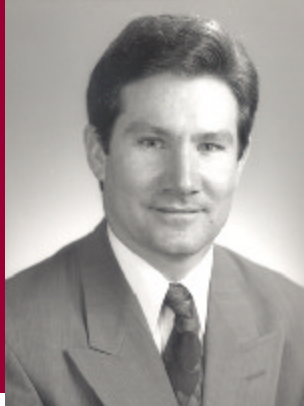


ASSOCIATION ADVISOR

Volume 2002, Issue 9, November/December 2002



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President's Message

GCSAE President Mark Laskey
Construction Employers Association

Thanks One and All!

It's hard to believe that 2002 is quickly fading and that 2003 is less than a month away. So while the year is coming to a close, it's only natural that we undergo some form of self-examination and reflection.

I'd like to thank GCSAE's staff, Jackie Symons and Marcie Price, for their efforts on behalf of GCSAE. I've had a number of comments from members that indicated we are growing and improving as an organization and more accurately meeting your needs. I appreciate Jackie's and Marcie's efforts on our behalf.

I'd also like to thank my fellow board members: Tom Wanner, Bill Lavezzi, Chris Howell, Tom Reed, Sarah Fanger, Karen Kittle and Erik Klingerman for their support and hard work on behalf of GCSAE. Thanks are in order to our Membership and Market-

ing Committee for their great efforts in putting together our new membership drive materials: Tom Wanner, Laura Nakoneczny, Allison Roberts, Erik, Jackie and Marcie – this is great stuff! Thanks, too, to our Program Committee: Karen Kittle, Sarah Fanger, Jackie and Marcie for their efforts in making our educational programs a worthwhile investment of our time.

As an organization, we've grown over the past year and learned a little bit more on how to advance our profession and the audiences it serves. With your continued support we can make 2003 a year to remember. Thanks to everyone who comes to our meetings and supports our efforts. We couldn't do it without you. Have a wonderful Holiday Season and best wishes for a healthy and prosperous New Year!

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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 Job Bank

New Position Available

#0211181 - Executive Director

for an association of professional safety and health educators. Position will become available in May 2003.

#0211182 - Government Affairs Director

for an area Board of Realtors.

#0211183 - Executive Director

for an association of 8,000 members comprised of a wide variety of individuals and interest groups. Located in Westerville, Ohio. Bachelor's degree required, preferably in a technical field. Graduate degree helpful. Strong leadership and visioning qualities important, as well as sound management skills and experience. Excellent interpersonal, planning, financial, organizational and communication skills and experience are required. Must be able to work with a diversity of people and personalities, as well as coordinate several activities simultaneously. Business development success and strong entrepreneurial instincts very helpful.

For more information on any of these positions, please call the GCSAE office at 330-273-5756.

Additional job and candidate listings are listed in the Private section of the GCSAE Website at www.gcsae.com. Forgot your password? Call the GCSAE office at 330-273-5756.

Peak Profitability

The development of employee image is a core business investment in all-economic climates, not just an elective for times of prosperity. The return on investment is immediate and long term. Today employers are leaving wardrobe decisions up to their employees, yet they are concerned that employee decisions with regard to appearance are:

- Causing them to lose customers
- Negatively impacting the bottom line

Implementation of business casual dress to attract and retain employees is hurting organizations financially in sales and customer service. Companies know it, but they believe they cannot do anything to change this dilemma. Management thinks casual is what the employee wants, but they have not asked the right questions of the employees and thus structured an inappropriate dress code. The reality is that saying no to three-piece suits does not mean jeans and a tee. Employees are displeased with co-workers dressing unprofessionally and the confusion that has been created in not knowing what to wear to work.

Organizations are aware that the manner in which some employees present themselves is negatively affecting desired results. It is therefore important to take the necessary steps to develop the awareness, judgment and systems that lead their employees to consistently present themselves to achieve the results they and the organization ultimately desire.

Gone is the past perception of image consulting as fluffy brown-bag lunch programs. There is a widespread realization that far from being a soft skill, professional presentation directly affects sales targets and customer retention. Now organizations are experiencing a consultative approach that customizes objectives and measures of success in a way that highlights value to the organization.

Companies that provide training or one-on-one coaching are seeing increased sales volume, profit, customer retention and repeat business. The key to this training is teaching their employees to make wardrobe decisions without prescribing a dress code.

A system needs development that leads employees to choices that are in alignment with corporate interests without stifling personal interests. To support corporate objectives, it is important to help employees dress more professionally and appropriately, while maintaining their authenticity and individuality.

- The employee who dresses unprofessionally undermines the goals of the organization.
- The employee who dresses moderately professional has a neutral impact on goals.
- The employee who presents a professional presence accelerates their own success as well as the organization's success. These are individuals who are looking to brand themselves for career success and advancement. In their work, appearance is a significant component in how they will be perceived and how successful they will be.

Younger generations will continue to seek attire guidance so they can have individuality but



By Dawn Waldrop
National Speaker,
Business
Consultant and
President

**BEST
IMPRESSIONS®**

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Cleveland Teaches How to Build in the City

By
Nate Coffman
Executive Director
Home Builders
Association of
Greater Cleveland

The Mayor Campbell Administration has taken a proactive approach to lure potential home builders and developers to the City of Cleveland. On the morning of Friday, November 15, the City of Cleveland's Department of Community Development, in partnership with the Home Builders Association of Greater Cleveland, hosted an event titled the "Building in the City Seminar" to educate builders, architects, remodelers, and related industries on Cleveland's development process and practices.

Community Development Director Linda Hudecek opened the meeting with a look at the past, and a vision for the future. "Approximately 300 single family homes and 500 new residential units of all types were built on average each year in the 1990's. That is a remarkable feat considering the complete lack of residential construction in the previous decade of the 1980's," stated Hudecek. "The record of recent years has set the table for Mayor Campbell's goal of building 1,000 residential units a year by 2005," continued Hudecek.

Over 150 members of the Home Builders Association were on hand for this all-morning seminar. The HBA's Urban Housing Committee, created in January of this year to facilitate new home building and entrants into the urban marketplace, has been met with open arms by Cleveland. "The City and the HBA share a common belief that the future of, not only the City of Cleveland, but of the region can be vastly improved through the revitalization of Cleveland's housing stock and diverse neighborhoods," says Gordon Priemer, Chairman of the HBA's Urban Housing Committee and President of Heartland Developers, Inc.

"Cleveland has been good to many of us throughout the years and past generations, and it is important that as businesspeople and as regional citizens that we do our part to improve conditions for business, for housing, and for the citizenry so that the City and the region can rise," remarked Priemer.

Joe Sidoti of the Division of Neighborhood Development lead the panel of Cleveland Directors and Managers that explained every procedure from delivery of land bank parcels to planning to infrastructure to incentive programs for builders and buyers. In addition to their thorough education, the City distributed a binder of detailed Cleveland programs, procedures, and contact information. The presenters were very candid in explaining current pitfalls in the process, such as permitting times and unpredictability, but they were equally candid in laying down specific benchmarks for permitting times to be accomplished by June of 2003. In total, the City explained the system as is today, warts and all, and expressed the improvements that they anticipate in the future. Patience was a word repeated many times.

Cleveland Councilwoman Merle Gordon, Chairwoman of the Community Development/Economic Development Committee, offered key points of practical advice. "It is extremely important that any housing project, no matter how large or small, must have the support of the local Community Development Corporation (CDC), the local neighborhood, and the local

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Cleveland Teaches How to Build in the City

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councilperson,” explained Gordon. She continued by saying that such support can in turn prove useful by providing a smooth process through city procedures and by creating expectations for the builder and the community before the shovel hits the ground.

Builders attending the event were very pleased with the presentation and the opportunity to meet many of the key public servants working in community development. Small to large firms came to learn, inquire, and to take the first step in considering a future endeavor in the City of Cleveland. Suburban builder and 2002 President of the HBA Bill Martin remarked that “building in the City of Cleveland definitely requires a different knowledge and mind set than suburban development, but that is understandable considering the intrinsic barriers in building in an existing area. Urban development is the next frontier in residential construction and this region’s builders must always be looking on the horizon for the future opportunities for our industry.”

It is clear that a healthy new construction market exists in Cleveland and that builders have done good business in the center of our region. Many believe that additional market share exists and that what is needed is additional builders to fill that demand. The City has made the pledge that they will do everything in their ability to make a new builder’s entrance into the marketplace as smooth and as predictable as possible.

Editor’s Note *Nate Coffman is among the "40 under 40" recently featured in Crain's Cleveland Business. Congratulations, Nate!*

Peak Profitability

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yet achieve desired results in their career. Future opportunities will bring increased videoconferencing, demanding an even more carefully chosen wardrobe for the camera.

Companies merging with or acquiring other companies now face challenges of integrating cultures without losing the best people in both companies. Will they choose one dress culture over the other, invite chaos, or institute a new and more effective system that members of both cultures can live with? Companies are searching for this third alternative.

Successful organizations are the ones who optimize every aspect of employee effectiveness while retaining the best people. The smart organizations recognize that presentation matters and that improving their employees’ appearance make a strong business statement. These organizations are re-framing the rules of dress, shifting back to dressing more professionally for business success to support both employee individuality and peak profitability.

Dawn Waldrop, Business Consultant, Executive Coach, President of Best Impressions, consults with businesses on how to increase revenues through the image of the employees and coaches’ executives how to present their best image for career success. She is author of Best Impressions How to Gain Professionalism, Promotion and Profit. www.best-impressions.com 330.483.0411



GCSAE Members Mean BIG Business for Cleveland's Economy

Through involvement in your organization, you can influence that business, professional, fraternal or social organization to bring its meetings here to Cleveland. TEAM Cleveland is about dynamic people like you impacting the city's economy through convention and meetings business.

All we need from you is the contact person for your organization, and that's all it takes to impact the local economy! We'll then use our many hats to show them why Cleveland is synonymous with successful meetings.

These TEAM Cleveland Associations brought \$\$ to the region

- **Precision Metalforming Association** brought MAX International in May 2001. The estimated economic impact for the show was \$40 million.
- **The Cleveland Bar Association** helped bring the American Bar Association here for an Equal Justice Conference in April 2002. The estimated economic impact was \$1.1 million.
- **The Mechanical Contractors Association** impacted the economy almost \$200,000 when they brought the Plumbing Contractors of America here in September 2001.
- **The Greater Cleveland Diabetes Association** helped bring the American Diabetes Association for a meeting in October 2000. The impact on the local economy was nearly \$100,000.

GCSAE Schedule of Events

- January 16** **The Good, The Bad and The Ugly - Part III**
Luncheon & Panel Discussion with professional graphic designer Louise Del Cielo of PMA and freelance writer and public relations professional Carol Lucas of Lucas Communications
Location: Holiday Inn Independence
Let professionals critique your newsletters, fliers, etc. Mail your materials ahead or bring them with you.
11:30 AM - 1:30 PM
- February 20** **Tentative Topic: Team Building**
Luncheon & Seminar
Location: The Mustard Seed Market & Cafe
11:30 AM - 1:30 PM
- March 5** **The Good, the Bad & the Ugly --
Websites Roundtable**
Location: PMA
Let professionals critique your website. Mail or email your web address or print out pages and bring them with you.

To learn more about how your organization can boost Cleveland's economy, call 1-877-TEAM CVB or go to our web site, www.teamcvb.com.

GCSAE November Meeting Review

The topic of discussion at the November GCSAE meeting was "Conducting a Member Needs Assessment." Our panelists did an excellent job of engaging all of us in the discussion. Time flew by -



Denise Tarka fields a question on member needs assessment.

- we could easily have spent another another hour or so on the subject. Our thanks go to our moderator Sarah Fanger, CAE, of ASM International and panelists Denise Tarka of Association Growth and Laura Nakoneczny, CAE, of NACS.



Laura Nakoneczny gives details on the very creative new GCSAE Membership Campaign, which has an oriental restaurant theme.

Did you know that each time you attend a GCSAE meeting, you'll be entered into the drawing for a year-end grand prize? Last year's prize was a hotel weekend getaway for two.

Jennifer joined the NACS staff four months ago and already works with a variety of external audiences to enhance the image of NACS, Inc. and build awareness of the collegiate retailing industry. She's currently involved in a local media relations campaign and campaign preparation for CAMEX, collegiate retailing's largest trade show. Her day-to-day duties include writing press releases and other publicity material, answering information requests from media and members and maintaining the media database.

A resident of Wakeman, Ohio, Jennifer is active in her church and enjoys designing web pages, organizing events and playing with children in the nursery. She also likes to read and visit with her niece and nephew.

Being new to the Association field, Jennifer has found GCSAE to be extremely valuable in allowing her to meet members of the association community in Cleveland.



Jennifer Parker
Public Relations Coordinator
National Association of
College Stores

Member of the Month

Attend a GCSAE meeting for your chance to be selected as Member of the Month.

Advertising Rates

Support your Association Advertise in the *Association Advisor*

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	\$40	\$505	\$60
1/2 Page 5 3/8" x 7"	\$360	\$40	\$505	\$60

Send your black and white, 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.



GCSAE
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