

GSAE Update

The monthly electronic newsletter for members of GSAE

August 2010



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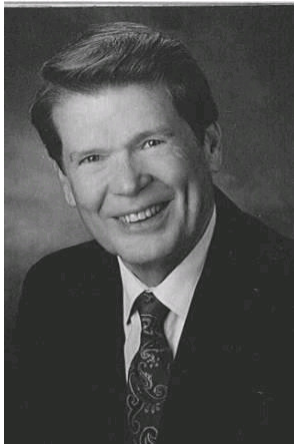
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GSAE September Quarterly Luncheon-Abit Massey Lecture Series, Featuring Abit Massey, CAE, President Emeritus, Georgia Poultry Federation

September 22, 2010 at Atlanta Marriott Northwest
[Register Online](#)

Thank you to our host - [Atlanta Marriott Northwest](#)
Sponsored by [Augusta Convention & Visitors Bureau](#)



Join us for the introduction of GSAE's branding platform and our value promise to our community. We'll tell you more about our plans for *Connecting Leaders, Advancing Associations*, as well as hear from one of GSAE's most iconic leaders, **Abit Massey, CAE.**

Abit Massey, CAE, is a past Chairman of the Board of ASAE and the Center for Association Leadership and past President of the Georgia Society of Association Executives. A legendary recruiter for our Society, Abit has been awarded the Benson Skelton award for membership recruitment an astonishing 14 times since its introduction in 1969. He is also a recipient of GSAE's highest honor, the Clifford M. Clark award.

Abit received the Key Award from ASAE and the Center for Association Leadership as well as the Outstanding Service Award from the National Association of Vocational Home Economics Teachers for his work with the "Chicken of the Right Track" educational program for home economics teachers. He was inducted into the Northeast Georgia Business Hall of Fame earlier this year.

Schedule:

9:30-11:30 AM - Association Executive-focused workshop, more information to come

10:30-11:30 AM - New Member Orientation (open to all new and prospective members)

11:30-12:00 - Networking Reception

12:00-1:30 PM - Luncheon featuring Abit Massey, CAE

1:30-2:30 PM - Leaders Are Readers Book Club

1:30-2:30 PM - Supplier Council meeting for past sponsors and exhibitors of GSAE who have been a member for at least a year. Update on Tradeshow plans for 2011.

Thanks to Our Sponsor:



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Member News

BOMA-Atlanta Wins Best Practices Award From BOMA International

The Building Owners and Managers of Atlanta (BOMA-Atlanta) recently won the Best Practices Award in Electronic and Interactive Communications from BOMA International. BOMA-Atlanta competed against 93 other associations throughout the world to earn the recognition, which recognizes the website and marketing of BOMA-Atlanta's [GREEN Real Estate Summit](#). **Erin Hall**, director of communications and marketing, led the development of the website and marketing plan, and **Gabriel Eckert, CAE**, serves as executive director of the organization.

Tell Us

Do you have news to share? New job or promotion? Wedding or baby announcements? Share your news with your fellow GSAE members. Simply send an e-mail to gsae@gsae.org by the 3rd of each month.

GSAE News & Events

GSAE Fall/Winter Schedule

August 12-13

GSAE Strategic Planning Retreat
The Ritz-Carlton Lodge, Reynolds Plantation

August 21-24, 2010

ASAE & The Center Annual Meeting & Expo
Los Angeles, CA

[Register here](#)

September 2, 2010

Professional Development Committee Meeting
11:30 AM - 1:00 PM
Associated Builders & Contractors of Georgia

November 17, 2010

GSAE Quarterly Luncheon, Awards & Annual Business Meeting
10:30 AM - 1:30 PM
Atlanta Airport Marriott Gateway / Georgia International Convention Center
Sponsored by [St. Augustine, Ponte Vedra & The Beaches VCB](#)

December 15, 2010

GSAE Holiday Luncheon & Silent Auction
10:30 AM - 1:30 PM
Loews Atlanta Hotel
Sponsored by [Edgewater Beach & Golf Resort](#)

Connections, Summer 2010 is now available online!



<http://www.nxtbook.com/nxtbooks/naylor/GSAQ0310/#/0>

ASAE Annual Meeting & Expo

Please let [Wendy](#) know if you work out of state and plan to attend ASAE's meeting in Los Angeles. We'd love to invite you to a happy hour for GSAE members during the expo at the **JW Marriott on Monday at 6:00 pm** before the Wine & Food Classic.

Volunteer Opportunity with GSAE

GSAE is looking for **membership specialists** to serve on our next membership campaign and help us revamp our membership section on our web site. If you are interested in serving, please contact [Jane Anne](#).

GSAE & ASA Virtual Learning Series - August Webinar

Get Noticed! How to Get Referrals, Build Your Membership and Expand Your Organization by Creating Name Recognition.

Date: August 24, 2010

Time: 1:00 PM EST

Cost: \$55.00

[Online Registration](#)

In this exciting, fun webinar, Jill Lublin will teach attendees how to:

- Create name recognition so that people will want to do business with them
- Identify, contact, and convince the best referral sources
- Build strong referral networks
- Provide better customer service
- Get the media talking about your organization
- Instantly increase your visibility, competitive edge, and market share
- Quickly respond to breaking news and trends in your industry

GSAE & ASA Virtual Learning Series - September Webinar

Smart Phones.....iPads.....iWatch? 7 Tips to Building Your Ever-More-Mobile Membership

Date: September 23, 2010

Time: 3:30pm EST (one hour)

Cost: \$55.00

[Online Registration](#)

Smart phones and iPads are creating opportunities to retain and build your membership in ways never thought possible. Done correctly, your association can evolve from a casual membership to an integral, indispensable part of your members' day-to-day lives. If you are responsible for membership, marketing or overall association strategy, this seminar will save you time and put you on the path to a stronger, more loyal membership.

News Briefs

GaMPI's 2010 Summer Education Alliance - Montego Bay, Jamaica

At SEA, the learning and networking does not end with the formal sessions. SEA is designed to promote professional and personal growth, to encourage networking among the attendees and to have fun. During SEA, learn how

playing to your strengths promotes creativity, innovation and leads to successful outcomes. [Register now](#) and *Dare to dream...Learn to lead...Shape the future.*

IRS Offers Filing Relief TO Small Charities

The IRS has instituted a one-time relief program for small nonprofit organizations at risk of losing their tax-exempt status because they failed to file an annual return for the last three years. A list of at-risk organizations that must file returns by Oct. 15, 2010 is posted [online](#). The list may be incomplete and organizations should verify they have filed returns for 2007, 2008 and 2009 to avoid being at risk.

Two types of relief are available for small exempt organizations - a filing extension for the smallest organizations required to file a Form 990-N, or e-postcard; and a voluntary compliance program for organizations eligible to file the Form 990-EZ. In addition to filing their delinquent forms, eligible organizations must pay a small compliance fee. The relief announced this week is not available to larger organizations required to file the Form 990 or to private foundations that file a Form 990-PF. For more information, visit the [IRS](#).

Conference & Meeting Management Certificate Program

The Georgia Center for Continuing Education will offer the Conference and Meeting Management Certificate Program beginning Saturday, September 25 at the UGA Gwinnett Campus in Lawrenceville, Georgia. Participants will learn how to determine client's needs and expectations, plan the design of the event, select appropriate vendors and facilities, navigate obstacles, and manage the event from start to finish, all towards working to maintain positive long-term working relationships. Please visit their [Web site](#) for more information about the program, including instructor bios, learning objectives, fees, etc.

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