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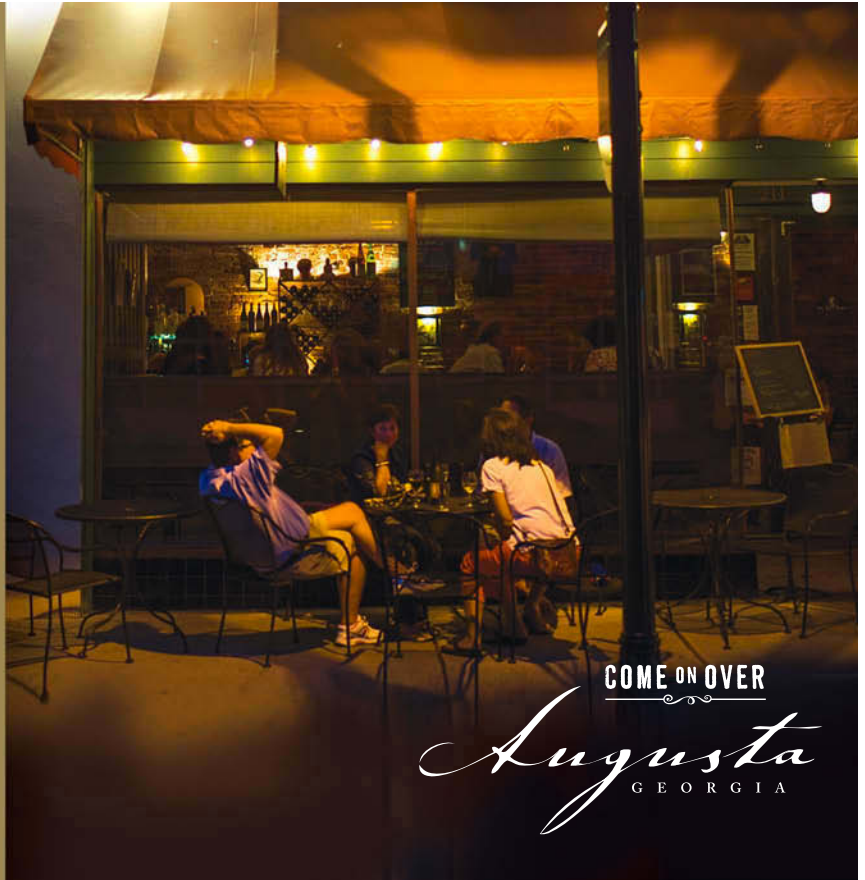


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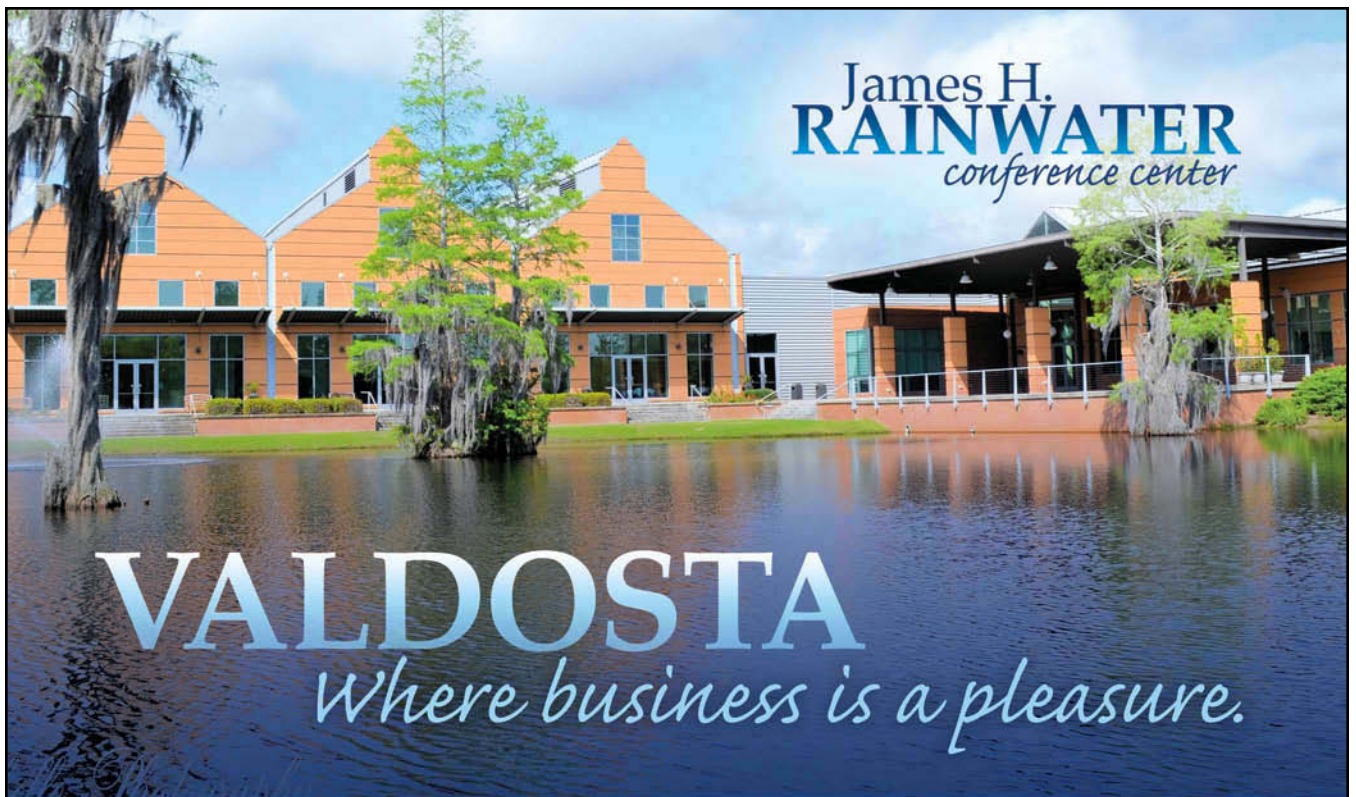
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Hungry for Volunteers?

COLLECTIVE ACTION HAS proven time and again to be a powerful thing. People who band together around a rallying cause have a long tradition of accomplishing significant things. Just consider the American Revolution and civil rights movement.

When individual professionals join forces for a common cause, they, too, have the ability to make a tremendous impact. Take GSAE as an example.

While we as an organization are fortunate to have two very gifted and dedicated staff members, there is only so much Wendy and Jane Anne can humanly do. Combined with our deep bench of talented volunteers, however, GSAE is able to provide member benefits and services well beyond the scope of our material resources. Are we moving mountains in the process? Maybe not—but we are making a significant difference in the professional lives of those who've chosen association management as a profession and reside in and around Georgia. For sure!

GSAE volunteers do a lot of the work of the association. Through task forces, committees and shared interest groups, they recruit, welcome and orient new members; pursue renewals; pair mentors and mentees; research issues; and identify trends and potential partners. With meaningful work, a finite timeline and recognition for a job well done, our volunteers are “all in” in their commitment and dedication to advancing our profession.

Volunteers are likely the lifeblood of your organization, too. How are you engaging your members and embracing their volunteer spirit? How do you look for that winning combination of purpose and volunteer service? What's in your magic formula of enlisting volunteers and keeping them involved?

There's no simple answer, but building consensus around a shared vision is the primary key to finding your collective voice. There are certain components worth considering in your appeal for volunteers, such as:

- The benefit to the individual for being part of a volunteer group
- Why each volunteer is uniquely needed for the cause or event
- How volunteering directly impacts the mission or bottom line

Through my role in leading the Atlanta Apartment Association (AAA), I have the privilege of being part of an annual food drive benefitting the Atlanta Community Food Bank (ACFB). The AAA “Food-A-Thon” started 28 years ago in very small scope, from an idea generated by one key member who recognized the need of a growing population of food insecure families in Georgia—those who do not know where their next meal is coming from.

The thought of helping the hungry took off in a big way. Member companies and employees jumped on board to support the cause. Fast forward to today, and the AAA campaign is one of the largest food and fund drives in the United States. In 2014 alone, our Food-A-Thon collected enough food items and money to provide seven million meals to hungry families in Georgia. During the past 25 years, collections of food and cash from this event have provided nearly 80 million meals (there are no typos here)—talk about staggering!

The Food-A-Thon initiative kicks off in the spring each year, followed by six months of promoting and coordinating. Apartment owners and management companies compete against each other for prizes and bragging rights about who can raise the most, and residents of member apartment communities are invited to contribute.

The extensive efforts culminate with the AAA Food-A-Thon themed parade, where Atlanta's apartment companies literally march in to the Food Bank's downtown campus on an October morning with countless truckloads of food, then unload and catalog boxes, cans and bags of food supplies, as well as tons of cash raised for the cause. There is no other event anywhere quite like it.

Building consensus around a shared vision is what it's all about. That's who we are and what we do. So generate those conversations, seek out that rallying cause, empower your volunteers and continue to make a difference! ➡

A stylized, handwritten signature in dark ink, appearing to read 'Jim Fowler'.

Jim Fowler, CAE
President, Atlanta Apartment Association

Save the Date for GSAE Events in 2015

GSAE's calendar offers more than 25 hours of CAE-matched programming this year. GSAE has been approved for Preferred CAE Provider status through the CAE Commission. Our list of events is always available online at www.gsae.org (Learn/Calendar View). Various Shared Interest Group meetings will be added throughout the year.

Sep
16

SEPTEMBER

The Abit Massey Lecture Series featuring **President Jere Morehead**, University of Georgia

Nov
11

NOVEMBER

GSAE Tradeshow & Luncheon at Georgia World Congress Center, featuring economist **Jeff Saut**

Dec
9

DECEMBER

Holiday Luncheon, Awards Show, Silent Auction & Annual Business Meeting

GSAE Leadership Academy Applications Available

The Leadership Academy includes updated content that GSAE members identify as most critical and relevant for association professionals today. Earn up to 54 CAE hours. \$95 for GSAE members and staff.

1. The Association Ecosystem and Governance Issues
2. Strategy, Change and Decision-Making
3. Creating Member Value/Determining ROI
4. Shaping the Association Experience: Brand, Identity, Touch and Technology
5. Human Capital: Engaging Employee and Volunteer Talent
6. Leading Groups and Teams/Conflict Management
7. Everyday Innovation and Idea Management
8. Challenges and Choices: Charting Your Professional Pathways

The 2015-16 Leadership Academy's kick off retreat is Thursday and Friday, October 22-23. Apply today online at www.gsae.org.

Call for Leadership Nominations

The GSAE Nominating Committee is soliciting names of members interested in serving on the GSAE Board of Directors. The Nominating Committee will include Past Chair, **Susan Cheshire, CAE**, Chair, **Jim Fowler, CAE**, Chair elect, **David Ellis, CAE**, and two at large association executive members (to be named by the GSAE Board of Directors on August 27).

Three seats for individual association member directors and one seat for a corporate supplier director will be available for two-year terms, beginning January 1, 2016. If you or someone you know would like to be considered, please send the name and a brief description of qualifications

to Wendy. All candidates must be members in good standing. Deadline for nominations is **October 1, 2015**.

The slate of nominees will be offered to the membership for review no later than November 8, 2015. Board members and officers will be accepted and installed at the GSAE Annual Business Meeting on December 9th. Relevant Bylaws:

At least ninety (90) days prior to the annual business meeting, the Board of Directors shall appoint a Nominating Committee of five (5) persons, each of whom shall have been an Individual member of the Society for at least two (2) years. The chairman shall be the

Immediate Past Chair. Others on the committee shall be the Chair, Chair elect, and two other members not currently serving on the GSAE Board of Directors. Names of nominating committee members and an invitation for recommendations for candidates for nomination shall be announced to the membership at least sixty (60) days prior to the annual business meeting. The nominating committee shall submit at least one (1) name for each available elective office of the Society and said slate shall be presented, in writing, to the membership at least thirty (30) days prior to the annual business meeting and again, orally, at the annual business meeting.

Live Webinars – Approved for 1 CAE Hour

All webinars are 60 minutes (2-3 pm) and cost \$45 for members

Tuesday, August 18, 2015 - Fearless Whistleblower Risk Management - Scott Salsbury
Published by Ohio Society of Association Executives and Georgia Society of Association Executives

Whistleblower litigation is growing at an exponential rate. State and Federal Agencies have enormous resources dedicated to investigations and enforcement actions. The Plaintiffs' bar recognizes the potential for lucrative recoveries. For employers, an ounce of prevention – generally – is worth a pound of cure. When that doesn't work, care must be taken to dial in the right response. Participants in this session will review the most prevalent whistleblower protection laws, learn key elements of programs to manage whistleblower complaints and take away strategies to respond to administrative and civil actions.



Tuesday, August 25, 2015 - The Everyday Olympian: How We can Achieve our Full Potential Using the Secrets of Top Athletes - Nicole Pacheco

Published by Illinois Society of Association Executives and Georgia Society of Association Executives

This presentation will focus on how we can reach our full potential by applying the knowledge and wisdom of top athletes to our daily lives so we can think, feel, and do our best. It will include hands-on activities and the participants will have opportunities to start applying strategies immediately. This presentation will cover how we can work towards achieving ideal work/home balance, efficient and effective behaviors to increase time management and identifying our own, unique "recipe" to reaching our full potential.

Tuesday, September 8, 2015 - How to, and Why Should You, Measure the Fabulous - Suzanne Allen, PhD

Published by Ohio Society of Association Executives and Georgia Society of Association Executives

Many of us struggle with the same issue and that's how to make data truly work as a visceral part of the organization. A popular mantra is "that which gets measured gets managed," but what about those organic things, like fun, or wonder or awareness? How can you measure the intangibles that move the proverbial needle from good to great? This session will focus on a data-informed approach to qualitative and quantitative ways of strategically measuring the intangibles, helping organizations find ways to use data as a tool rather than as a measuring stick. This session will allow participants to understand the data-informed concept which describes agile, responsive, and intelligent organizations and be presented with case studies to illustrate quantitative and qualitative data models utilizing a data-informed approach.

Thursday, October 1, 2015 - Managing Multiple Priorities: And Staying Sane in the Process - Anne Grady

Published by Texas Society of Association Executives and Georgia Society of Association Executives

In a time when every priority claims itself as the most urgent, it is essential to understand the attitudes, behaviors and skills required to become effective and efficient at utilizing the resources at our disposal to handle multiple tasks and priorities. The perfect planning system, Outlook tasks, and a smart phone can certainly help improve our productivity, but they are not the solution. This fun and interactive session will provide participants an opportunity to learn specific, practical strategies to work smarter, not harder.

Learn more and register for live and on-demand webinars at www.gsae.org (Learn/Live Webinars).

Congratulations to GSAE's newest Certified Association Executive, Karen Bremer, CAE

Earning the CAE credential is the hallmark of a committed association professional. It helps drive professional self-confidence, opens doors, creates connections, and offers widespread value and recognition for candidates. Please join us in congratulating GSAE member **Karen Bremer, CAE**, Georgia Restaurant Association, on earning the Certified Association Executive credential recently. All new CAEs will be celebrated at the ASAE Annual Meeting & Expo in Detroit this August.



Recognize A Peer Today – GSAE Award Nominations Due

GSAE recognizes excellence by presenting a variety of awards to members. To nominate a member for an award, simply contact Wendy Kavanagh, CAE, President, at wendy@gsae.org. For more information, visit the Awards page of the GSAE website. The deadline for nominations is **October 1, 2015**.

Individual Awards include:

The **Clifford M. Clarke Award** is GSAE's highest honor and is presented to honor a member for an outstanding career of leadership and service to associations in Georgia. It is named for the late Cliff Clarke, president emeritus of the Arthritis Foundation and the first Georgian to serve as chief elected officer of ASAE. Any active individual member of GSAE is eligible for the Award, with the exception of current officers, directors, staff, members of the Awards Committee and previous recipients. Honorary and retired members who have worked in the Georgia association community within the past two years and former staff members who meet the other criteria as well are also eligible.

The **Alan R. Johnson Award** was established in 1994 and named in memory of a former Chair of the GSAE Foundation. It is given to an association executive in Georgia who has demonstrated qualities of teamwork (ability to work with and support others), vision (ability to see possibilities for making things happen and communicating this vision to others) and servant leadership (willingness to reach out beyond work and home to benefit the community).

The **Sharon Hunt Emerging Leader Award** was renamed in 2014 to recognize the contributions of Past President, Sharon Hunt, CAE. The award is presented to an association executive with ten years or less of experience in associations who demonstrates leadership through service to GSAE, their own association and to their community. Chief staff executives (CEO, executive director, executive vice president, etc.) are not eligible. Nominees must have been a member of GSAE for at least one year.

The **Corporate Member Representative of the Year** is presented to the corporate member who has demonstrated outstanding and continuous service to the association community in Georgia.



Annual Meeting Silent Auction & Pay the Pig Raffle Thank You

Thanks so much to our Silent Auction donors and bidders who helped us raise \$9,514 to support GSAE's educational programming. Your generosity also helped us raise \$2,270 to support the good work of the Medical University of South Carolina Children's Hospital through the 3rd Annual GSAE 3K Fun Run/Walk and the Pay the Pig Raffle. Congratulations to **Myra Jacobs** on winning the raffle for two JetBlue round trip tickets!



Pictured: Jim Fowler, CAE, Chris Hendrix, CMP and Helen Hill.

GSAE Hosting Opportunities

The host property of each luncheon will receive a reserved table during registration, the opportunity to place material at each place setting, podium time, significant exposure and an attendee mailing list following the luncheon. This is a great opportunity to showcase your property! All GSAE luncheons are on Wednesdays. Available 2015 date: December 9.



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Association

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Charles "Chip" Deale,
FASAE, CAE
Executive Director
National Press Photographers
Association

Ron Durie
VP Client Solutions
DME

Lauren Evans
Coordinator, Research and
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Downtown

Delaine Hall
Director of Communications
Georgia Dental Association

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Devin Heath
General Manager
Graduate Athens

Kristi Hoffman
VP Marketing and Communications
National Association Management
Group, LLC

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Embassy Suites Atlanta Airport

Laurie Humphries
Sales Manager
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District

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Membership Service Coordinator
Georgia Mining Association

Katie Jones
Public Affairs Coordinator
Georgia Restaurant Association

Georgette Lake-Hill
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Conference Center

Lisa Niles
COO
Old Fourth Ward Community
Association

Lauren Patrick
Senior Marketing
Communications Manager
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Renae Scott
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Pauline Shannon
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Margie Speaks
Mandarin Oriental, Atlanta

Yalonde Tanner
Deputy Director, Conferences &
Management Services
Georgia Municipal Association

Michelle White-Sukala, CMP,
CMM
Regional Vice President -
South Region
Associated Luxury Hotels
International

Kelly Young
Group Sales Manager
The Brice - A Kimpton Hotel

members on the move

Susan Dewberry
Sales and Special Events Manager
Atlanta Botanical Garden

Greg Parker
Executive Director
Old Fourth Ward Community
Association

Hollie Young
SE Association Sales Manager
Charleston Marriott



HOW TO BUILD **A STRONGER VOLUNTEER PROGRAM**

Follow the GSAE
Example to Increase Your
Members' Involvement

BY MARY LOU JAY



ACTIVE, INVOLVED VOLUNTEERS

are the foundation and core of a successful association. The Georgia Society of Association Executives (GSAE) is fortunate in that respect: 28 percent of its members are involved as leaders and members of committees and task forces, special interest groups, study groups, the Leadership Academy and the Board of Directors.

GSAE has built its volunteer force by creating an environment where members feel welcomed and valued. They quickly learn that volunteering with GSAE gives them the chance to develop their professional skills and form life-long friendships.

Developing the volunteer base

Recruiting and retaining volunteers is an ongoing effort. "Back in 2006-2007, we were very deliberate in developing our Leadership Academy, said **Wendy Kavanagh, CAE**, GSAE president. "It had three purposes: to engage our past leaders in teaching the next generation; to give our mid-career members the tools and resources they need to go further in their career; and to develop a deep bench of volunteers who had been bound to us." The Leadership Academy has been phenomenal in creating career and volunteer pathways for GSAE members, she said.

In addition, GSAE's Meet and Greet Committee, Table Hosts, and Peer Connections Committee all work to let people know that their presence at association activities is noted and important—a first step towards getting them more involved.

GSAE's current chair, **Jim Fowler, CAE**, president of Atlanta/Georgia Apartment Association, said when he started at GSAE the warm reception he received from more seasoned members resonated

with him. "It made a lasting impression, and I said to myself if I was ever in a position down the road to be that kind of person for others coming in I wanted to do it," he said.

"If somebody gets in the habit of attending a luncheon, reading and commenting on *connections* magazine, reaching out to us for resources or going to the annual meeting, their likelihood of staying with us and continuing to renew just skyrockets," said Kavanagh. "It also increases their likelihood of volunteering, because they feel welcomed as soon as they walk in the door. They feel like it's a group that they can engage with and learn from."

GSAE includes all members in this outreach. "The core of who we are and what we do is making association executives better at their jobs," said Kavanagh. "But it's also recognizing and being more inclusive of those corporate supplier members. We try to find meaningful work for both groups."

GSAE founded its Supplier Council to give those members an important role as advisors to the association. "The Board of Directors wanted a mechanism to hear from suppliers, and because the suppliers are heard, they are more willing to contribute in time, treasure and talent," said Kavanagh.

Making volunteers successful

To keep volunteers coming back, GSAE leaders carefully consider the jobs that they ask each person to take on. "I have learned from GSAE that it's helpful to ask the volunteers what their strengths are, what they are interested in and where they would like to help out, instead of just saying, 'Go over here and do this,'" said **Bill Anderson, CAE, LEED AP**, president of the Associated Builders & Contractors of Georgia and a GSAE volunteer

since the mid-2000s.

Sheryl Ehlers, senior sales manager at Georgia Tech Hotel & Conference Center, said GSAE did a good job of giving her meaningful assignments when she started volunteering seven years ago. She began volunteering at registration with the Meet and Greet Committee and now serves on the Silent Auction Committee. "I got to know more members both from a supplier side and the association side. It was helpful to exchange different ideas on booking associations and to network and learn more about different associations and their needs," she said.

GSAE understands and respects volunteers' time constraints. "We definitely ask folks what their flash points will be from a scheduling viewpoint," said Kavanagh. "The co-chair system has worked well for us; it spreads the responsibility and the workload, and it is sensitive to people's work cycles." Having a co-chair to lean on during their own busy work periods can make it possible to take on GSAE volunteers roles.

The association also provides the training and direction volunteers need to be effective when they volunteer. "They set you up for success and make it easy by giving you the tools you need," said Ehlers, who cites GSAE's annual leadership retreat—where the Board of Directors and committee chairs can exchange ideas—as one example.

This retreat helps ensure that volunteers understand GSAE's strategic vision. "GSAE does a fantastic job of making you feel like you're part of the GSAE team and that everybody is working towards the same goals," said Anderson. "It's very strong in strategic planning, so you fully



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10 to 300 guests. The Snelling Center can be divided into six tastefully appointed breakout rooms ideal for business meetings or social gatherings, and there's even a small chapel available for private wedding ceremonies.

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Members also cite the career-advancing skills and knowledge they've gained as a significant advantage to their volunteer work.

understand the objectives and the long-term vision of GSAE and you know that you're helping that out in some way, form or fashion by volunteering."

Volunteers appreciate the way that association leadership really listens to their ideas. "GSAE is a small-enough organization that when you have an idea it can be implemented quickly," said **Amy Kane, CAE**, director of awards and grants at the Rheumatology Research Foundation. "It makes you feel worthwhile and appreciated to see that your ideas are actually happening."

GSAE has a culture of expressing gratitude to volunteers, according to **Gabriel Eckert, CAE**, a Leadership Academy facilitator and 10-year volunteer who serves as executive director of BOMA Georgia. "You can see it in the way that staff interacts with members of the association, in the handwritten notes that Wendy sends on a regular basis to thank various members for their help. You feel that your time, your effort and your energy are genuinely appreciated."

GSAE consistently recognizes volunteers' efforts in publications and at meetings, and honors an outstanding committee, SIG or task force chair with the Stephen Styron Award. The volunteer who goes above the call of duty receives the Chair's Award.

The benefits of volunteering

Ask GSAE members about the rewards they've gained from volunteering and the first

Ten Tips for Boosting Volunteer Participation

1. Make all members, old and new, feel welcome at your events. Establish a meet and greet committee, assign hosts for each table at luncheon or dinner meetings. The more connected people feel, the more likely they are to volunteer.
2. Reach out to new members. Have an established member make personal contact and offer to meet them at an upcoming event and introduce them to other people in the group.
3. Respect your volunteers' time and schedules. Don't expect instant responses; remember that they have another job that comes first.
4. Ask new volunteers about their interests and skills, and what they'd like to get out of their volunteer experience. Make their assignments accordingly.
5. Offer stretch assignments that will help them gain new skills useful in their careers.
6. Provide the tools and training they will need to succeed.
7. Make sure everyone understands your association's strategic goals and how their role as a volunteer helps meet those goals.
8. Listen to your volunteers' ideas and try them out whenever possible.
9. Give volunteers the opportunity to succeed—and to fail as well. If one idea doesn't work out, don't ask them to continue pursuing it. Give them another opportunity.
10. Let your volunteers know how much you appreciate them. Thank them personally and call attention to their work and their achievements at meetings and in your communications with other members. That recognition may inspire others to volunteer.

answer is always the enduring friendships they've formed and the valuable connections they've made.

Another important benefit is the view it offers of their own members' experiences.


"I remember the first time I attended a GSAE meeting as a board member," said Eckert. "That was a unique opportunity for me to realize what it felt like to be a new board member, so I took notes on what I felt, thought, wished I knew more about and used that information to restructure the board orientation at BOMA."

In juggling their volunteer roles with their full-time jobs, GSAE volunteers learn to better understand and appreciate the

similar challenges their own members face.

Members also cite the career-advancing skills and knowledge they've gained as a significant advantage to their volunteer work.

"I want our volunteers to grow professionally; I want to make them stretch," said Kavanagh. "I want them to develop those skills that maybe they don't have the opportunity to develop day-to-day, so they can achieve professional and personal growth."

"When folks get involved with GSAE, doing a little bit or a lot, it helps them advance at their day jobs," added Fowler. "That's the message that GSAE is constantly promoting. Help us help you and in the end we all win." 



VOLUNTEER RISKS AND

BY LOWELL APLEBAUM, CAE

Volunteers.

THEY CRAFT THE vision and strategic direction our organizations pursue. They provide insights into their field, ensuring the association is focused on providing solutions to the needs of today and those on tomorrow's horizon. They contribute hours, days, of their time — in truth exponentially expanding the amount of work any organization's staff could do alone. They take time from their families and their job to attend conference calls, to organize name badges, to provide fiscal oversight. They are our association's speakers, its authors, its subject matter experts, its leaders. They are the backbone of our organizations.

Of course, that doesn't mean that within our volunteer structures there aren't perennial problems that arise. It is comforting to know you aren't the only organization experiencing these difficulties, but by the time they are a powerful pain point you're usually past the place when easier decisions could have been made to fix the situation. While each situation is unique, here are five of the most-often heard volunteer risks and some ideas on how to prepare to rescue your association from the situation.

Risk: Volunteer Burnout

We all have them — our rock star volunteers. The ones who are constantly stepping up and stepping in to help whenever, wherever. Yet, over time it is all too easy that when a committee is sliding off focus, or an important

project is in need of a subject matter expert that we call on the same volunteer over and over. Whether the ongoing asks overwhelm their time, or the longer service eventually drags heavy, only by being proactive can we make sure that we protect our most valuable volunteers.

Rescue: Track Volunteer Positions

Configure your AMS/member database so you can track what positions volunteers hold and over what time. Besides serving as a means of measuring engagement, it will be easier to see if any one volunteer is over committed.

Risk: Volunteers Holding on Too Long

There can come a point where a volunteer, particularly if they are the initial Chair or Founder of a volunteer entity, retains that title and position so long that the *volunteer* group becomes better known as their own *personal* group. There are many paths that this can take — separate goals of the group from that of the larger association, a bottleneck of volunteer growth and ascension, or a tie to outdated strategy. These are the volunteers that even when it becomes the best interest of the group and the association for them to cycle out and allow for new voices, they continue to hold on to their position.

Rescue: Term Limits

Stop this problem before it starts. Though most Board

positions have term limits as defined in by-laws, often this key provision is not included when a new volunteer entity is established. Creating consistent term-limits across all volunteer groups will set the general expectation of volunteer rotation.

Risk: Not Enough Volunteers

Perhaps there used to be a dense population of professionals that have migrated to other regions, or perhaps an ever-expanding portfolio of association programming has not had a volunteer recruitment and retention program that has kept pace. Every association depends on volunteers — both for strategic vision and industry insight as well as to provide needed hands to create and manage programs. A paucity of volunteer involvement can translate to association atrophy, and whether it is a committee or chapter, even to eventual disbandment.

Rescue: Prioritize and Ease the Path

Every idea may be a good idea, but they do not necessarily all have the same priority. When evaluating where volunteer efforts are needed, make sure that you have first prioritized those programs/areas of biggest impact. Next, put yourself in the mindset of a member: What would your volunteer recruitment/ placement experience look like? Would it be clear? Would it be easy? Would it make you feel appreciated from the first step? This outside-in approach can usually produce

RESCUES

a number of 'fixes' that can shift your volunteer numbers to a more positive ratio.

Risk: Lack of Strategy

Your volunteer group may have leaders, subset members, and perhaps even a task to accomplish, or a program to run — but these individual parts do not inherently translate into a strategic vision or plan. Does that volunteer led group know WHY it is trying to accomplish what it has set out to do, how their success translates to larger organizational impact? Has there been a plan laid out of how each individual's efforts will integrate to the larger task at hand, and what milestones along the way will track that the group is on course? Skipping strategy mapping as a first step of any volunteer group can lead to wasted efforts, and results that miss the hoped-for target.

Rescue: Strategy Connector Conversations

At the start of each volunteer entity's term of service, have a member of the organization's Board of Directors lead a conversation with the local leadership group, defining the larger strategic vision and goals of the organization and how the work of this group aligns with that insight. From that conversation, the volunteer group can set their own priorities, knowing that they are contributing to the larger accomplishments of the association.

Risk: Lack of Historical Perspective

Transitioning volunteer leadership inherently brings with it fresh perspective and energy. The corresponding downside is that with each new board, there is a loss of historical knowledge of what transpired previously, even just a few years back. Why certain programs are in place, why things are structured as they are may all be lost to the 'that's the way we have always done it' when always was just four or five years ago. Each year there are successes and points for process improvement — and the lessons learned from each of these are easily lost as one volunteer group shifts to the next.

Rescue: Top Five Celebration Paths/ Things to Know for Every Group

Association staff have the advantage, and the onus, of preserving the longer term lessons that each volunteer group learns. One way to distill this down into a usable knowledge piece is to ask each outgoing volunteer group to put together two top-five lists; one focused on five things that went right and why, and one focused on five areas that with hindsight they would have done differently. This is simple to create, and for each subsequent group, is easy to review, curate and integrate. ◀

Lowell Aplebaum, CAE is the COO of the American Society for Parenteral and Enteral Nutrition. You can reach him at laplebaum@gmail.com.



THE LIST: MICRO & AD HOC VOLUNTEER JOBS IN ASSOCIATIONS

BY PEGGY HOFFMAN, CAE

LOOKING FOR A list of jobs that can offer members micro and ad hoc volunteering? We're curating a list right here! If you have a job to add, send it to info@marinermanagement.com.

Connecting with Members:

- Provide professional advice
- Provide mentoring, coaching, tutoring for members
- Recruit a member
- Get out the vote – share the buzz to drive member voting (SCTE)
- Day of Service – encourage members to volunteer in their community

Sharing Knowledge:

- Writing reviews for books
- Guest blogger or contributor
- Speak or present a paper
- Participate in an expert panel or report
- Moderate or facilitate discussion groups (list serv, e-community)
- Review proposals for conferences or projects
- Review paper or proposal for publication
- Review research, conduct literature search/review
- Analyze data
- Submit paper or manuscript for publication
- Write proposals/ grant applications or business plans
- Review accreditation or certification applications
- Prepare backgrounder for regulators, press, or other publics
- YouTube Tuesdays - members share tips & information via short video clips (NCURA)

Representing:

- Raise funds
- Testify or present on behalf of the association to legislative or regulatory body
- Contact your representative
- Campus liaison (or company or large institutional member)

Sharing Input:

- Participate as test audience for videos, training programs, et al
- Product tester
- Beta-test products, websites, tests
- Rating conference session proposals/potential topics
- Survey respondent

Curating Content:

- Record a discussion at a session round table

- Video-tape or take pictures for association event
- Provide live Twitter chatter during meetings
- Create social media page (Facebook, Twitter, LinkedIn)

Events (perfect for your components!):

- Greeters – welcome attendees and direct them toward registration, coat check, seating, and so on
- Front desk – check in attendees when they arrive
- Set-up and tear-down – arrive early or stay late to help with assembly and disassembly of the event space
- Social media guides – at computer stations, help attendees log in to LinkedIn and join the organization's group
- Photo, video, and blogging – capture the essence of the event in a lot of different ways, then feed to the web team what should be shared on the web <

Peggy M. Hoffman, CAE, is president and Mariner's resident expert on communication, marketing and building community. In addition to managing organizations, Peggy has provided training and consultation on leadership development, component relations and strategic planning to more than a dozen national associations and many local groups over the past 30 years. You can reach Peggy at info@marinermanagement.com.





Attendees need more than just a set of speakers and hour long mix-and-mingle sessions. They need an experience that inspires them to connect, interact, and engage with others.

BY ERIN COLOMBO

ENGAGING YOUR MEMBERS WITH MOBILE TECHNOLOGY

What is Member Engagement?

Associations have typically viewed member engagement as a means of getting their members talking preferably about the association to ultimately increase membership rates. But is that really what engagement is? More so, is it effective?

While we all try to do more with less, many times events are planned under the mentality of “if you build it, they will come.” However, it’s just not the case anymore. Attendees need more than just a set of speakers and hour long mix-and-mingle sessions. They need an experience that inspires them to connect, interact, and engage with others.

The best member engagement strategy should be beneficial to both members and the association. This means both parties need to participate to create value together. Although members need to be involved, it’s ultimately up to the association to make this kind of relationship work.

One way an association can do this is by asking members to share their greatest challenges so they can create tailored solutions to solve them. Or tell them to share their past experiences that other members can learn from. The important thing is that the conversation is valuable for both parties. It’s not about asking a member to share a story about

your brand; it’s about creating meaningful conversations.

How Mobile Can Help

Associations would love to be in the forefront of every member’s mind. However, deep down we know that’s just not the case. A more fitting mindset for associations is to be on a member’s mind when they are in need of recommendations or solutions, a SIG peer, updates on industry hot topics, a refresher course, new credentials, a strong voice to congress, etc.

Now think of the most common way you access information. My best guess would be through your mobile phone.

Although we may be slightly biased as a mobile solutions provider, this hypothesis is backed by some heavy data. For example, back in 2011, 35 percent of US adults owned a smartphone. In just four years, that number has nearly doubled to 64 percent and it will continue to grow as mobile broadband is the fastest growing technology to date. These smartphone owners love their phones and apps – spending 127 minutes on average in apps per day, according to statistics from the Pew Research Center and SignUp4.

Because mobile is so integrated with our daily lives, it can effectively work as the one technology needed to harness member engagement. We have all heard the importance of having a mobile responsive website. Although this is a great step in the right direction, it's still not incredibly user-friendly as most of the functionality is still limited in a browser.

The best way to deliver a mobile solution to your members is by providing a single mobile app that encompasses all your association has to offer. This app will go well beyond supporting your annual conference by acting as the central hub for your members.

For starters, you can create a central resource center for all of your member needs. Let them quickly access resources and share with others whenever they want on their mobile devices. Members looking to get CAE accreditation could work toward finishing their program on the go. Review study materials, answer practice quizzes, share tips with the study group, and view CAE progress.

Your app should be more than just a portable library though as it's meant to support year-round member engagement.

So what can a mobile app do for your members? A lot actually! A member can receive timely and pertinent notifications, share a selfie, weigh in on heated poll

topics (Congressional Bill), find and text a SME, nominate a peer for a 2015 award, 'like' a post in the SIG chatroom discussion, and study educational materials all while on the go!

Associations have embraced event apps for large events or the annual conference, but what about small events or meetings? If a meeting of 10 members becomes more relevant with interactive app features like audience polling and gamification, does the size of the audience really matter? Whatever mobile interactions you offer, it's important to consistently assess your mobile app strategy to ensure you're meeting your organizational goals.

Measuring Member Engagement

Traditional means of measuring engagement included tracking membership, event attendance and revenue. With the proliferation of social media and apps we can utilize interactive tools to measure member engagement as well. These tools include social listening, forum/chatroom and tracking app interactions.

To measure your in-app member engagement, see what offerings members are leveraging. Is there a SIG topic or resource that was visited much more than others? Any member story that stands out based on 'likes' and replies? Was there a complaint mentioned in an activity evaluation and echoed by others in discussion groups? Use these insights to improve future association offerings and ultimately work toward meeting your members' needs.

Still not sure what's working with your mobile strategy? There's no better way to find out than asking your users. Encourage your members to share their app thoughts and ideas right within the app itself. Ask what they like, what they don't, what they would like to see, etc. Letting your members have a say in your association app will let them see their opinions matter

while also giving you a better understanding of their needs.

Conclusion

To promote genuine member engagement, associations need to know what makes their member's tick. More specifically, determine what makes members want to engage with them. Although it's safe to assume most individuals are on mobile, the truth is some associations and their members may need guidance to navigate the mobile shift.

All the bells and whistles of a mobile app may sound great, but what's most important is that the app works to achieve your association's goals and objectives. Associations often get caught up in the features of the app rather than its true purpose. As with implementing any new channel solution, the main focus should be about how it enhances your work rather than adds to it.

Is a Mobile App Right for Your Members?



Take our Mobile App Readiness Assessment and find out! Answer our set of questions and you'll receive a unique score and relevant resources to get you closer to being app ready. Participation is strictly voluntary and at no cost to you. To take the assessment, scan the following QR code or visit the link bit.ly/1PU0FKo. ◀

Erin Colombo is the marketing manager for Results at Hand Software, LLC. Results@Hand offers mobile solutions for conferences, events, associations, and more. You can reach Erin at (877) 926-2328, ext. 503 or erin@resultsathand.com.

An illustration on the left side of the page shows several hands of different shades of gray reaching out and holding a globe. The globe is composed of a grid of lines, representing the Earth. A large red arrow points towards the right, partially overlapping the hands.

BY THE NUMBERS: VOLUNTEERING

ACCORDING TO THE Corporation for National & Community Service, the Power of A, and the online volunteer recruiting platform VolunteerMatch, organizations can expect a bright future for volunteer engagement. Here's a look at volunteerism, by the numbers.

- In 2013, one in four adults (25.4 percent) volunteered through an organization, demonstrating that volunteering remains an important activity for millions of Americans. Altogether, 62.6 million Americans volunteered nearly 7.7 billion hours in 2013. Based on the Independent Sector's estimate of the average value of a volunteer hour, the estimated value of this volunteer service is nearly \$173 billion.

- Lending professional and management expertise accounted for 15 percent of volunteer activities.
- Volunteers are almost twice as likely to donate to charity as non-volunteers. Nearly eight in 10 (79.2 percent) volunteers donated to charity, compared to four in 10 (40.4 percent) of non-volunteers. Overall, half of all citizens (50.7 percent) donated at least \$25 to charity in 2013.
- The VolunteerMatch Impact Report, which presents a peek into the world of nonprofits and their volunteers, listed the following as the **Top 10 Cause Areas** for volunteers.
 - Community
 - Children and Youth
 - Education and Literacy
 - Health and Medicine
 - Seniors
 - International
 - Arts and Culture
 - Environment
 - Disabled
 - Sport & Recreation
- Association members contribute their time: More than 90 percent of association members in ASAE's Decision to Volunteer study reported having volunteered within their organization in the past year.
- Associations are seeing an increase in the number of members volunteering, going from 31.9 percent to 44.8 percent over the past year.

Associations are seeing an increase in the number of members volunteering.

- Thirty percent of the people who volunteer their time do so through an association.
- Associations' members are more likely to volunteer for organizations in which they are involved than non-association members: half of association respondents to an ASAE survey volunteer for one or two organizations, and the other half volunteer for three or more.
- Association members contribute money: Association members are more likely than the general public to give to charities every year — 84 percent of the respondents in ASAE's Decision to Give study reported charitable giving compared to 70 percent of the general public.
- Associations were responsible for \$50 billion worth of volunteer time, using the Independent Sector number that an hour of volunteer time is worth \$20.85 to the economy. ◀

For more information please visit volunteermatch.org, thepowerofa.org and nationalservice.gov.

2015 GSAE ANNUAL MEETING

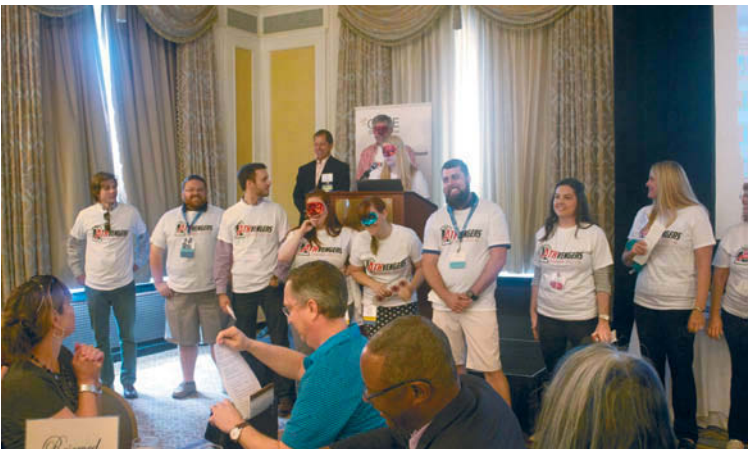
GSAE MEMBERS AND guests visited the historic city of Charleston, South Carolina for the Annual Meeting this year. Hosted by the Charleston Area Convention & Visitors Bureau and the Francis Marion Hotel, attendees enjoyed workshops, breakouts and keynote speakers geared to help them connect with other members, advance their organizational goals and achieve professional success.

A huge thank you to our volunteers, especially members of the Meet & Greet Committee, the Registration team, Professional Development Committee, Table Host Committee and the Silent Auction Committee. Finally, thank you to **Mike Giles** for his inspiring and comforting words about two amazing GSAE members — **Clare B. Reagan, CAE** and **Peggy Seigler, MPA, CDME** — during Thursday's lunch.

Because of the Silent Auction committee members' diligence and your donations and bids, we raised more than \$9,200 to support GSAE's educational programming. Your generosity also helped us raise nearly \$2,300 to support the good work of the Medical University of South Carolina Children's Hospital through the 3rd Annual GSAE 3K Fun Run/Walk and the Pay the Pig Raffle.

Make plans to join us June 1-3, 2016 in Athens, Georgia for the 2016 Annual Meeting. <





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What's New, Nashville?

LISTED IN COLLABORATE Magazine's list of the Top 12 Foodie Cities for Meetings and ranked in the top 10 of Cvent's 2014 Top 50 Meeting Destinations in the United States, Nashville is one of the hottest cities for meetings these days.

In fact, the city boasted the highest number of association executives since the 2007 ASAE Annual Meeting & Exposition in Chicago when it hosted the event in 2014. If you haven't considered Nashville as a destination lately, check out what's new these days in the Music City!

New and Improved Properties

If you're looking for a new place to host your next event, **Downtown Hyatt Place** (nashvilledowntown.place.hyatt.com) has opened on 3rd Avenue in the heart of the city's SoBro District. The 255-room, 13-story hotel includes 3,600 square feet of meeting space and a 175-space parking garage. The hotel's lobby includes the Hyatt

Place brand's signature food and beverage options, including The Gallery, a 24-hour, full bar serving wine, beer, spirits, and coffee.

Another new property, the 27-story, 500,000-square-foot **Westin Nashville Hotel** will be built in SoBro on the northwest segment of the Music City Center Roundabout. The hotel will be full-service with 454 rooms and will include a 6,000-square-foot spa, 8,000-square-foot restaurant space, rooftop bar, lounge and pool, and 200+ parking spaces. The project will cost \$120 million and will be complete by December 2016.

Meanwhile, the **Hilton Nashville Downtown** (nashvillehilton.com/accommodations/renovation) has undergone a \$28-million upgrade. Upgrades to all 330 guest suites, the fitness center which doubled in size, the grand ballroom, 17,800 square feet of meeting space, and a completely renovated grand atrium lobby and lounge have all been completed. The hotel introduced

a new concierge lounge on the lobby level. Contemporary design is showcased across the entryway, new flooring is intact, and a more interactive front desk experience is in place.

Refreshed Venues

There is no shortage of unique venues for events in Nashville, and a couple of the city's most notable have recently been refreshed or announced renovations.

The historic **Ryman Auditorium** announced a \$14-million planned expansion and renovation of the building's 1994 additions. The renovation will increase the experience for both guests and concert attendees. It will also include a new event space featuring a new, state-of-the-art daytime tour attraction, which will prove a unique way to relive the Ryman Auditorium's storied past. Other amenities include a dedicated café space, enhanced food and beverage services throughout the building,

and an expanded retail area with interior and exterior access. Renovation plans also include a new box office, additional restroom facilities, and larger lobbies.

Mayor Karl Dean has announced a place for new park spaces along the riverfront in downtown Nashville (nashvillerriverfront.org/facts.html). The first phase is scheduled to open this summer and will stretch 11 acres and include a dog park, ornamental gardens, and most notably, a 1.5-acre event lawn called "The Green," which will include a permanent seat amphitheater and accommodate 6,800 people total. A 4.5-acre park will sit on the east bank, increasing access to the Cumberland for river activities. Construction began on the east and west bank in fall 2014. A mile of new greenway will extend from the Rolling Mill Hill Greenway to the Riverfront, creating a two-mile continuous walking and biking loop. Costs of development will be approximately \$35 million.

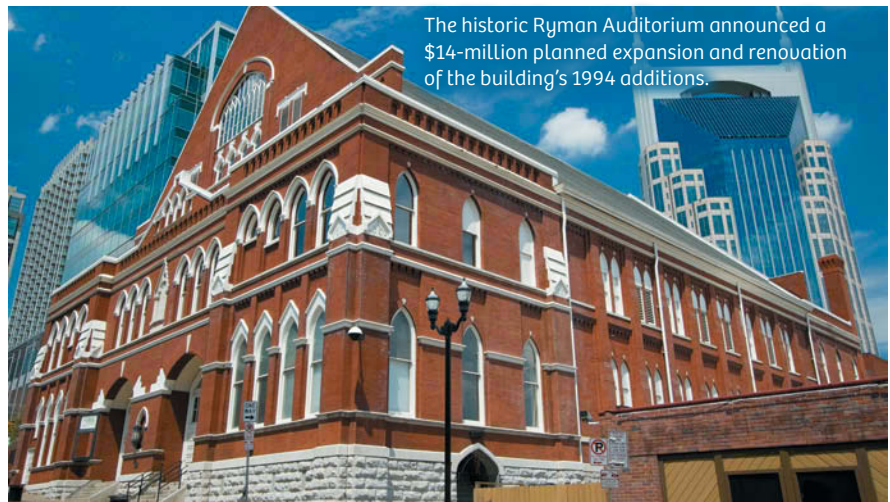
Touring: From Brews to Tunes

If you're looking for activities for your group, experience Nashville's exploding craft brew scene with a brew tour: **Music City Brew Tours** or the **Nashville Brew Bus**. These tours offer your group a behind-the-scenes look at some of Nashville's best breweries. Nashville Brew Bus's knowledgeable tour guides will be on hand to educate your group on Nashville beer history — past and present. At each brewery, guests will be led by the brewers themselves on a tour of the facility with tastings of their best beers. With fully-customizable tours available, the Nashville Brew Bus has something to offer every beer drinker, from the novice to the aficionado. Visit rhizomeproductions.com and musiccitybrewtours.com for more information.

If your attendees are more into the music scene, **Sweet Magnolia Tours** offers Singing Step-On Guides. See



Hilton Nashville Downtown has undergone a \$28-million upgrade, including 17,800 square feet of meeting space.



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Nashville through the eyes of a Nashville singer/songwriter who is experiencing what trying to make it in this town is all about! Get the inside scoop on the struggles and victories of the music industry while also enjoying a driving tour of Nashville, which will include historic downtown Nashville, Honky Tonk Highway, world-famous Music Row, homes of the stars,

and beautiful Centennial Park (home to our renowned Parthenon). Your singing guide will conclude with a 30-minute performance of their original songs and the real life stories behind them. Check out sweetmagnoliatours.com to learn more.

For more information about what's new in Nashville please check out visitmusiccity.com. <

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A QUIET CONVERSATION WITH A DEAR FRIEND



**BY JOHN P. HARRISON,
CAE, CMP**

I VISITED A 90-year-old friend of mine the other day, and I got a lesson in modern history. Her name is Hermine; she's a widow of an OSS agent (OSS is the pre-cursor to the CIA). Her late husband was a spymaster for the U.S. in Europe. I knew the family when we were stationed in Germany in the 1970s, and we've remained friends ever since. She is originally Austrian and used to teach skiing back in the days when there were no ski lifts; you skied down the hill, then took off your skis and hiked back up. She said that sometimes they would tie twine around the skis for grip and shuffle back up the hill. That was high tech, she explained. She is one of the most charming persons I've ever known—truly a duchess in her demeanor, appearance and speech.

Hermine now lives in a quiet, upscale retirement home in the D.C. area; there are plenty of intelligence community veterans and widows there, so she has plenty of friends for conversation. She's told me a lot about life leading up to and during the war (WWII), especially the attitudes and overall political correctness that can take over a society.

"When the Anschluss happened [when the Nazis more or less quietly took over Austria in 1938],

our father gathered my brother and sister and mother and me in the kitchen and told us we could no longer speak our minds out in public anymore. We had to be very careful of who said what, for fear that we would reveal ourselves, our family, as basic conservative imperialists—which I suppose we were. My father pulled the portrait of the last Habsburg Emperor of the wall. He told us that outside the house we were to keep quiet, keep our opinions to ourselves, and not let our politics be known," she said.

"What became of your brother and sister during the war?" I asked.

"Well, my brother was taken into the German army, of course," she said. "He was sent to Norway and then France. He was actually a chef, so he had it relatively easy. We didn't know of each other's whereabouts until over a year after the war. I thought he might have been killed, but he lived. He inherited the family home, turned it into a ski lodge, and died last year right before his 101st birthday. I did go back and visit him several times, and we remained close."

"And your sister?" I asked.

"Not so close. She's still alive, but we've not much to do with each other. During the war, she

turned in a neighbor, and we split up over it really," Hermine said. I didn't ask her what the reason was for her sister turning in the neighbors; I could tell it was raw even after all these years. I suspected the sister had turned in a neighbor as a Jew.

"You see," Hermine continued, "we were not Roman Catholic, our family was actually Lutheran; it's a long story how, but we—at least I—knew what it was like to be a minority, not so much ethnically as politically. We were not really ones to go along with the crowd, but still you learn to keep your head down."

"How did that work, the wave of group think that took over—of what you could and couldn't say and what was tolerated and what was not. How did it come about?" I asked, wondering about the symptoms of a slow creep of quiet censorship.

"First came the avoidance of certain subjects in conversation and also in the newspapers. We only had radio, and the shows just began to be either official news or some light amusement—nothing controversial. Then official propaganda began, and there was no turning back. Very grandiose public arrests were made of dissenters. It looked like the populace actually turned

against the dissenters more than the police. Or at least the government made it seem that way. That's when my sister turned in the neighbors. I was actually

working at a jewelry store owned by a Jewish family. They first put them in the local jail under some charge. I remember hoisting jewels up to the window of their cell in a bucket one night, so they would have something to buy their way out with," she said, and I couldn't bring myself to ask what became of the storeowners.

"After the official Party Line takes hold and people are browbeat into keeping their opinions to themselves, then the arrests became more and more as people accused others of improper beliefs and such. Even if accused people were not arrested, they would be ruined. I believe some were let out of jail, just so they could then be ruined for example's sake. If they still kept up the dissent, if public humiliation wasn't enough, then people would just go missing. We would not hear about them anymore. They were gone," she told me.

"That fear must have been terrible," I said.

"That's all there was. Just fear at every turn. In the beginning, fear of humiliation, and then the fear of even worse. I ended up in a boarding school in Germany

I didn't ask her what the reason was for her sister turning in the neighbors; I could tell it was raw even after all these years.

when the fighting broke out. Where we lived was beautiful, posh and of the nobility, but there was no food, no electricity, no running water, and just when we thought it couldn't be more miserable the siren would sound and we had to go to the cellar for shelter from the bombs. Yet we were still afraid of somehow being turned in for saying or believing the wrong thing—even almost until the end," she said.

"What happened then, at the end?" I asked.

"We all scrambled to get in the American sector. We wanted our conquerors to be the Americans," she said proudly. "We were so afraid of living under Russian rule."

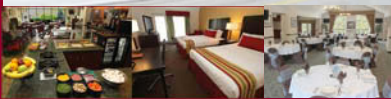
"Well, I'm sure glad you made it here to America eventually," I said.

"Yes, a land of no censorship," she remarked. I smiled, nodded and said "hmm" quietly. <


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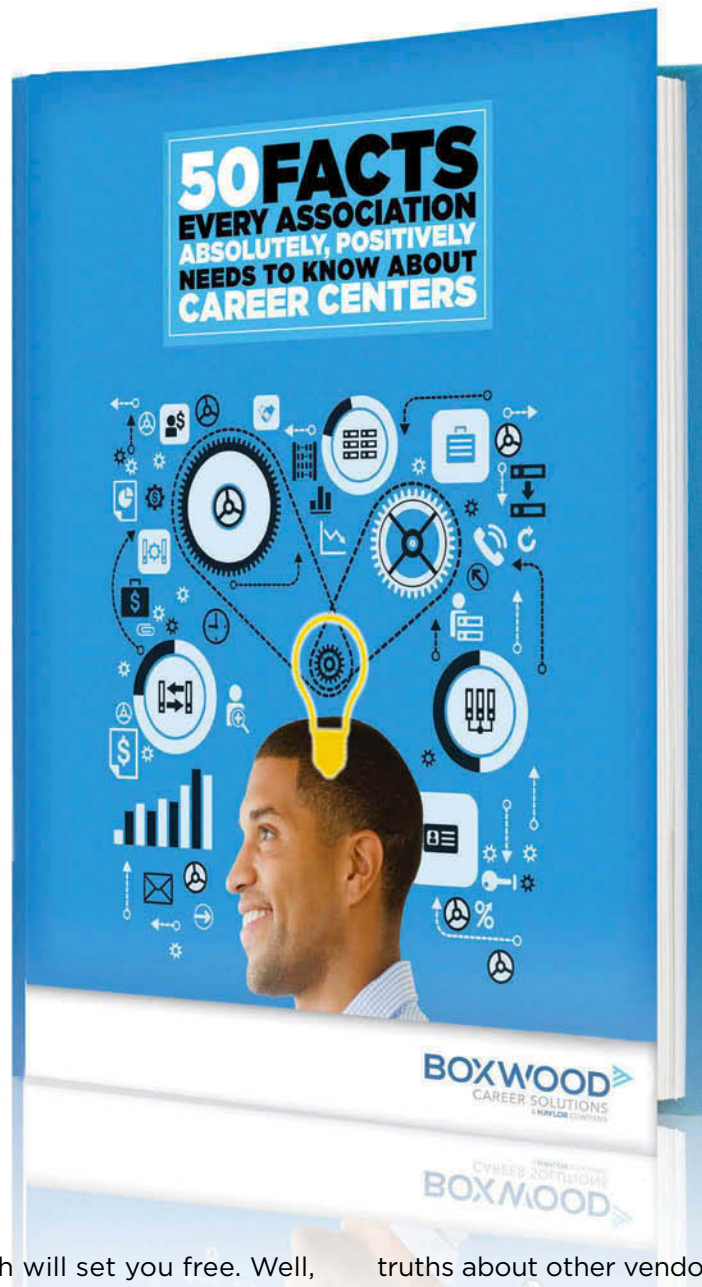
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