award were Dietmar Lach, President of the Austrian Society of Explosives Engineers; Georg Paschke, Counsel for the Ministry of Economic Affairs of Austria; Rolf Schillinger Director of the European Federation of Explosives Engineers and International Director of ISEE, and representing the Governor of Tennessee, John Word, Tennessee's Director of International Development.

According to Mr. Schillinger, "Mr. Dean is recognized for the excellent job he has done in promoting safety and security and establishing good relations between national and international institutions and governments within the civil explosives industry."

Dean has served as a member of the Ohio House of Representatives and State Board of Education of Ohio, and is now in his fifteenth year as director of ISEE and its education Foundation. As such, he has worked closely with numerous agencies and organizations on the state and federal levels on behalf of the explosives industry including FBI, ATF, MSHA, EPA, Forestry Service, US Arms Control & Disarmament Agency, Transportation Security Administration, and the National Science Foundation.

The International Society of Explosives Engineers (ISEE) is a professional association of nearly 5,000 members from more than 90 countries and 35 Chapters in the US, Canada, Australia, and South America based in Solon, Ohio. Members are engaged in the mining, quarrying, construction, forestry, avalanche control, automotives, aerospace, manufacturing, medicine, food processing and many other peaceful pursuits. The Society is recognized as a world leader in the exchange of explosives technology, education, and efforts to address legislation and regulation affecting the safe and controlled use of commercial explosives.



## Member of the Month

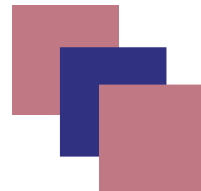
Bill Lavezzi has served as Executive Director for the North Eastern Ohio Education Association for the past 2 1/2 years. Like most executive directors, his responsibility is to do whatever needs to be done. According to Bill, NEOEA is a large, far-flung education employees' organization consisting of 194 local affiliates throughout northeastern Ohio. Bill and his assistant, Cheryl Becka, keep their 34,000 members informed through a newsletter, local presidents' mailings, and a Web site; support governance functions like their 300-delegate Representative Assembly, its 35-member Executive Committee, and about a dozen standing committees; and plan about fifteen conferences each year.

Bill became NEOEA's executive director in 2000, after thirty years as a middle-school and high-school teacher of English, drama, and psychology; he worked with NEOEA as a committee member and officer for about 24 of those years. He and his wife, Lynn, have three grown children: Heather, Noël, and Robert. They try to attend concerts and plays as often as possible; Lynn also gardens and Bill says he tries to help. Bill enjoys woodworking and has made several of the furniture pieces in his house. He also directs the Contemporary Music Group at St. Mary Parish in Bedford and serves as local precinct committeeman for the Democratic Party.

About GCSAE, Bill says: "NEOEA selected me for my knowledge of the organization and education issues, not because of previous administrative experience. Because of that somewhat lopsided background, GCSAE has been an invaluable way for me to see how other associations do business and to learn from their experiences and expertise."



**William Lavezzi**  
**Executive Director**  
**North Eastern Ohio**  
**Education Association**

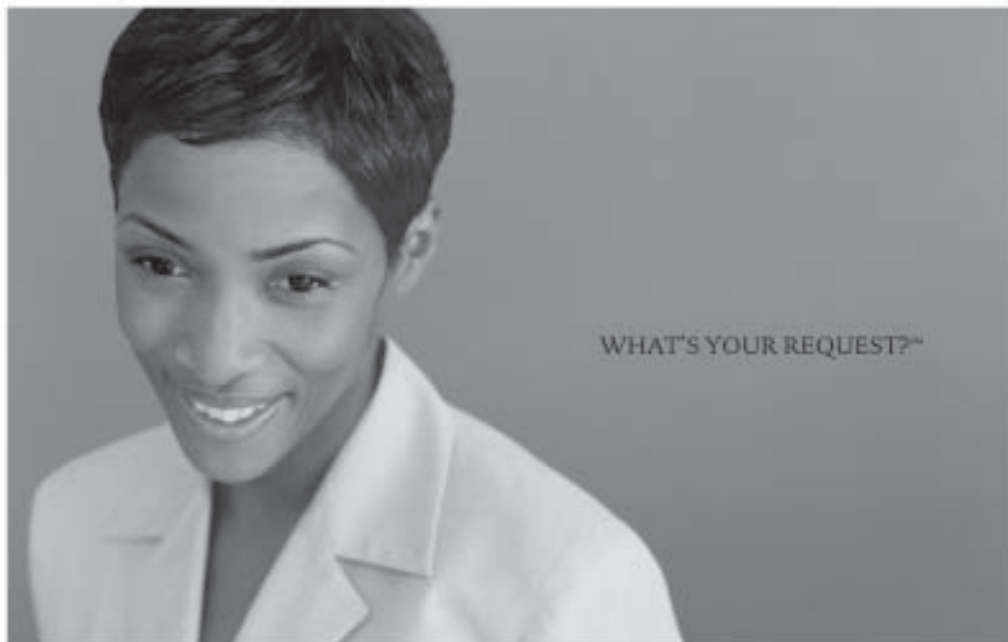


# Nominate a GCSAE Associate Member for an ASAE All-Star Award

Remember the last time you experienced superior customer service and vowed to write a letter or make a phone call to make sure it was properly recognized? Well here's your chance to acknowledge those ASAE associate members who have delivered that kind of service. The ASAE All-Star Awards recognize levels of achievement in customer relationship management that few can match. Take a few minutes today to nominate an associate member that delivered extraordinary customer relationship management. Use the electronic ballot at [www.asaenet.org/AllStar](http://www.asaenet.org/AllStar).



- 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](http://www.wyndham.com)



WYNDHAM CLEVELAND  
AT PLAYHOUSE SQUARE

WYNDHAM DUBLIN

WYNDHAM TOLEDO

Meetings must be booked by 12/31/03. Does not apply to previously booked meetings or cancellations. The reward after hotel, chair, desk, desk chair, Palm™ m500 or donation will be delivered about 6 weeks after completion of meeting. Other restrictions apply. ©2002 Wyndham Hotels & Resorts.

## Cleveland Ambassadors And The “Best Band In The Land” Go To New York

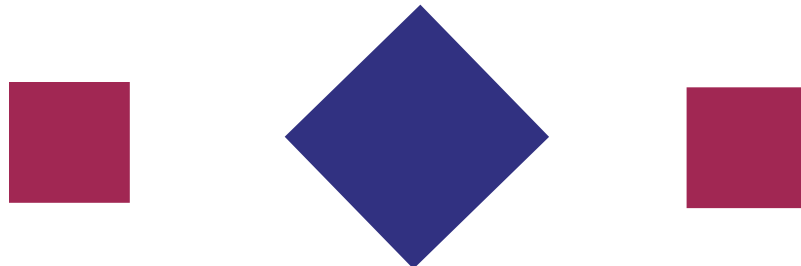
City of Cleveland Mayor Jane Campbell speaks before over 100 New York-area meeting executives to welcome them to an evening with Cleveland’s most enthusiastic ambassadors.

On February 6, sales team members from the Convention & Visitors Bureau of Greater Cleveland (CVB), the Greater Cleveland Growth Association (the city’s Cham-



ber of Commerce), and Cleveland-area hotels teamed up with city officials to sell Cleveland as a great option for meetings and business relocation to New York-area meeting executives.

The guests enjoyed a reception with their hosts at the Redeye Grill before heading off to a Cleveland Orchestra concert at Carnegie Hall. Franz Welser-Most conducted Mahler’s Symphony No. 7 and Saariaho’s Orion.



## ASAE Backing Legislation to Facilitate Association Health Plans

The American Society of Association Executives voiced strong support for legislation introduced Feb. 11 in the U.S. House of Representatives that would facilitate the offering of association health plans (AHPs) and reduce the number of uninsured in the U.S.

The *Small Business Health Fairness Act* (H.R. 660), which would allow small businesses to pool together through associations to obtain health insurance with the same economies of scale and purchasing clout currently enjoyed by large employers, is co-sponsored by Reps. Ernie Fletcher (R-KY), Cal Dooley (D-CA), Sam Johnson (R-TX) and Nydia Velazquez (D-NY). The bill already has more than 70 co-sponsors in the House. Similar legislation is expected to be introduced in the Senate in the near future.

ASAE has long advocated allowing association-sponsored insurance programs to operate under one set of governing regulations instead of complying with the many different state mandates that have historically discouraged AHP participation. “The legislation introduced today addresses the critical issues of access and affordability for the self-employed and employees of small businesses, which comprise over 50 percent of the 41 million Americans currently uninsured,” said ASAE President and CEO Michael S. Olson, CAE. ASAE is a member of The Coalition Supporting Access & Choice Through Association Health Plans. For more information, please visit the Coalition’s new Web site at: [www.AHPsNOW.com](http://www.AHPsNOW.com).

## ASAE Foundation’s SOCA Tool Helps Associations Measure Community

The Foundation of the American Society of Association Executives (ASAE) has developed a powerful new research-based tool called the State of Community Assessment (SOCA) to help association executives assess the sense of community within their own organizations and understand the role of technology in creating new vehicles for long-distance communication.

In partnership with the Center for Applied Research (CFAR) in Philadelphia, PA, the Foundation produced three research-based abstracts: “Creating the Stickiness of Community: 10 Fundamentals”; “People Make It Work: The Social Fabric of Community on the Web”; and “10 Measures of a Successful Association Community,” available at [www.asaenet.org/foundation](http://www.asaenet.org/foundation). Used together or separately, these comprehensive resources help association executives determine the key drivers of their community-building efforts and assess their effectiveness in their community.

“Associations are realizing that creating and strengthening their community is no longer an option, but a necessity,” said Richard Green, chair of the ASAE Foundation’s SOCA task force and vice president, association sales at Marriott International. “This is one of the few areas that cannot be easily replicated in cyber space.”

The SOCA is the result of more than two years of research initiated by the ASAE Foundation based on questions and concerns raised by association executives about nurturing commitment and connection among their own members. The SOCA can be used to create a normative database to help associations benchmark themselves against others. The assessment tool is available through a testing service in electronic and paper format and the ASAE Bookstore in paper format only at [www.asaenet.org/bookstore](http://www.asaenet.org/bookstore).

### Rate Card

Ad Size	Members		Non-Members	
	Year (9x)	1x only	Year (9x)	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	\$45	\$505	\$60
1/2 Page 5 3/8" x 7"	\$360	\$45	\$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.*

## ASAE Knowledge Network Calendar

**April 09, 2003**

### **Member Research Programs**

Also available by Audioconference Washington, DC

**April 10, 2003**

### **Grassroots Leadership: The Lifblood of Associations**

Also available by Audioconference Washington, DC

**April 11, 2003**

### **How To Choose An Associaton Management System**

Also available by Audioconference Washington, DC

**April 15, 2003**

### **Disaster Planning**

Special Four Hour Knowledge Network Washington, DC

**April 16, 2003**

### **Expanding Your Global Impact on a Leaner Budget**

Washington, DC

**April 18, 2003**

### **Open Software Solutions for Associations**

Also available by Audioconference Washington, DC

**April 23, 2003**

### **Negligent Hiring**

Also available by Audioconference Washington, DC