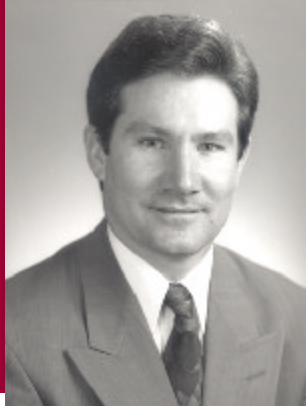


# ASSOCIATION ADVISOR

Volume 2002, Issue 8, October 2002



Greater Cleveland  
Society of  
Association  
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## President's Message

GCSAE President Mark Laskey  
*Construction Employers Association*

### Stand and be Counted

It's hard to imagine a more difficult time to live in. September 11, Osama bin Laden, al Qaeda, the possibility of war with Iraq, biological warfare scares, sniper attacks in the DC area, terrorist bombings in Bali and the Philippines, corporate shenanigans and a roller coaster stock market, all make for the Chinese curse of "May you live in interesting times."

In the next few weeks, as Americans we'll each have the privilege to exercise our right to vote. With so many critical issues demanding our attention, it's imperative that we each take time during the remaining days before the election to acquaint ourselves with the issues and candidates – and to vote.

Ideological issues aside, the right to vote is a blessing that sets us apart from other countries in the world. Read your newspa-

pers, visit web sites, talk with your friends, associates and the candidates, if possible, and learn where you stand and cast your vote.

"The ignorance of one voter in a democracy impairs the security of all." – John F. Kennedy

"The ballot is stronger than the bullet." – Abraham Lincoln

"Bad officials are elected by good citizens who do not vote." - George Jean Nathan

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# Welcome New Members

## Associate Members

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## Position Wanted

A multi-talented manager with a leading B2B media company is seeking a new position in the Greater Cleveland area. Extensive experience in every facet of data processing. Expertise with IBM mainframe and midrange connectivity. Very knowledgeable in personal computers, networking and DOS/Windows applications. Strong leadership and organizational skills. An analytical expressive personality, who enjoys learning new programs and processes and understands the high value of metrics. Strengths include:

- Mentoring
- Presentation
- Outstanding Communication Skills
- Documentation

To contact this job candidate, call the GCSAE office at 330-273-5756.

# Are You Killing your Credibility by Mispronouncing Common Words?

Have you ever feared sounding stupid? You probably don't realize it, but common *mispronunciations* can rob you of respect. If you're mispronouncing a few key words, people may peg you as less intelligent than you really are.

I spend nearly every business day in recording studios, projecting page after page of marketing scripts for corporate clients. I read thousands of pages out loud every year. As a voice artist, my words are heard. I've learned how important proper pronunciation is and heard how easy it is for a sloppy tongue to ruin an otherwise sparkling image. I've resolved to help business professionals overcome these bad habits.

I've put together my top ten list to help solve these credibility killers. It's easy to retrain your vocabulary. Just take note of the right pronunciations and practice saying them out loud correctly. Work them into your conversations for the next week and you can change your habits. This communication challenge can help you learn which words may be killing your credibility:

Connie's list of the ten most commonly mispronounced words:

1. "R" instead of "Our"  
*"R" is a letter. "Our" is a complete word. Don't slip past the "ou" – it's pronounced like "ouch."*
2. "Proibly" for "Probably"  
*Don't forget to pronounce the "ab" in the middle. It's sounds like "uh" in the middle.*
3. "Fur" vs. "For"  
*Would you like to go "fur" ice cream? Not exactly. "For" is pronounced like the number four.*
4. "Tuh" instead of "To"  
*Did you go "tuh" to the mall? Why not go to the mall?*
5. "Jist" instead of "Just"  
*"Jist a minute?" Do you see the letter "i?" Instead, substitute a soft "u" like "uh" and you'll have it right.*
6. The lost letter "L"  
*Did you do "aw-right?" Does your wife "aw-ready" have diamond stud earrings? Don't lose the "l" in words like already.*
7. The added "X"  
*Do you say "excape," "expecially," or "excetera?" Do you drink "expresso?" Axe the "x" and give them the "s" they deserve.*



By Connie Dieken  
Dieken  
Communications

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# The Biker Who Ate Sushi

By  
Paula Butterfield,  
Ph.D.  
Butterfield +  
Laning, LLC

Last May, I was in Myrtle Beach, South Carolina, to give a talk. The city was hosting Bike Week. Over 100,000 Harleys were already cruising the streets and another 120,000 were expected before the weekend. The place was alive with the throaty roars of Hogs and Heritages.

That night at dinner, several of us were seated next to a table occupied by three bikers in standard Harley fare: black boots, worn jeans, black t-shirts, earrings and a bandanna for one, bald heads and sunglasses for the others.

To the nervous discomfort of my dinner companions, I struck up a conversation with the bikers. My colleagues ignored us. The waitress arrived with the bikers' dinners. Two got Caesar salads with salmon, the third a large plate of sushi and some extra plates for his buddies. They unwrapped chopsticks and ate with more ease than many people using forks.

My colleagues started to eavesdrop. What they heard was not what they expected. The bandanna-clad biker had an engineering degree from Purdue and was a senior analyst for Southwest Airlines. Another was the mid-Atlantic regional sales manager for a large pharmaceutical company. The third was an airline mechanic working on an MBA. Just your typical biker dudes out for a bit of sushi.

Think about your own stereotypes. When was the last time you asked your receptionist if she wanted to try her hand at writing the company newsletter? Or included some of your customer service reps at a strategic planning retreat? Or spent a day on-site with your customer's front-line people?

Our executive brain loves facts and data and systems for streamlining incoming information and simplifying mental tasks. Stereotypes are a prime example. They let us quickly label and categorize, assign meaning, minimize confusion and chaos. You're in a suit? Bing: professional and conservative. Leather boots and a bandanna? Bing: a laborer with limited education. The executive brain loves this formula approach: find the pigeonhole, plug in the pigeon, then dash to the next thing on your to-do list.

Stereotypes also dilute our experience and keep our world small and imprecise. They sever us from our own curiosity. Most of us are trained to find a "right" answer, to apply a solution that works, to avoid mistakes by taking a proven path. We gravitate to the familiar, to people who look and think like we, to what worked before, especially when we're under stress. There's great comfort in stereotypes. They give us the illusion of predictability.

Curiosity, on the other hand, seeks out the possibilities in things. Its currency is questions, its yield is learning and discovery. It's at the other end of the spectrum from answers. Curiosity arises when people feel safe and when they're high on self awareness, esteem, and confidence – the foundation of emotional intelligence.

To thrive, organizations need innovation. They need new possibilities. They need "what if" rather than "oh, yea" thinking. The lure of stereotypic thinking, the search for quick

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## The Biker Who Ate Sushi

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answers, the comfort of solutions all take us in the other direction, especially in times of rapid change.

So cultivate your curiosity. Enrich your relationships. Expand your emotional intelligence by becoming aware of when and how you rely on stereotypes. Ask one of your service providers, “What’s the toughest part of your job?” Then ask what she thinks would ease it. Ask your executives, “What’s the biggest mistake you made last week and how’s it benefiting the organization?” Ask your managers, “What are we rewarding – risk-taking and new ideas that didn’t work? Or protecting the status quo and courting its first cousin mediocrity?” Ask your best customer, “What’s the real value to you in doing business with us?” Ask yourself, “What business are we in and does my answer expand or limit our possibilities?”

© 2001, Paula Butterfield, Ph.D. Paula Butterfield, Ph.D. is a speaker, business coach, and occasional consultant. She runs the leadership development firm Butterfield + Laning, LLC. E-mail her at [btrfield@columbus.rr.com](mailto:btrfield@columbus.rr.com) or visit her web site at [www.pbutterfield.com](http://www.pbutterfield.com).

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## Are You Killing your Credibility . . .

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8. “Feb-you-ary instead of “February”

*Think beer. Remember to pronounce the “brew” in the middle of the sweetest month.*

9. “D” for “T”

*A common example of this is to say “qualidy” when you really mean “quality.”*

10. “Pitcher” for “Picture”

*The first one’s bound for the Hall of Fame. Chances are you mean to say the one that hangs in the hallway or sits on your desk. Remember the “c” in picture.*

Congratulations on the words you pronounced correctly! If you found some weaknesses, substitute the right pronunciations and you can retrain your tongue. Soon, you’ll overcome bad habits and begin to *Communicate like a Pro*.™

*Connie Dieken is a Cleveland-based executive communication consultant, trainer and professional speaker. She uses her 20 years of Emmy-award winning media experience to help clients learn to **Communicate like a Pro**™. You can reach Connie at [connie@diekencommunications.com](mailto:connie@diekencommunications.com) or at (440) 930-8500.*

# CVB Corner

## CVB News Shorts

### 2002 Award of Excellence

The CVB of Greater Cleveland was awarded *Corporate & Incentive Travel* magazine's 2002 Award of Excellence.

Convention bureaus chosen to receive this coveted honor were selected by the magazine's subscribers, who voted for those CVBs that best served their corporate meetings and/or incentive travel programs during the past year.

### Meeting Ambassadors Celebrate Four Successful Months!

A happy birthday to the CVB's Meeting Ambassadors program, which celebrates its

four-month birthday this October. Over 55 small and mid-size meetings in Cleveland have received extra TLC from our specially-trained volunteers.

Through their meeting ambassador, planners have a connection to the Convention Services Department, as well as a link to the 800-plus members of the CVB who can supply their meeting. Ambassadors can assist with last minute details, like restaurant reservations and transportation and provide updates on special events being held in the city, as well as news relevant to their meeting.

### Pickwick & Frolic

Looking for that hot, new meeting venue that's off-beat and hey, even a little fun?

Enter Pickwick & Frolic, a 27,000 sq. ft. restaurant, bar, cabaret and comedy club, which just opened in downtown Cleveland. P&F is the new home of Hilarities 4<sup>th</sup> Street Theatre, a familiar name in the city's entertainment history.

P&F was designed with video-conferencing capabilities and T-1 lines to provide computer service. To make your meeting or reception happen there, call Pickwick & Frolic directly at (216) 241-7425.

CVB "Blue Jackets"  
Meeting Ambassadors



# You Missed It!

Submitted by  
Karen Kittle

You missed a fabulous speaker, a tasty lunch in a nicely appointed room in the Hyatt at the beautifully restored old Arcade - - not-to-mention the networking opportunities! You missed all of this and more!

On September 24<sup>th</sup> GCSAE held its first meeting of the fall season. Rob Sherman, J.D. head of Sherman Leadership Group, Columbus, Ohio provided those in attendance with super tips on how to speak like a leader, how to inject energy into a public speaking presentation - - whether it's a presentation before an audience of 100 or a staff meeting of five - - plus hints on controlling interruptions that may occur when you have the floor!

His high-energy style held our attention from the first moment he began his presentation. There were tips to be learned even by the most seasoned individuals in room.

Here are comments and thoughts from others in attendance...

*"Rob was a very engaging presenter. Very well done! Thank you!" ~Jim Runsey*

*"Rob was great and had a different and welcoming approach." ~ Jackie Smith, Sheraton Cleveland City Hotel*

*"Very appropriate subject - - much was gained from this presentation which can be easily applied to every aspect of business and home life. Speaker was great!" ~Tom Wanner, MCA of Cleveland*

*"Today was very helpful. I am not comfortable speaking to large groups. Rob gave me several great ideas. ~ Joan Arrowsmith, Radisson Hotel Akron*

*"I thought he was informative in a manner that said 'Yes, you can!'" ~ Irene Zito*

A special "thank you" to Sara Fanger, ASM International for recommending Rob Sherman to GCSAE. If you have a program idea or speaker you would like to recommend, please call Karen Kittle, GCSAE Program Chair at PMA. She can be reached at 216-901-8800, ext. 122 or email at [kkittle@pma.org](mailto:kkittle@pma.org).

## Suggestion-of-the-Month

Taken from *Sherman's 21 Laws of Speaking – How to Inspire Others to Action* by Rob Sherman, J.D.

*"Begin your presentation with a provocative statement, a rhetorical question, a surprising fact, or a story related to your topic. DO NOT START YOUR SPEECH THE USUAL "Thank you. It's a pleasure being here today" and then ease into*



Professional speaker Rob Sherman, of Sherman Leadership Group, charmed guests at the September GCSAE meeting at the Hyatt in the Arcade.

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## Member of the Month



**Irene Zito, President  
North Coast Tours**

As President of North Coast Tours, Irene Zito has spent the past 20 years wearing many hats, marketing her company's services and Cleveland in general. Irene has developed creative and interesting tours that excite people about our city. Needless to say, keeping 19 tour guides updated, working and happy is a daily challenge for her. One of her company's services is transportation and she enjoys the challenge of detailing and structuring complicated shuttles.

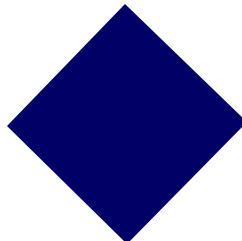
Happily married for many, many years, Irene and her husband, Robert, have two sons. Irene loves antiquing, reading, tennis, cooking and Cleveland history . . . not necessarily in that order!

About GCSAE, Irene says that in most instances she finds the programs helpful and pertinent to her business, but she truly enjoys and appreciates the different personalities in the membership and what they bring to the table.

## GCSAE Schedule of Events

**November 14**     **Membership Campaign Kick-Off  
& Luncheon Panel Discussion**  
"Conducting a Member Needs  
Assessment"  
Location: Aurora Premium Outlets  
*Each attendee will receive a nice  
shopping bag filled with coupon books  
& other free goodies!*  
11:30 AM - 1:30 PM

**December**        **Happy Holidays!**  
No Meeting



## ASAE Adopts New Pricing Structure for 2003 Annual Meeting In Hawaii

### *CEOs Encouraged to Bring Staff at Steep Discounts*

Building on the tremendous success of ASAE Denver 2002, the American Society of Association Executives (ASAE) is encouraging all senior association staff executives to take advantage of a new pricing structure for next year's Annual Meeting and Exposition in Hawaii that will reduce the financial burden of bringing along their staff.

The registration fees for Hawaii break down like this: An association CEO or senior staff executive who is a member of ASAE can register for the 2003 Annual Meeting before July 18, 2003 at a rate of \$555 – the same price charged at ASAE Denver 2002 and at ASAE Philadelphia 2001. The difference is, that executive can bring along as many staff as they like at a rate of \$99 each. This change is the first of its kind for an ASAE Annual Meeting.

Check back at ASAE's Web site [www.asaenet.org](http://www.asaenet.org) in coming months for more information about ASAE Hawaii 2003.

# MHIA Announces Conference in Cleveland

The Material Handling Industry of America (MHIA) will hold its 2004 Material Handling & Logistics Show and Conference (NA 2004) March 29-April 1, 2004 in Cleveland's I-X Center.

According to John Nofsinger, CEO of MHIA, "the move to Cleveland after a decade of successful NA-events in Detroit is a strategic one and part of a broad events repositioning initiative begun in 2001." He noted that Cleveland's I-X Center is a state-of-the-art exposition center featuring 700,000 square feet of single-level exhibit space and proven success hosting trade events the size and scope of NA 2004.

"This combined with Cleveland's rank as the nation's 9th largest industrial market and largest concentration of manufacturing employment will provide the NA-event with the key components necessary to ensure the growth and future success of the event," according to Nofsinger. "Cleveland's success story, like that of the NA 2004 event, is fueled by an on-going commitment to growth

and a global vision for the future. As NA 2004 begins a second decade of growth, Cleveland is a perfect match for continued success."

NA 2004 focuses on the productivity solutions provided by material handling and logistics. The four-day event will be the most comprehensive showcase of material handling and logistics equipment, systems and information technologies in North America in 2004. The show is designed to offer productivity and information solutions by showcasing the products and services of over 400 material handling and logistics providers.

Information on NA 2004 can be found on-line at [www.na2004.com](http://www.na2004.com). NA 2004 is sponsored by MHIA. MHIA is the association for the material handling and logistics industry and has been the sponsor of successful trade events for nearly 50 years. For more information on MHIA and NA 2004, please contact Carol Miller at 800-345-1815/704-676-1190 or via e-mail at [cmiller@mhia.org](mailto:cmiller@mhia.org).

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## You Missed It!

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*material. You will lose your audience! Start with a bang! Grab their attention!  
There will be plenty of time for thank you's later in your presentation."*

If you would like to purchase Rob's book or to find out more about his services, he can be reached at 614-472-3200 or [RobSherman@ShermanLeadership.com](mailto:RobSherman@ShermanLeadership.com). Visit his website at [www.ShermanLeadership.com](http://www.ShermanLeadership.com).

## Advertising Rates

## Support your Association Advertise in the *Association Advisor*

### 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
Full page insert (provide GCSAE with 150 copies of your insert)	n/a	\$50	n/a	\$75

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.***

**Help GCSAE earn non-dues revenue . . .  
Entertainment 2003 books are available for purchase for only \$25.00!  
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