

Association Societies Alliance  
**Membership Meeting**  
March 22-23, 2010  
ASAE & The Center, Washington, DC

**Minutes**  
Presented August 21, 2010

**In Attendance**

Members:

Lorna Bolduc, CAE :: Connecticut Society of Association Executives  
Mary Danderand, Arkansas Society of Association Executives  
Marie Fredette, CAE (Secretary) :: Arizona Society of Association Executives  
Mark Gasper, Ohio Society of Association Executives  
Judy Gray, CAE Florida Society of Association Executives  
Jim Hartley, CAE (Treasurer) :: Ohio Society of Association Executives  
Wendy Kavanagh, CAE (Chair ) :: Georgia Society of Association Executives  
Sonia Montemayor, CAE :: Texas Society of Association Executives  
Dustin Scott :: Illinois Society of Association Executives  
Christie Tarantino, CAE :: Association Forum of Chicagoland

Guests:

John Graham, IV, CAE :: ASAE & The Center  
Greg Melia, CAE :: ASAE & The Center

**::Quorum Not Attained::**

**1.0 Call to Order**

Chair Wendy Kavanagh called the meeting to order at 1:30PM. She thanked Robert Hayes and Alyssa Thomas for providing a tour of the ASAE headquarters prior to the meeting.

**2.0 Welcome & Introductions**

2.1 New Officers

It was noted that Jim Hartley had submitted his resignation as Treasurer as he was taking another position and would no longer be with the Ohio SAE. Ms. Kavanagh thanked Mr. Hartley for his service. She reported that the Executive Committee had appointed Ms. Leslie Murphy, CAE, Indiana SAE as Treasurer. She also reported that Ms. Marie Fredette, CAE, Arizona SAE had been appointed to serve as Secretary.

**3.0 Approval of Minutes from August 15, 2009 Meeting.**

Approval of the minutes tabled to the next meeting.

**4.0 Treasurer's Report**

Mr. Hartley reported that he is in the process of coordinating the transfer of financial records to Ms. Murphy and as such a written financial report is not available for review; however, Mr. Hartley reported that the payables have been paid through January 2010

and that dues notices were mailed out and payments should be returned to the new Treasurer. He estimates that the current checking account balance is \$16,700.

## 5.0 Work Group Reports

### 5.1 CAE Study Guide Review

An update was provided on the consultant coordinating the review of Domains 1-5 which includes a psychometrician and paid question writers. The draft had been initially reviewed for typographical errors and content corrections and it was anticipated that an additional review would be needed prior to release. The corrected final draft will be sent to ASA sponsoring members prior to release. Discussion was held on the purpose of the guide and it was reiterated that the guide is only one of an array of tools that candidates should utilize to prepare for the exam. It was recommended that stronger language with regards to a disclaimer needs to be developed to help convey this message.

Discussion was held on the issue of ASAE's decision not to use the guide in 2010. A variety of reasons were provided, including: quality, delivery times and change in the structure of their preparation class. The Guide is currently running about 6 weeks behind the CAE Commission's release on new content. It was estimated that this decision represents about a \$17,000 loss to ASA.

It was reported that a contract with the consultant is being prepared for Domains 6-9 which will address the noted concerns and include a requirement to review the guide for grammar and typographical errors. Schedule for new guide is mid-July. It was recommended that the contract include penalties for non-performance.

### 5.2 Web site & List Serve

Discussion was briefly held and suggestions were made to add additional list serves for specific topics. The relationship with Affiniscape will be a discussion topic in August. Suggestion to do a survey of use of ASA web site – use responses for discussion for August.

### 5.3 Education/Joint Programming

Discussion was held on the webinar/teleconferences including potential topics such as: changes in PACs (with a resource list by state). The consensus of those in attendance was that topic was the major factor for the low attendance with increased competition (free webinars with compelling speakers) also a contributing factor. It was suggested that a process for reviewing the topics be developed which would include a study of the business case for ASA webinars - only producing them because it is a compelling topic. It was also recommended that the costs for an on-demand system be analyzed. A suggestion was made to create a Best Practices for CAE Study Group Facilitators web-based training program. CAE Resources could be consolidated through a central webpage on the ASA website. Ms. Gray has a contact for video who may do an in-kind trade for ASA. Ms. Bolduc has a recommendation for a great facilitator to give the video training.

## 6.0 ASAE Report: Greg Melia, CAE

Mr. Melia announced that he is now also working with the Circle Club in addition to serving as the liaison to the state, local and regional societies, AMCs, and CAEs. He provided an update on ASAE & The Center including their challenges in the current economy, especially the hospitality sector:

- Magazine advertising, springtime exhibits and book sales are down. They are seeing a different mix of people in exhibits and a contraction of exhibits from the hospitality sector.
- Reduced their total staff approximately 14% and for the fiscal year (Sep 1 – Aug 31) there is an operating loss of 1.2M (budget deficit was projected at \$200K).
- Starting to see positives including increased attendance at events. Membership was down 5% and recruitment down 20%.
- Has a strong working capital situation with approximately 62% of operating budget is in reserves.

### 6.1 Conference Updates

- ASAE Tech Conference was cancelled due to weather but they anticipate being should be made whole through insurance.
- The Great Ideas Conference was very good specifically the CAE only program by Banff. 74% were first time attendees. One session Greg recommends: Jeffery Cufaude's take on NPR's "Wait, Wait Don't Tell Me" game show format. The 2 keynotes from the conference are available for download for free from ASAE. Mr. Melia noted that the conference will be back at the Broadmor for the next 2 years and will run 2 tracks but they may not do the CAE only track.
- The meeting will be in Los Angeles, California at the Convention Center. They will once again be offering a complimentary registration for 1 staff member and 1 volunteer leader from each SAE. The special code needed to register will be sent later on in the year. Future meetings are scheduled for St. Louis and Dallas.

### 6.2 Innovation Project

Discussion was held on ASAE and the Center's Innovation Project, which brought volunteers and staff together. The focus was how ASAE can foster a sense of innovation and how can they better serve small staff. They began by attempting to build a culture of listening with everyone around the table having a voice before dissecting specific ideas. Most of the staff that worked on this project don't normally work with volunteers and it created an interesting dynamic. Some of the issues discussed regarding small staff were:

- Knowledge resources – how do we make learning and info accessible?
- Hold regional meetings (not necessarily a good business model for ASAE).
- Need better networking/creating a matching service.
- Help identify the next big thing that is going to affect organizations

### 6.3 Providence Retreat

120 staff and volunteers talking about emerging issues for ASAE. Results were: "Cant' treat all members the same". Leveraging personalization. Switching from an individual membership organization to a mixture. Staff was asked to come up with different models:

### 6.3 Providence Retreat (continued)

- Not like the others – health insurance program. Offering across state lines. Offer to staff only to start.
- Larger and small organizations. Large organizations account for 43% of transaction revenue (30-200 staff is a large org vs. 10-30).
- International/Global market – a) how USA members can operate effectively abroad. B) licensing the content in other languages. C) based outside us – creating an experience for them.
- Philanthropic Opportunity is huge – growth in c3s is outpacing c6s. They are very different. 90,000 organizations with annual budget of \$500K or more. Most participation in ASAE is by organizations that have \$10M or more.

### 6.4 Products/Services

#### 6.4.1 Career Headquarters

Since January, the levels have improved. Mentor connector is now online with about 200 people involved.

#### 6.4.2 AMC Accreditation

This process through ASAE is sun-setting at the end of 2010. The AMC Institute will be the sole provider.

#### 6.4.3 Publications

New titles include "The Decision to Give" (c6 foundations) and "The Decision to Learn". The 199 Ideas series will continue and additional titles will be forthcoming. Digital downloads are strong – cross-selling pay views under free views has proven profitable.

#### 6.4.4 Health Insurance

ASAE is looking at doing a self-insured program that would be available to employees of national organizations. They are looking at adding a third captive insurance program that would focus on health insurance.

### 6.5 Government Relations

Discussion was held on Healthcare Reform and the Power of A (inside the beltway campaign). ASAE is reaching out to Hill staffers to educate about value of associations as representatives of the people rather than special interest.

### 6.6 Research

A new economic impact study is underway; results of the previous study indicated Execs were overly optimistic on online education but were on track with other areas. A new product being developed is "Benchmarking in an Instant" - in exchange for answering 10 or so questions you can see the benchmark of the other people that answering the same question. Data for the new IRS Form 990 is being collected by ASAE.

6.7 Certified Association Executive (CAE)

The application and new materials were distributed. Changes include:

- Felony question is broader (any felony)
- Work Experience - candidates may substitute work experience for degree (2 years of work = 1 year of college). This is in addition to the work experience by position (3 years for a CEO or 5 years for staff).
- Qualifying Employment must be within last 5 years vs. past 6 months.
- Hours - Professional Development now has a 20 hour maximum for specific areas. Instructor-led programs in any format - must be live (ability to interact with the instructor) qualifies. Any recorded program is considered a self-study and must have a test component and meet standards. Send potential programs for approval through ASAE. Self-study can only account for a max of ½ of the credits.

6.8 Re-branding of ASAE

Mr. Graham announced that the ASAE Board has decided to rebrand to refer to the organization as ASAE. The tagline will be "The Center for Association Leadership." They will bring back the ASAE Foundation with the tagline "Advancing Research & Leadership." Discussion was held on the difference between Associations Advance America (AAA) and The Center: the AAA is a c6 organization that funds The Summit Award. "The Power of A" will be replacing AAA.

6.9 Social Responsibility

Chris Wood shared progress on the Social Responsibility program and plans for the annual conference. The monthly newsletter – Sustainable Leadership - is a platform for showing what associations do...the archives are online as an opt-in only.

**7.0 Continuation of Work Group Reports**

This item was deleted from the agenda as additional time was not needed for reports.

**8.0 State Association Best Practices**

8.1 Sharing

Members shared programs and ideas from their local societies.

8.2 Specific Requests

Discussion was held on the following topics: tiered membership; visibility options for sponsors; frequency of Board Meetings; strategic plan processes; newsletter formats and frequency.

8.3 Review of Potential Future Projects

Discussion was tabled to the next meeting.

**9.0 Adjournment**

With there being no further business to discuss, Ms. Kavanagh adjourned the meeting.