

# ASSOCIATION ADVISOR

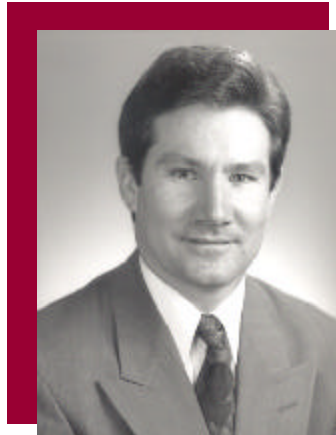
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Greater Cleveland  
Society of  
Association  
Executives  
3487 Center Road  
Suite 6C  
Brunswick, OH  
44212  
Tel: 330-273-5756  
Fax: 330-220-7914  
gcsae@core.com  
www.gcsae.com

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## President's Message

GCSAE President Mark Laskey  
*Construction Employers Association*

It's hard to believe that another summer's gone by. Labor Day's come and gone. School's started and everyone seems to be finished with their annual family vacations. The work place is hopefully picking up for everyone with new projects and activities. It's time to dig in our heels (again).

GCSAE is ready to kick-off its 2002-2003 programming year with a great presentation on Tuesday, September 24 at the Hyatt Regency Cleveland at the Arcade. Rob Sherman will be our featured guest and he'll present "Speak Like a Leader: How to Make Any Presentation with Power and Influence". For a moment, think about your next board meeting, presenting your budget, welcoming your members to your annual meeting or serving as an instructor at a conference. Wouldn't you like your verbal communication to motivate your members or audiences to achieve your goals? Rob's tips and suggestions on how to present your remarks are

something that every association professional can benefit from.

This is going to be a great year and I'm looking forward to seeing you at our meetings!

## Website Make-over

Visit the GCSAE website at  
[www.gcsae.com](http://www.gcsae.com)

and you'll notice some new features.

There is now a private section for members only where you'll find an always up-to-date membership list and coming soon - a job bank, a forum, a speakers database and a venue database, as well as a link to some new benefits only for members of GCSAE. GCSAE members can find their password on the enclosed postcard.

## 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 East 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  
ASM International

Karen Kittle 216/901-8800 kkittle@pma.org  
Precision Metalforming Association

### 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.

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# Welcome New Members

## Association Executive Members

Jennifer Parker, PR Coordinator  
National Association of College Stores  
500 E. Lorain St.  
Oberlin, OH 44074  
Phone: (440) 775-7777  
Fax: (440) 775-4769  
E-mail: jparker@nacs.org

Tom Deegan, Executive Director  
American Subcontractor Assn. of NE Ohio  
76 E. North Street  
Akron, OH 44304  
Phone: (330) 762-9960  
Fax: (330) 762-9960  
E-mail: td@asaneo.com

## Position Wanted

I am a government relations professional with a Master's degree and over 6 years association experience. I am seeking a position with an organization whose mission includes improving the lives of Ohioans, a place where I make a difference through the implementation of organizational goals.

Before returning to Ohio, I worked in Washington, D.C. lobbying legislators, organizing grassroots, and educating association members on relevant legislative and regulatory issues. I am familiar with education, tax, telecommunications, environmental, labor, and general nonprofit issues.

I am a team player, strategic thinker and a dedicated professional.

For additional information, please contact me at c\_j\_collins@hotmail.com

# Recession Marketing: Lead or Get Left Behind

Sure we're in an economic downturn. Times are hard and we have to be very careful of how we spend our resources. Every effort must count. However, just because we have to be careful doesn't mean we have to be frugal. Perhaps one key marketing strategy during a recession is to spend like a leader—not a follower—in three key areas: vision, commitment and execution.

## Vision

The ability to articulate and communicate a compelling and passionate vision for your association—or yourself—is a primary form of persuasion that is very powerful. Guy Kawasaki, CEO of Garage.com, said, “Create a cause, not a company.” How can you turn your association into a cause that others will want to get behind and help succeed? Does your vision set your association apart from others, or are you just another “me-too” provider? How can you lead through your vision?

Having a compelling vision means you believe in something important. You can see the end result and can offer value to your community of followers as they participate. There is total member buy-in because your vision is so clear and compelling that it energizes them to give from their hearts as well as their hands. A strong vision creates advocates in both volunteer and paid staff, and members.

## Commitment

How you sustain and nurture your vision depends on your commitment to your core purpose. You need to be willing to take risks to see your vision grow and thrive. This means that you're working smart—employing smart marketing methods—to motivate your board and members to action. Your marketing efforts are not riddled with chaotic reaction, but rather sharply focused by your vision and a deep rooted desire to do something truly unique.

Jerry Garcia of the Grateful Dead once said, “You don't want to be considered the best at what you do. You want to be the only one doing what you're doing.” In a recession it is easy to cut “costs” and pull back on our marketing efforts. However, commitment to marketing is a discipline all savvy and successful associations have developed. It is the exercise of integrity in the moment of choice. To follow Jerry's example, if everyone else is pulling back, perhaps a recession is an opportunity to move forward.

## Execution

Jan Edmondson of DDB Worldwide Seattle, one of Seattle's top advertising agencies, said that “a vision without execution is a hallucination.” This means that successful recession marketers put feet to their vision by developing close relationships with their members. They are passionate about getting close and not just knowing, but understanding them.

Execution in recession marketing focuses on loving the member, communicating clearly and precisely, spending as a leader and using the right tools to accomplish your goals. But even the

By David Kinard,  
M.Ed., PCM

(The Marketing Guy)

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# Mom Was Right When She Said, “Always Be Nice”

By Hal Becker  
Author &  
Public Speaker



Hal was our  
Keynote Speaker  
at the 2002 GCSAE  
Speaker Showcase.

Remember when your mom always told you to make a good first impression because it could last forever? Well, as usual, mom was right.

I keep saying to myself — why do I have to write these articles on customer service, and tell people how to be nice to one another? I mean, next year is 2000; shouldn't we be getting this right by now?

Let's talk about first impressions, or the lack of, or the really bad ones. Let's start with the phone. Aren't you all getting annoyed with voice mail? And when you try to get to the operator, hit 0 and get a recording: "I'm sorry, that is not a recognized number." Now you're in the voice-mail Bermuda Triangle of Hell with no way to return. If you do get out, you probably have to hang up and try all over again.

I'll just make this real simple (I know some of you are now going to get mad at me). All the world-class companies have a receptionist to answer their phones. Let me repeat: the best do this. And why? Because the receptionist is the most important person in a company. They set the tone. A real, live person means real, live customer service, period. If you don't believe me call Ritz Carlton, Nordstrom, Southwest Airlines, Lexus, etc. and you will hear a wonderful person with a great attitude answer the phone, which leaves a good impression.

If you are not the receptionist and just have a phone in your office, be nice and listen to people and let them finish the sentence. Oh yeah, smile too, because people can feel that ray of sunshine on the other end.

Phone don'ts:

- ◆ Don't replace your receptionist.

- ◆ Don't be quick or abrupt.
- ◆ Don't talk with your mouth full (another mom-ism).

Phone dos:

- √ Do be nice.
- √ Do smile on the phone.
- √ Do listen more and talk less.
- √ Do say "thank you."
- √ Do laugh and have fun — remember, 70 percent of your waking moments are spent at work, so enjoy them.

Everywhere we go, we have people making lousy first impressions which cause us to think of either not going back to that place, or of telling other people how bad the experience was. An example of this is when you go into a restaurant and you can tell right away if the service is going to be good or awful. Your first impression starts with how long you wait to be seated and how long it takes a server to come over to your table. If they smile, are nice, attentive and sincere, that's a good start and makes me pretty happy. You could have the greatest food and if the service is bad, you still won't go back. Service and impressions are everything!

It is much easier to be nice to people and put yourself in their shoes. How do they feel? Do they like being ignored? Are they getting impatient? Do they want someone to at least acknowledge their presence? I think you're getting the message.

People don'ts:

- ◆ Don't ignore; at least tell people you'll be right back.
- ◆ Don't worry about yourself — put the customer first.

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**September 24 Luncheon Seminar**  
 "Speak Like a Leader: How To Make Any Presentation with Power and Influence"  
 Presenter: Rob Sherman  
 Location: The Hyatt Regency Cleveland at The Arcade  
 11:30 AM - 1:30 PM

**October 16 All-Day GCSAE/ASAE Seminar on Non-Dues Revenue**  
 Presenter: Dr. Laurie Ford  
 Location: Radisson Cleveland Southwest  
 8:00 AM - 4:00 PM

**October 30 Roundtable Workshop**  
 "The Good, the Bad and the Ugly, Part III" Newsletter Critique  
 Location: Construction Employers Association  
 8:30 AM - 12:00 Noon  
 Continental Breakfast served

**November 14 Luncheon Panel Discussion**  
 "Conducting a Member Needs Assessment"  
 Location: Aurora Premium Outlets  
 11:30 AM - 1:30 PM

**December Happy Holidays!**  
 No Meeting

## GCSAE Schedule of Events

### Mom Was Right . . .

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◆ Don't be moody; the customer wants someone in a good mood.

People dos:

√ Do be enthusiastic — people love to be around "up" people.

√ Do be nice. This is easy to say and sometimes hard to do.

√ Do what you say. If you tell someone you'll be back in five minutes, better make it five minutes.

√ Do have fun. Your day goes faster, your co-workers will enjoy being around you and so will your customers.

Remember: Customer service is and will always be an attitude. And you're only as good as your worst employee. People remember the bad a lot more than they remember the good.

Hal Becker is a nationally known public speaker and author of *Can I Have Five Minutes of Your Time?* and *At Your Service: Calamities, Catastrophes, and Other Curiosities of Customer Service.*

**October 02, 2002 E-mail Newsletters: Skip the Knowledge Network Learning Curve**

Also available by Audioconfr. Washington, DC

**October 04, 2002 What Are My Cash Reserves? Knowledge Network**

Also available by Audioconfr. Washington, DC

**October 09, 2002 Understanding State Legislative Organizations Knowledge Network**

Also available by audioconfr. Washington, DC

**October 11, 2002 Mapping Your Association's Future in China Knowledge Network**

Also available by audioconfr. Washington, DC

**October 16, 2002 Generating Nondues Revenue Exec. Ed. Series**

Middleburg Heights, OH

**October 24, 2002 Keys to a Successful Education Program Exec. Ed. Series**

Atlanta, GA

**October 25, 2002 Association Management: The Total Package Exec. Ed. Series**

Wayne, PA

**October 29, 2002 Designing and Implementing a Successful Certification Program Exec. Ed. Series**

Washington, DC

**October 30, 2002 Legal Issues in Distance Education and E-Testing Knowledge Network**

Also Available by Audioconfr. Washington, DC

## ASAE Calendar

## Cleveland Ranks With The Best Of The Best In Convention Sales And Services

*Only 20 Cities Across The Country Receive It*

Cleveland received its 12<sup>th</sup> *Pinnacle Award* from *Successful Meetings* magazine, a meetings trade publication. The annual award is decided by the publication's readers. About 20 cities receive the award every year, and Cleveland has received it for 12 years *in a row!*

"That meeting executives chose Cleveland once again speaks volumes about the impression we leave on meeting attendees and professional planners," said Joe Zion, Executive Vice President for the Convention & Visitors Bureau (CVB). "We strive to go above and beyond the service other CVBs provide, and this is proof-positive we've done it successfully."

In addition to the Pinnacle Award, past awards include the Top Destinations Award from *Facilities and Destinations* magazine, and the Gold Service Award from *Meetings & Conventions* magazine.

## Ohio Marketing Executives Experienced Déjà vu In Cleveland

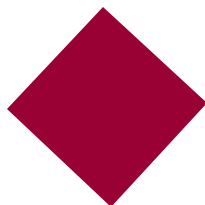
Cleveland rolled out the red carpet for the Ohio Society of Association Executives' annual conference, August 7-9. The state association market is a very important one, so Cleveland pulled out all the stops to make this year's conference a memorable one, down



to the perfect weather we had.

Over 120 association executives attended the 3-day event which showcased all that Cleveland can offer association meetings. Attendees also used the 3-day conference to discuss association issues and earn credits toward Certified Association Executive (CAE). This year's theme was *Déjà vu, Browsing Our Past For Clues To Tomorrow*.

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## Recession Marketing

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greatest communication tactics can fail if there is not a strong value proposition. The creation and delivery of value will be the most defining competitive advantage of the 21st century marketplace. Your execution cannot be just activity, but the communication of extreme value that only you provide.

During a recession, many boards and their associations will slow down to watch. They will become spectators in the marketplace and some will never become players again. You can ensure your place as a leader in the market by choosing to be a leader and not a follower. Recessions do not have to be retreats—they can be opportunities knocking at your door.

*David Kinard, M.Ed., PCM, (The Marketing Guy) is a marketing expert who speaks professionally, and is the principal of Access Marketing Solutions, a Seattle-based firm that revolutionizes the marketing, communications and customer service strategies of associations. A member of WSAE, he can be contacted at 206-525-5501 or by visiting [www.marketingguy.com](http://www.marketingguy.com).*

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## CVB Corner

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The premier Thursday night event, hosted by the CVB and its hospitality partners, was a rockin' good time. Guests blasted to the past when the Fab Four ruled the airwaves. First, everyone headed to the Nautica Pavilion in the Flats, where they were wine and dined at the **Great Chef Extravaganza**, which featured the specialties of Cleveland's hotel chefs.

Then, Cleveland pulled out all the stops with a magical mystery tour of the Beatles at OSAE's own private preview of a three-day celebration of everything Beatles, the **Abbey Road On the River**. Finally, guests kicked up their heels and danced to a Beatles tribute band, Hard Day's Night.



## 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!  
Call the GCSAE office at 330-273-5756 to order.**

GCSAE  
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Brunswick, OH 44212



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Phone: 330-274-5756  
Fax: 330-220-7914  
gcsae@core.com