

ASA Membership Meeting Minutes
Saturday, August 15, 2009
9:00 am – 4:00 pm
Toronto Convention Center, 202A (North Building)

Attending:

Jim Anderson, CAE, California
Jim Hartley, CAE, Ohio
Wendy Kavanagh, CAE, Georgia
Beth Brooks, CAE, Texas
Leslie Murphy, CAE – Indiana
Marie Fredette, CAE, Arizona
Ronna Alexander, Montana
Jim Thompson, IOM, CAE
Christie Tarantino, CAE, Chicagoland
Lynda Patterson , Wisconsin
Rick Eisenman, CAE, Virginia
Cheryl Ronk, CAE, Michigan
Joel Dolci, CAE, New York
Kathy Dolci, New York
Keli Williams, Louisiana
Betsy Hilt, CAE, Tennessee
Lorna Boldac, CAE, Connecticut
Keely F. Yates, South Carolina
Nan Pearson, volunteer leader, Michigan
Maury Astley, CAE, Nevada
Fran Gilbert, CAE, Tallahassee
Mary Dandurand, CAE, Arkansas
Joan Teziak – Colorado
Kathy Johnson, CAE, Midwest
Amy Wilson, Mississippi,
Sandy Boeckman, Missouri
Pam Tolson, CAE, Illinois
Penny Murphy, CAE, Empire
Patricia , from New Jersey

Guests: John Graham, IV, CAE
 Greg Melia, CAE

Called to order at 9:05 am.

- 1.0 Welcome and Introductions9:00 am

- 2.0 Approval of the Minutes of March 30 and 319:30 am
The Alliance approved the minutes of March 30-31.

- 3.0 Treasurer’s Report.....9:35 am
 - 3.1 Financial Report (7/31/09) – handouts on site. *Attachment 1.*
 - 3.1.1 IRS determination letter received recently

- 3.1.2 Large CAE study guide purchase from ASAE this fall
- 3.1.3 Dues starting to come in.
- 3.2 2009-10 Expenses forecast

The Alliance accepted the financial report.

- 3.3 Membership Report
 - 3.3.1 40 invoiced
 - 3.3.2 23 Renewed
 - 3.3.3 27 Outstanding
 - 3.3.3.1 Of those, probably 7 will renew without much effort
 - 3.3.3.2 10 phone calls assigned
 - 3.3.4 Still 12 societies who were not invoiced but we have information for them, so we will send a letter and an invitation to renew.

Agenda Change

- 5.3 CAE Study Guide Process Gail Grimm, CAE
 - 5.3.1 See reports, *Attachment 2 and 3*
 - 5.3.2 Realign questions from 10 to 9 domains based on changes from the commission.
 - 5.3.3 Domains to be considered next, ones within the domains which carry the most weight in points value
 - 5.3.4 Psychometrician training and question writing workshop

- 4.0 Work Group Reports and Leadership for 2009-109:50 pm
 - 4.1 Alliance Website Wendy Kavanagh, CAE
 - 5.1.1 Added recently: CAE page, dues information
 - 5.1.2 Lorna continues to accept articles for downloading from a variety of sources. Pam Tolson and her staff will help update it.
 - 4.2 Education/Joint Programming – Webinars Jim Thompson, CAE
Attachment 4 – report from Jim Thompson via email, schedules through end of the year.
 - 5.2.1 Making money now – quite nice
 - 5.2.2 Watch for email from Jim Thompson from Wendy Hand, dos and notes resource list.
 - 5.2.3 Need a replacement chair
 - 5.2.4 List will be distributed by state and by attendee
 - 5.2.5 Popularity – hotel contracts, social media

- 5.0 Update from John Graham, CAE and Greg Melia, CAE 10:50 am
 - 5.1 Success with ASAE and ASA working together
 - 5.1.1 Career headquarters
 - 5.1.2 Benchmarking from the research committee
 - 5.1.3 Fly-in success-advocacy remains critical
 - 5.1.4 CAE program (Handbook distributed by Greg)
 - 5.2 ASAE & The Center's organizational overview
 - 5.2.1 Deficit – 1 million or so down
 - 5.2.2 58% operating budget in reserves
 - 5.2.3 Plan of work – see also *Attachment 5*
 - 5.2.3.1 Innovation project

- 5.2.3.2 Next steps for Power of A-funded associations advance America.
 - 5.2.3.2.1 Meet the Press
 - 5.2.3.2.2 Metrics tracked – typical capitol hill staffer is the target
 - 5.2.3.2.3 Opportunity digital platform – focus on the hot topics, continued relevance
 - 5.2.3.2.4 Bookmark the RSS feed to keep up to date
- 5.2.3.3 Break even budget for next year.
- 5.2.3.4 Down 13% on exhibits; 25% down total attendee

- 5.3 Greg Melia, CAE reporting
 - 5.3.1 CAE updates
 - 5.3.2 Truly split the CAE social aspects versus the certification management duties of the CAE staff.
 - 5.3.3 New pins presented
 - 5.3.4 Web link include the economic survey information
 - 5.3.5 Upgrade SharePoint and membership directory combination
 - 5.3.6 Membership down about 6%; retention rates up
 - 5.3.7 Pushing
 - 5.3.7.1 New member card
 - 5.3.7.1.1 Digitally: upcoming program, web site links, renew your CAE, etc.
 - 5.3.7.1.2 Prints and mails for \$2.40 per
 - 5.3.7.2 get started, get connected, get involved
 - 5.3.8 PR stuff- Jakob on list; electronic membership for your PR person
 - 5.3.9 Circle Club changes – slight restructure

Recess Meeting for ASAE Brunch

- 6.0 Executive Committee Recap of Activities.....Jim Anderson
- 7.0 Election of Officers.....Beth Brooks, CAE
.....Chair
 - 7.1 Nominating Committee Report – *Attachment 6*
 - 7.2 Having received no petitions as addressed by the bylaws, the slate is elected by acclamation.
- 8.0 Future of ASA – Developing Priorities for 2009-10Jim Thompson
 - What is the “one thing” that is most important to you in your ASA membership?
 - 8.1 Currently: CAE Study Group, Webinars, Web site
 - 8.2 What else?

Brainstorming

1. Create subset group focused on small staff/larger staff – expanding practices to share so you are sharing with folks who are similar size, budget, etc.
2. Online option for online learning options – continuing education credit? On demand. On demand list. Core competencies and new hot topics
3. Core competencies – gov’t relations
4. Linked to toolbox; link webinars to domains as well.

5. Resell webinars, roundtable discussions follow
6. Portion of revenue based on the number who attend and paid full freight.
7. Research payout options.
8. More sharing of speaker lists
9. Establish buying power – menu of options – based on lots of reasons
10. Package of speakers and speakers bureau

Actions:

1. **Identifying speaker list of stable of roster - Joan, Jim, Kelli, Beth**
2. **Web site group – Marie and Pam will chair**

9.0 State Association “Practices to Share”.....All
Reminder if you promised to send something to your fellow Alliance members,
please send it to the listserve or to the promisee.

10.0 Mid-Year Meeting
March 22 and 23, 2010 (Washington, D.C.)

11.0 Adjourn4 pm

Attachment 1 – Separate pdf document

Attachment 2 and 3 – Gail Grimm Reports distributed

Attachment 4 – Jim Thompson docs distributed via listserve

Attachment 5 – Talking Points, John Graham IV, CAE

ANNUAL MEETING

ASAE & The Center's Annual Meeting & Expo is not immune to the current economic conditions that are affecting attendance at association meetings with a reduction in participation.

We are seeing a comparable number of associations participating in this year's meeting, only fewer registrants from the various organizations across the board. Final numbers are not available but we anticipate nearly 4,300 total attendees, including over 2,100 association executives.

We have 730 exhibitor booths representing more than 430 companies. The buyer to seller ratio (58/42%) is going to be the same as in previous years and that is an important factor for attendees and exhibitors alike.

Public Policy

The *Power of A* campaign launched in April:

- ASAE capitalized this year on the presence of a new administration and a new Congress to launch an integrated awareness campaign that underscores the many ways in which national trade and professional groups and nonprofit organizations assist U.S. employers, legislators, workers and the public at large every day.
- We targeted Washington, DC policymakers and opinion leaders with television ads airing on all the Sunday political talk shows in the Washington, DC market.
- A total of 18 TV spots were broadcast and more than 4,500 ads ran on cable news networking including CNN, CNBC, Fox News and others through Memorial Day weekend. We also had digital banner ads on news sites such as WashingtonPost.com, Politico.com, RollCall.com, and CQ.com.
- We have received very favorable impressions of the campaign from lawmakers and staff on Capitol Hill.
- The Power of A website continues to be a vibrant and highly relevant source of information, ideas and dialogue on legislative issues.

ASAE's Political Action Committee (APAC) has enjoyed a great year.

- By late July, APAC had received more than 400 contributions totaling more than \$80,000 – exceeding our FY09 goal of 400 contributions.
- The newly-created APAC website (asaepac.org) has made giving more convenient.
- The site also includes information about APAC events and other information.

The 2009 Summit Awards Dinner, which marks the 10th anniversary, is scheduled for Thursday, September 29, at the National Building Museum in Washington, DC.

- This is an important program for ASAE & The Center, and it's important for the association community, celebrating the six winners of ASAE's Summit Awards.
- This year's Summit Award winners include the American Academy of Ophthalmology; the Iowa Dental Association; the Independent Insurance Agents of New Mexico; the Massachusetts League of Community Health Centers; the School Nutrition Association; and the Women's Basketball Coaches Association.
- The dinner proceeds go to a very good cause: ASAE's AAA Fund, which is a separate fund created specifically to support ASAE's advocacy efforts, research, and awareness initiatives that promote the value of associations to our economy and the quality of life enjoyed here in America. To find out more, stop by connection central on the 600 level.
- Without the AAA Fund, we can't be as active as we are in the advocacy arena, protecting the interests of the association community, so we need folks to support this important event.

The **2010 Legislative Fly-In** will take place March 23-24 in Washington, DC.

- Last year's Fly-In drew a big crowd that visited more than 250 offices on Capitol Hill.
- We expect the congressional agenda to remain ambitious as we move into 2010 so we encourage association professionals from various states to plan on joining us for the 2010 event.

CAE 50th Anniversary

Also in 2010, we are very excited to be celebrating the 50-year anniversary of ASAE's Certified Association Executive (CAE) certification. Would all CAEs please stand up to be recognized!:

- Founded in 1960, the CAE program has stood as a mark of excellence for nearly 50 years, and has evolved to reflect the growth and changes in the practice of association management.
- There are currently nearly 3,700 Certified Association Executives.
- Stay tuned and watch for information about a program that we'll be holding at the Great Ideas Conference exclusively for CAEs.

INNOVATION PROJECT

Beginning this fall, a working group consisting of volunteers from small-staff organizations and ASAE & The Center staff will utilize innovation strategies and process management to explore how ASAE & The Center can offer affordable and accessible resources for small-staff organizations. In addition, the working group will provide recommendations for how ASAE & The Center can create a model for innovation that other organizations can adopt as well as to implement an innovation program ourselves. The Project will engage CEO members and ASAE & The Center staff in a work group and will run from Sept – March.

DIVERSITY - With respect to our Diversity & Inclusion Initiative, we are in full force. Not only are we offering more D&I learning opportunities than ever before at this Annual Meeting, but we held our first Diversity Summit and completed an organization wide D&I Assessment:

- Last winter, one hundred association thought leaders and diversity practitioners participated in ASAE & The Center's first-ever **Diversity Summit** in Baltimore, MD, funded by Hyatt Hotels and Resorts. This two-day event generated dialogue about best practices and strategies for launching and sustaining diversity and inclusion initiatives throughout the association and nonprofit community.
- We completed a 9-Month D&I Assessment Process, and presented high-level findings to Volunteer Leadership and Staff.
 - This assessment process included a qualitative survey deployed to 1000 volunteer leaders and staff of ASAE & The Center, along with focus groups of Board members, volunteer leaders and staff.
 - The final report includes a current state assessment of the D&I climate of our organization as well as recommendations for next steps based on best practices. High-level recommendations focus on four primary areas or "pillars" for sustaining this effort, including (1) measurement of D&I goals and objectives, (2) education of staff and volunteer leadership, (3) communication that is organization-wide and ongoing, and (4) integration of D&I into all policies, procedures and practices of ASAE & The Center.

DELP

DELP, now in its 10th year, has been redesigned into a two-year scholarship program, and provides support, education, access and service opportunities to individuals from identity groups who are under-represented in the association community. Twelve scholarships were awarded this year. These scholars are provided with mentoring, group coaching and volunteer experiences to enhance their career development and expand their professional networks.

If we have DELP scholars or Alumni in the room will you please stand so that we can recognize you.

Diversity Research - We have been working with Dr. Mary Tschirhart, Director of the Institute for Nonprofits at North Carolina State University for over a year on a three-phased study of Diversity and Inclusion in Associations. Dr. Tschirhart has already completed two phases of this study with the third phase in review. This work includes:

- (1) A literature review of the scholarly knowledge in the subject of diversity in associations. This review was completed in advance of the recent Diversity Summit and provided to participants there.
- (2) A meta analysis of our research as it applies to the subject in which she reviewed a number of our quantitative studies for data that touches on diversity and provided some insights into the data we might benchmark and the new data that we might collect from members and their associations on the subject. The second phase was completed on May 2009.
- (3) The next step in this area will be a new quantitative study of three association constituencies (general membership, CEOs and human resource professionals) covering diversity as it applies to membership and staffing and to CEO collecting

information on the subject as it applies to overall strategy and planning. The latter study is in review and will be fielded in the upcoming months.

LEADERSHIP ACADEMY for Young Association Professionals

- “The Leadership Academy, which was successfully launched last year in San Diego, is now recruiting 25 new applicants for the 2011 Class. This program focuses on preparing young professionals for executive positions in the association and nonprofit sector.
- Our young professional members can now go online and submit their application to participate in the Academy.
- The Academy provides an innovative learning environment that meets the changing needs of future leaders early in their careers.
- It involves interactive learning methods, including online education and web-based discussions.
- And is funded in part by a grant from the American Express Foundation.”

CENTER U

Now let’s talk about some of the activities of The Center coming in 2009 - 2010:

- With respect to our education programs, in addition to our tried and true programs and conferences such as our Governance programs Technology Conference; Great Ideas Conference and all the other functional related Conferences, we are introducing a Social Media Workshop scheduled to be held in DC in November. This will be a fundamental hands-on workshop limited to 100 attendees. So, for all you wanting to know how your association can get started using social media tools, this workshop is for you.
- For the past several years we have held Study Missions to China, India and this past year we went to Singapore and Dubai. I’m delighted to tell you that next year’s Study Mission is planned as well. For those of you who are interested in exploring the Latin American market, we will be going to Buenos Aires, Argentina and Sao Paulo, Brazil with an optional weekend in Rio at the end of April. If you are interested in information, you can go to Connection Central where we will have the draft itinerary available.
- Based on the overwhelming success of our first Healthcare Association Conference, the next one will be held in the fall of 2010. **Watch your email for updates as we develop that event.**

In addition to our face-to-face offerings we have a full spectrum of **online offerings**.

CENTER U ONLINE is the premier online university for the association community. You can access the digital recordings of most programs for as little as \$14.95. Or, you can take a 6-week facilitated online course in almost any area of association management. No matter what your budget is or where you reside – whether Brussels or Boston or Toronto – you can access ASAE & The Center’s robust suite of online programs. Visit Connection Central for the full catalog of offerings.

Endowment Funded RESEARCH:

[1] Tax Form 990 – In the coming year we will be developing a searchable database of all tax form 990s that are submitted on the new form. We anticipate offering a searchable database to members in FY11. All 501(c) organizations with revenue from membership and at least one employee will be included, and all fields on this form will be searchable.

[2] Trends – We are exploring a variety of options for ongoing environmental and future scanning. We are looking for a process that will take us away from the episodic approach of doing a publication every few years to a more dynamic methodology in which scanning is ongoing and accessible continuously. There is currently a Trends wiki available which is designed to update the trends covered in *Designing Your Future*.

[3] Collaboration with the Nonprofit Center at North Carolina State University is a project that the Center Board approved just yesterday. This collaboration will help us to establish association management as a profession in an academic sense, by encouraging scholarly work in association management.

Let's talk **RESEARCH** -- we have the next in the DECISION TO...series called...

[1] The Decision to Give – 6 associations cosponsored this study to examine the motives for association giving to their professional society. This study compares association giving to charitable giving. All cosponsors received a report for their organization and we are currently working with book publishing to decide how to deliver the aggregate findings to members.

[2] We have also completed the second wave of Economic Impact studies. In this wave, over 7,000 members representing 77 associations answered questions about how the economy affects their membership and participation. This data will be benchmarked against the first study, conducted in December. We also completed an association study, in which member associations answered similar questions from their perspective. You can find all of the economy studies on the website.

NEW ASAE & The Center Publications include:

- ***Governing for Growth: Using 7 Measures of Success to Strengthen Board Dialogue and Decision Making***, by Nancy Axelrod. Using the groundbreaking *7 Measures* research as a framework for thought about organizational performance, Axelrod provides insight, practical examples, and how-to guidance for engaging boards in the strategic deliberations of associations. *7 Measures* programs are sponsored by Gaylord Hotels, an ASAE & The Center Strategic Partner committed to helping associations become remarkable.
- ***Supporting The Decision to Join: What Association Boards Should Know and Do About Membership and Affiliation***, by James Dalton. Created to give boards the intelligence for contributing their insight into membership-engagement strategy, *Supporting The Decision to Join* outlines key, board-specific takeaways from the original *Decision to Join* research.
- ***Enhancing Committee Effectiveness, 2nd Edition: Guidelines and Policies for Committee Administration***, by John F. Schlegel, PharmD, MSED, CAE. Schlegel

shares real-world examples for developing agendas, conducting productive meetings, and writing committee reports.

Attachment 6 – Nominating Committee Report

From: ASA_Members-owner@associationalliance.org [mailto:ASA_Members-owner@associationalliance.org] **On Behalf Of** Wendy Kavanagh

Sent: Thursday, July 16, 2009 4:05 PM

To: ASA_Members@associationalliance.org

Subject: [ASA_Members] Association Societies Alliance (ASA) Nominating Committee Report, 2009

Nominating Committee Members: Beth Brooks, CAE (Texas), Chair, Betsy Hilt, CAE (Tennessee), and Pam Tolson, CAE (Illinois).

Proposed Slate of Officers for terms beginning August, 2009 (1 year unless otherwise noted):

Chairman	Jim Thompson, CAE, IOM – North Carolina
Chair Elect	Wendy Kavanagh, CAE - Georgia
Secretary	Leslie Murphy, CAE - Indiana
Treasurer	Jim Hartley, CAE – Ohio (beginning year 2 of 2-year term)
Past Chair	Jim Anderson, CAE – California

Relevant Bylaws:

Article VIII - Committees

Section 2. Nominating committee. The nominating committee shall consist of the Past President and two at large members selected by the President.

The nominating committee shall nominate candidates for each vacated or soon to be vacated position and notify the membership of its choices no less than 45 days prior to the Alliance business meeting held in the fall. Thirty days shall be allowed for nominations from the membership. Any member nominated by petition of 15 members of the voting membership shall be placed on the ballot. The ballot shall indicate those nominees recommended by the Nominating Committee and those recommended by petition. Candidates receiving the highest number of votes for each office shall be declared elected. If no nominations are made by petition, the slate as submitted will be considered elected by acclamation. Results of the election shall be announced at next annual meeting.

Respectfully submitted,
Beth Brooks, CAE
Texas Society of Association Executives

Sent by: Wendy W. Kavanagh, CAE
Executive Director
Georgia Society of Association Executives