

{ Executive *Memo*

> Excellence by Association

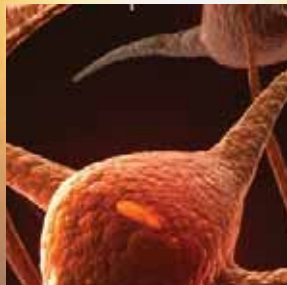
> WINTER 2008

Association Jobs Top 1 Million

**Create High Energy
Marketing and PR Pieces**

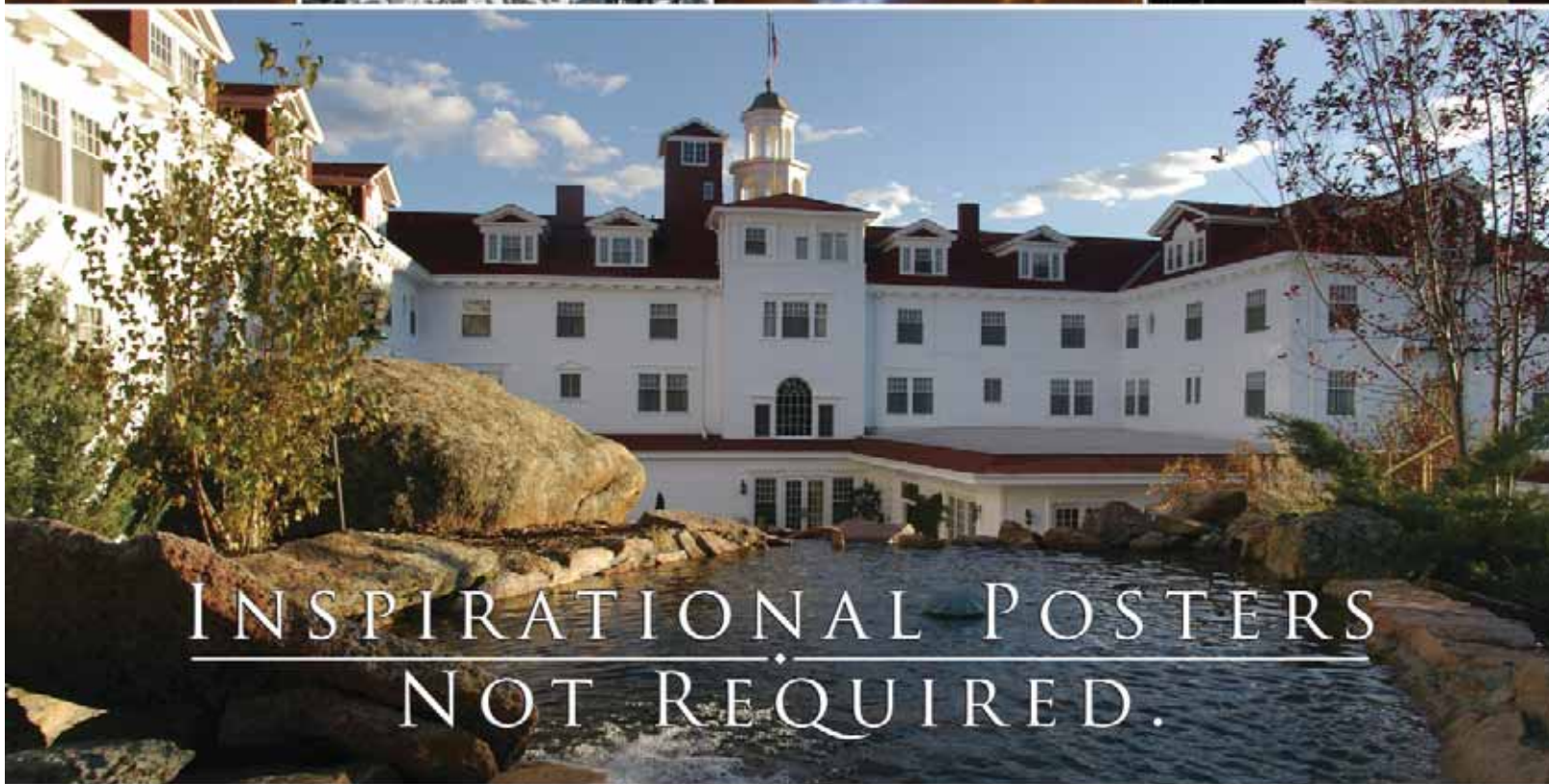
Tossing the Old for a New Year

Tips on Choosing a Speaker



VOL. 2, ISSUE 1

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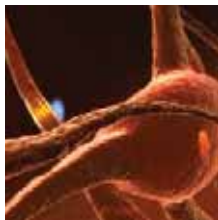
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Tips on Choosing a Speaker

The Mission:

CSAE brings together association leaders to foster professional and personal excellence through unique learning opportunities that inspire members to achieve more and guide associations into the future.

The Promise:

CSAE is committed to delivering high-value programs and services. If a CSAE member is not completely satisfied with any CSAE offering, CSAE will make it right or refund said member's money.

CSAE is:

- All about leadership
- Committed to association excellence
- Future-focused
- Unique learning opportunities
- An effective advocate

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> COVER PHOTO COURTESY DICK DURRANCE



Creating Opportunities
Seeing What is
Imagining What Can Be
Dick Durrance II

Make plans now to attend the **CSAE Annual Conference**

June 18-20, 2008 | Beaver Run Resort
Dick Durrance - Keynote Speaker

Creating opportunities is one of life's universal quests. As a student at Dartmouth, **Dick Durrance** created the opportunity to photograph a forty-five-page cover story for National Geographic magazine and he has been circling the globe since then creating opportunities for clients. Now he travels around the country inspiring audiences of all ages, from high school students to high level executives, to stretch their imaginations so they see what is, and imagine what they can do. Using his photographs from the war in Vietnam, National Geographic assignments, worldwide advertising campaigns, our National Parks, and the world's great golf courses, he will be showing CSAE members how they can work together with their memberships to create fresh opportunities for their organizations and themselves. As Albert Einstein famously said: "Imagination is more important than knowledge. Knowledge is limited, imagination reaches around the world."

From the President



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 Association
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Happy New Year, CSAE

Colleagues! I hope that 2008 will be exciting for your association and your membership in CSAE. Every year I think about "resolutions," both personally and professionally, and I'd like to challenge all of you to think about resolving to get more involved in CSAE activities during 2008. We have some exciting challenges and opportunities on the horizon to make CSAE one of the best resources for developing your association management career.

At the top of the CSAE resolution list, is education. Resolve that you will attend a CSAE educational program in 2008, either at our monthly luncheons or one of our stand-alone education programs. CSAE's Professional Development Committee, chaired by **Christine Bumgardner**, has done an excellent job this year in identifying topics that you, our members, have indicated are most important to help you develop as an effective leader and manager. Her committee is also working hard on developing sessions for our annual conference in June, and our theme this year is "Vision: Goin' 3-D," which compels our members to take a hard look into the future of associations so that our industry can adapt to the changes of globalization and other external challenges. Are we seeing clearly? Are we looking at all the possibilities and opportunities? How do we find the niche that is needed and wanted by members today or will position members positively for the future? Our conference this year features national speaker **Dick Durrance**, who will challenge all of us to look into the future of a changing association environment.

Another important item on the CSAE resolution list is networking. Over the holidays, I spent some time catching up on reading that I intended to do months ago, but put off to deal with more pressing responsibilities. One of those books, that I'm sure many of you have read and enjoyed, is Malcolm Gladwell's *The Tipping Point*, which discusses how little incidents that happen in everyday life can become significant trends in reshaping how we think about life and culture, and how those trends affect politics and business in the 21st century. Gladwell's thesis is a twist on the "six degrees of separation" idea, that everyone is only six people away from being connected to a wide network of acquaintances, and this "people network" is instrumental in the evolving global networks of the future. CSAE continues to be an important network for the Colorado association community, and your participation in CSAE events only adds to your networking opportunities both professionally and personally. In the age when most of us access our e-mail minute-by-minute on our cell phones and PDAs, it's a more meaningful opportunity to speak with your colleagues face-to-face at a luncheon, educational program, or other CSAE event.

Another CSAE resolution for 2008 that your CSAE Board of Directors has been developing, is increasing value to your membership. **Gary Cummins** and his committee members have been identifying preferred vendors that can provide goods and services at reasonable cost to you, while at the same time providing financial benefit to CSAE. Gary's committee has prioritized those vendors who have products you asked for in our member survey last year.

I mentioned in the last issue of *CSAE Today* that our Public Policy Committee is hosting another legislative reception this year for our members. Please mark your calendars for Thursday, February 28, 2008 at the Warwick Hotel from 5:00 to 7:00 PM for that event. It is a great opportunity for CSAE members to speak one-on-one with our elected officials and tell the story of how associations matter to the Colorado legislative process.

As always, I invite your comments and suggestions on how CSAE can better serve your needs and add value to your membership. RESOLVE this year to make CSAE a more important part of your professional development, and I hope that 2008 will bring new challenges and opportunities to you and your association.

Association Jobs Top 1 Million

ASAE & The Center's New Research Looks at Associations 'By the Numbers'

> BY CHRIS VEST

\$34,789...\$23,890...
51...\$45,782...\$77,900

T WASHINGTON, DC – The association sector is a key driver of America's economy, fueling the creation of more than 1 million jobs in 2006, in addition to making broader contributions to the public welfare and the health of communities nationwide, according to a new study released by ASAE & The Center for Association Leadership.

The new study, titled *Associations Matter: Associations by the Numbers*, uses U.S. government statistics to provide an objective review of the association community, with key metrics focusing primarily on employment, wages, revenue and assets. Employment, wages, and revenue are shown at the national level and by state. The study also compares the association sector with other major industries and examines association employment and wage trends over a 10-year period.

According to the new research, employment in associations totaled more than 1 million jobs in the U.S. in 2006, up 11 percent from 1997. More than 190,000 of those jobs were with trade and professional associations.

Associations create jobs in every state, but employment is highest in California, New York, Illinois, Florida and Pennsylvania. Washington, DC leads the nation in concentration of association workers, with nearly one in every 10 workers in the nation's capital employed by a trade or professional association, labor union, or other membership organization.

The average association wage was \$40,250 in 2006, and jumped to \$58,500 for trade and professional associations. That average wage for trade and professional associations

was 38 percent higher than the average private sector wage of \$42,400 in 2006, according to the new report.

Associations in Washington, DC paid their workforce the highest annual average wage in 2006 (\$77,500), followed by Virginia (\$56,400) and New York (\$51,500).

Associations also bring in some \$33 billion in revenue nationally, and hold an estimated \$50.6 billion in assets. DC, Illinois, Virginia, California and New York lead in association revenue. Michigan, DC, Illinois, Virginia and New York are the leading states in assets held by trade and professional associations.

Beyond the government statistics, *Associations Matter* delves into other

benefits of associations, including their role in training and educating America's workforce; setting professional standards and codes of ethics; and promoting civic volunteerism.

The research is a departure from previous research conducted as part of ASAE & The Center's Associations Advance America (AAA) program, in that it does not rely solely on membership surveys to catalogue the many benefits derived from associations' activities.

"Associations Matter is compelling research, in part, because it's entirely verifiable," said ASAE President and CEO John H. Graham IV, CAE. "There are no formulas or survey results to interpret. These are just the numbers, as compiled by our government, and they happen to support what ASAE & The Center have been saying about our industry for years: that associations make very real and quantitative contributions to our economy and the quality

of life we enjoy in this country."

Associations Matter was completed for ASAE & The Center by Content First, LLC, a full-service public policy research firm located in Washington, DC.

Associations Matter relies on one of the tools used by the U.S. government to classify U.S. industries, the North American Industry Classification System (NAICS). Standard analyses by the U.S. Census Bureau, the U.S. Bureau of Labor Statistics, and the Bureau of Economic Analysis use NAICS.

Under the NAICS system, associations are comprised of seven distinct segments. Associations

\$77,500...\$56,400...\$51,500

Associations in Washington, DC, paid their workforce the highest annual average wage in 2006 (\$77,500), followed by Virginia (\$56,400) and New York (\$51,500).



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Matter includes a focus on trade and professional associations because they constitute the core of the association sector as well as ASAE & The Center's membership.

The larger charitable or philanthropic sector will be the subject of the next phase of Associations Advance America (AAA) research, scheduled to be completed in 2008. ■

FOR A COPY OF ASSOCIATIONS MATTER, PLEASE CONTACT JOAN TEZAK AT CSAE, 303-368-9090 OR E-MAIL JOANT@CSAENET.ORG.

About CSAE



CSAE, and other allied societies across the United States, join with the American Society of Association Executives (ASAE) in the common belief and passion that associations have the power to transform society for the better. Our collective passion is to help association and association professionals achieve previously unimaginable levels of performance and reach even higher goals. We accomplish this by bringing together association leaders to foster professional and personal excellence through unique learning opportunities that inspire members to achieve more and guide associations into the future. It is a community of committed association professionals working with industry partners, outside thought leaders and other stakeholders who embrace the same mission and vision.

The Colorado Society of Association Executives is an individual membership organization comprised of more than 360 association executives and industry partners representing more than 300 organizations across Colorado. Its members manage leading trade associations, individual membership societies, and voluntary



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organizations throughout the world. CSAE member organizations represent such industries as banking, law, health care, insurance, energy, and agriculture, just to name a few. CSAE is also a voice for the association sector, advocating for membership organizations so they may continue to improve the quality of life in Colorado.

CSAE is all about leadership; committed to association excellence, future-focused, an effective advocate and provider of unique learning opportunities. With more than 30 innovative learning experiences throughout the year, new models of thinking and

opportunities for peer-to-peer collaboration are common place. Members can feel secure knowing they are not alone in the challenges that face association managers. With the click of the computer, accessing a 24-7 listserv, members can benefit from the wisdom of other member professionals; saving them time and helping them avoid costly mistakes. CSAE resources, education and this advocacy network enhance the power and performance of association professionals.

For more information on CSAE, visit the website at www.csaenet.org or attend an upcoming program. ■

Calendar of EVENTS

11:00 a.m. | New Member Orientation, Spotlight Series, or Networking

11:30 a.m. | Lunch

12:00 noon | Program

1:00 p.m. | Wrap Up

Thursday | **March 6, 2008**

Friday | **April 4, 2008**

Thursday | **May 1, 2008**

Friday | **June 6, 2008**

Thursday | **July 10, 2008**

Friday | **August 1, 2008**

Thursday | **September 4, 2008**

Friday | **October 3, 2008**

Thursday | **November 6, 2008**

Friday | **December 5, 2008**

WHISTLEBLOWERS POLICY

At the CSAE December Board Meeting one of the suggestions by Suzanne Bradeen, CPA, was for associations to put into place a Whistleblowers Policy. Since the CSAE program on the 990 this fall, we have received several inquiries for samples.



Sample Whistleblower Policies

ASAE & The Center's Models and Samples:

<http://www.asaecenter.org/PublicationsResources/modelslist.cfm?ItemNumber=12270>

(Scroll to Whistleblower Policy)

Whistleblower Policies *(outside resources)*

<http://www.ncna.org/index.cfm?fuseaction=Page.viewPage&pageID=430>

http://www.navref.org/library/SMC_Implications_of_SOX.htm

<http://www.aicpa.org/audcommctr/toolkitsnpo/WhistleblowerTracking.htm>

Regarding association compliance with the 990, plan on developing written policies covering conflicts of interest, whistleblowers and document destruction.

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Create High Energy Marketing and PR Pieces

> BY JERRY, TEPLITZ, 2008 CSAE CONFERENCE KEYNOTE SPEAKER

Have you ever wondered why some marketing and public relations pieces are more effective than others? Why do some ads get thrown in the trash, while others convince customers to buy? Or why do Internet surfers skip some web pages, but stop to read others? One explanation is the energy these materials create. If energy created by the piece is positive, it wins more attention and more association. But if

the energy is negative, the piece ultimately fails and people click somewhere else, or throw it in the trash.

Although this “energy stuff” may seem like nonsense, it actually works. It stems from over twenty years of studies and applications in behavioral kinesiology, or muscle checking. And you can use it to create more effective marketing pieces for your association.



See the Benefits
in Your Business

What kind of results can you expect?

Jack Canfield, co-author of the Chicken Soup for the Soul book series, has publicly said he will not release a Chicken Soup book until it's been through this Kinesiology process. He has now sold over 90 million copies of their books.

What is Kinesiology?

Your brain constantly sends electronic messages through your nervous system, creating an energy field around your entire body. When one of those electronic impulses is interrupted by another energy field, it can be measured by a physical, muscular reaction. Behavioral Kinesiology is the measurement tool that taps into your body's natural energy fields which determines how everything around you affects you.

Essentially, your thoughts elicit a physical reaction. And positive thoughts send physically different energy signals than negative thoughts. So when you see something, maybe an advertisement for a product or a company web site, your brain sends either a positive or negative response to the visual signal. When you look at a marketing piece,



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Every advertisement you see has an energy attached to it.

you are subconsciously intercepting the energy of this piece as positive or negative.

Every advertisement you see has an energy attached to it that can either encourage you to read the copy or throw the piece in the garbage. Therefore, all the marketing and public relations pieces you create in your business will have an actual physical effect on the people who see them. This includes everything from web copy, to visual graphics, to text, to colors. So when you create marketing pieces with a positive energy, they elicit a positive response and make people feel good about your association.

How Does Kinesiology Work?

To perform the kinesiology test, you will need a partner. Have your partner face you with one arm at his side and the other arm extended at a ninety-degree angle from the body as if a bird were extending its wings. The thumb on the extended arm should point toward the floor. Now place one of your hands just above the wrist on your partner's extended arm, and your other hand on their opposite shoulder. To test their natural resistance, ask your partner to resist against your pressure on their extended arm, and then gently try to push down on their arm. Don't attempt to force it down; all you have to do is

push firmly for a few seconds then release.

To demonstrate the physical effects of mental thoughts, ask your partner to think of a positive experience while keeping their arm extended. Allow them to focus on their positive thought for a few seconds, and then push on their arm as you did before. Their arm should remain firm and strong. Now allow them to focus on a negative thought, then push on their arm again. Most likely, their arm moved down much easier, despite their efforts to keep it extended. By doing this exercise, you've experienced the way thoughts affect



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Behavioral

When you identify and eliminate the negative elements, your pieces and websites will get a more positive response.



Kinesiology

your energy system. And you can use this same technique to check your web sites and other promotional materials. Ask your partner to look at an advertisement in a magazine, or a page on a web site, and push down on their arm. If their arm moves down, that means the promotional piece has a negative effect. But if their arm stays strong, then the piece is having a positive effect. You can use this technique to test the way your association's marketing pieces affect the people who see them.

How Can You Create High Energy Marketing Pieces?

Start testing your association's marketing and public relations pieces by choosing a single piece and gauging your partner's reaction to it using the muscle testing exercise from the previous section. If your partner's arm stays strong, then the piece has a positive energy and is more likely to

be an effective marketing tool for your organization. But if your partner's arm falls, then the piece has a negative energy and is more likely to be ineffective. But this doesn't mean that you should trash the whole piece. The negative energy may be originating in a single element of the piece, such as a graphic, a line of text, or a logo. In this case, you need to test the different elements of the piece further.

Using the same kinesiology techniques, cover everything but a single graphic on your negative marketing

piece, and test your partner's reaction to the graphic elements. Did their arm weaken, or did it remain strong? If it remained strong you'll need to leave another element uncovered and check again.

By using the process of elimination, you can check all the parts of your promotional pieces and web pages your association uses in its PR campaigns and identify the ones that may be most effective, and the ones that may have a negative effect on potential clients.

See the Benefits in Your Business

This approach will allow you to begin working at the concept design phase. When you identify and eliminate the negative elements, your pieces and websites will get a more positive response from the people who see them. Instead of passing your ad in a magazine, your product on the shelf, or your page on the web, the public will be more likely to stop and notice. ■



ABOUT THE AUTHOR: DR. TEPLITZ IS AN AUTHOR, ATTORNEY WITH A PH.D. IN HOLISTIC HEALTH SCIENCES. HE IS AUTHOR OF MANAGING YOUR STRESS, SWITCHED-ON LIVING AND BRAIN GYM FOR BUSINESS. HE SPEAKS AND CONSULTS ON MANAGEMENT, LEADERSHIP, SALES AND PERSONAL DEVELOPMENT ISSUES. CONTACT HIM AT 800 77-RELAX (777-3529), EMAIL INFO@TEPLITZ.COM OR GO TO WWW.TEPLITZ.COM.

Member SPOTLIGHT



Carole Walker has served as Executive Director of the Rocky Mountain Insurance Information Association (RMIIA) since 1998. RMIIA is a non-profit communications organization that represents auto, home and business insurance companies in the Rocky Mountain Region.

The RMIIA office, headquartered in Denver, is an insurance industry resource for consumer, statistical and background information on insurance, loss prevention and safety issues. Walker serves as an industry spokesperson in the four-state region of Colorado, New Mexico, Utah and Wyoming.

Walker has a B.A. in broadcast journalism from Gonzaga University in Spokane, Washington. Prior to joining RMIIA, Walker worked for 11 years as a television news reporter and anchor for ABC, NBC and CNN affiliates in Washington, Montana and Wisconsin.

Q & A

How did you get into the business?

No one dreams about a career in insurance, you just stumble into it. I was an anchor/reporter for a television station in Madison, Wisconsin, but I was plotting to get out of news and move to Denver (I'm from Montana and Colorado seemed like the next, best place where there are actually jobs). My co-worker at the time, Ericka Lewis (small world, she is now an anchor at Denver's KCNC-TV) suggested I call her old boss in D.C with the Insurance Information Institute. 'Lo and behold, there was an Executive Director opening in the Colorado regional office. So the old adage, "tell everyone you're looking for a job," still applies!

What is unique about your job?

Doing media, community, and government relations for the insurance industry can be daunting, but it is a surprisingly rewarding and fascinating job. Since everything has an insurance angle, from day to day, my job can involve anything from doing a live television interview on wildfire, to talking to legislators about car insurance, to holding a news conference on teen driving. Somewhere in between we still run a non-profit association.

What trends are affecting your industry?

The U.S. is in a new world of the "mega-catastrophe" and insurance companies are struggling to figure out ways to insure what is in some cases uninsurable and still stay in business. The 2005 hurricane season has forced companies to rethink how they view risk—everything from hurricanes to earthquakes, wildfires and floods. Technology is also having a big impact on how insurance is sold and compa-

nies are increasingly utilizing technology to become even more sophisticated in how they determine risk and operate their businesses.

What do you like best about your job? Why?

Insurance touches everyone's lives, but it's something you buy hoping you never have to use. The economy would shut down without it. That makes me passionate about my role in helping people understand why they need insurance and how to use it when they need it the most. Our organization has also helped pass laws that save lives by strengthening traffic safety enforcement and penalties, and I am especially proud of our work with victims to achieve that.

Why did you join CSAE?

CSAE exposes our organization to people who are dealing with the same concerns, issues and trends that affect associations. Most other conferences and meetings I attend are about issues related to insurance. CSAE provides the tools we need to operate a more effective association—from how to recruit new members to how to use new technologies on our web site to how new tax laws will impact non-profits.

Do you have a hobby or passion for any special activity in your personal life?

My best answer to stress at work is a balanced diet of working out, reading, traveling, skiing and spending as much time as possible with my husband, dog, family and good friends—hopefully laughing out loud.

Tossing the Old for a New Year

What do I have to keep and how long should I keep it?

It's the perennial dilemma as you survey the year's accumulated stacks of papers, miscellaneous receipts, and overflowing files.

As more and more becomes available through the internet, the quantity of accumulated paper should be diminishing. After all, you can view your brokerage reports, reconcile monthly bank statements, and pay your bills without ever handling the actual paper. However, even if you have been switching to electronic transactions, it is often tempting to print out these transactions and reports, adding them into your paper filing system.

Start now to make decisions on what does not have to be stored. Get ready with a good cross-cut shredder and begin the clean-up process. You can toss:

- > 1. **Receipts from banks deposits and ATM transactions.**
Once you have reconciled your monthly statement and all of these transactions are accounted for, the slip can be discarded.

- > 2. **Bills, such as utilities, cable, and telephone.** If your check has cleared, why are you holding onto the actual invoice where you recorded the check number and date of payment? The canceled check itself verifies receipt of your payment that month.
- > 3. **Canceled checks.** Store only the ones that relate to tax items you will be declaring. For example, if you are claiming a home office deduction, then you do want to keep a record of utility payments for which you will be claiming a partial deduction. However the personal Wal-Mart check for miscellaneous household items does not need to be kept long-term.



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- > **4. Brokerage statements.** If your annual statement summarizes all of the year's activities, you can eliminate the monthly and quarterly ones from the past.
- > **5. Pay stubs.** Once you have verified the end-of-year amounts with what is shown on your W-2, toss the monthly stubs, retaining just the final one of the year with the totals.
- > **6. Receipts for purchases.** If the item is not under warranty or is not for a major purchase that you will include with a household inventory list, then you can let those go. For example, if you bought two shirts in June and have been wearing them on a regular basis, why would you want to file that receipt?

When you just want to retain something for a short period rather than placing it into your permanent files, you can create a monthly system, with folders for January through December. Use this as a temporary storage place. Once the next January comes along, toss all those "temporary -hold" items.

Following this process makes it easy to do an annual review and get ready for the upcoming income tax tasks. ■

DENISE LANDERS, A PRODUCTIVITY TRAINER, IS THE AUTHOR OF DESTINATION: ORGANIZATION AND THE OWNER OF KEY ORGANIZATION SYSTEMS, INC. (WWW.KEYORGANIZATION.COM). SHE PROVIDES GROUP TRAINING AND INDIVIDUAL ASSISTANCE TO IMPROVE DAILY WORK FLOW AND TIME MANAGEMENT SKILLS.



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Elections:

Paper to Online - Get with the Program!

> BY LIBAH GROSSMAN, SENIOR
ELECTIONS CONSULTANT,
VOTENET SOLUTIONS

Introduction

The last few years have seen more and more organizations jump on the Internet bandwagon to provide services in a self-serve format. This article discusses this trend with respect to private elections, examines the benefits of using online election systems and makes suggestions on transitioning to an online environment.

Everything is Online!

The Internet has helped organizations reduce their overhead costs by allowing them to provide services on the Web in a self-help, self-serve, on-demand format. Everything from groceries, to banking, to travel is now available on the Web. The Web offers the convenience of allowing people to conduct these transactions from the comfort of their homes at a time of

their choosing. It's all accomplished in an efficient, fast, and convenient manner via the Internet.

Online voting is not only cost effective, it's also easy to maintain. In addition, the service is available around the clock, and in most cases, does not need significant investment for the Web site user beyond the equipment they probably already own and use.

The growing use of computers and the Internet has also led organizations to look into conducting their private elections on the Web. There is a wide range of elections depending on the type of organization - from board of directors elections to by-law changes, awards shows and school elections, such as prom, homecoming and stu-

dent government. Online systems have been a little slow to catch on due to a variety of factors, such as security and privacy concerns, the need for by-law changes to accommodate them, and computer/Internet availability among the voting members.

But We've Always Used Paper Ballots

Apart from these concerns, another factor hampering the use of online systems is that paper elections have been the norm and the most common method used to conduct elections for years.

The biggest dilemma for an organization is whether there is a real advantage to moving from paper elections

to online elections. To answer this question, let us compare the two systems. The advantages offered by paper systems are well known.

The paper process typically involves mailing the ballots to voters and asking them to return the marked ballots by mail. There is a “comfort factor” because this is a tried and tested method, and a paper ballot is always tangible. Marked paper ballots can be stored in a warehouse and a recount is always possible in case of a challenge.

DRAWBACKS WITH PAPER ELECTIONS

Despite the advantages of paper elections, they do have their own distinct drawbacks.

The biggest drawback of paper elections is the time and cost factor associated with them. Elections are a time-consuming process that can last months, beginning with the process of accepting nominations, issuing guidelines, creating ballots and biographies, printing ballots, mailing ballots, collecting marked ballots and finally tallying, tabulating and publishing the results.

The process becomes expensive since the same process must be repeated for every election cycle. There are substantial costs involved with creating, printing and mailing the ballots. If the elections are conducted in-house, costs are involved. It will be necessary to pay personnel or use up personnel time to track the election, tabulate results and provide assistance to vot-

ers. All of this is eliminated with online voting.

If the paper elections are outsourced to a third-party vendor, they can become even more expensive, with the typical vendor charging an average of \$2 per vote.

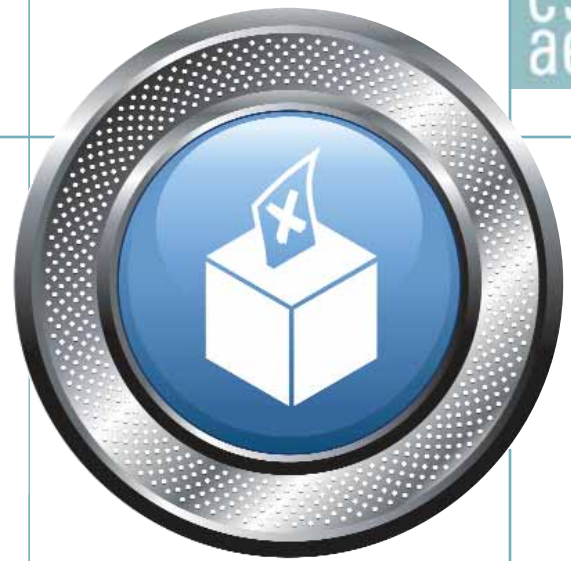
Another drawback with paper elections is that historically they have poor voter participation. Once ballots are mailed out it is often difficult to communicate with voters to encourage them to vote and mail the ballots back. A paper election is an inconvenient and inefficient process that requires a lot of work on the voter's part.

ARE ONLINE ELECTION SYSTEMS REALLY BETTER?

Since their introduction a few years ago, online elections have become very popular. There are many advantages to turning to the Internet to run your elections - from the ease of use (for voters and administrators alike) to the convenience they offer.

Internet-based elections offer a secure, robust, efficient and convenient alternative to paper elections. They offer significant time and money savings while retaining the inherent advantages and features of a paper-based election. For example, with Internet-based elections you can:

- 1. Set up Shop Quickly:** Ballots can be easily set up in very little time and changed as many times as required before elections start. All ballot parameters, such as election dates/times, voting



rules and restrictions, can be replicated exactly as with paper elections

2. Prevent Voter Fraud: Since most systems are secured and only allow authorized entry to eligible voters, there is no such thing as ballot stuffing.

3. Track Progress and Results Real-time: Since the votes are tallied real-time and instantly, an election can be easily tracked for voter participation and outcome.

4. Access and Declare Results Instantly: Since the system is tallying and tabulating the votes as they are cast, results can be declared immediately after voting closes. Additionally, raw votes are available to track individual votes received.

5. Maintain Privacy: Online elections maintain voter privacy with anonymous voting.

6. Manage Biographies: The ballots and biographies are stored in one place allowing voters to read candidate information during elections. As with paper elections, these can be as detailed or concise as required.

7. Manage Voters - Even Those Without Internet Access: A voter management system allows for some important election tasks to be carried

Since their introduction a few years ago, online elections have become very popular.

out without internet access. Such tasks include proxy voting or printing ballots for voters. Making paper receipts available allows you to take voters who still might prefer paper balloting into account.

8. Reassure Your Voters: Unlike paper systems, Internet-based systems allow voters to print a confirmation receipt of their choices. The receipt has a unique confirmation code that voters can use to verify that the system has tabulated their choices correctly.

ARE THERE ANY DRAWBACKS TO ONLINE ELECTION SYSTEMS?

One of the common misconceptions with online election systems is that organizations lose control over their elections. Since they are no longer paper-based, the votes never physically “come in” but are recorded by an Internet site that is usually hosted externally. In reality, however, organizations actually maintain tight control over their elections since they have full rights to the election Web site via secure access points. It also allows them to outsource elections to a third-party since the vendor or an auditor can also be given access as an unbiased party.

Another argument often made against online elections is that with paper elections, organizations are always in possession of the vote cast

by the voter since it is on paper and is available for verification if needed. The same argument is made with respect to recounts, where many organizations fear that if a recount is necessary it is simply not possible with an online system. Both these assumptions are incorrect.

As outlined earlier, some online systems provide voters with the facility to print a receipt of their vote, which allows them to uniquely verify each vote. Similarly, these receipts can be used as “paper” ballots in the rare event that a result is challenged.

The only perceived drawbacks that may exist with online election systems have to do with the use of technology and public confidence in the technology. With rapid advances in technology, Internet applications are fast becoming more secure, reliable and robust. A good system is also secured against potential problems such as hacker attacks and operates under tight security safeguards and procedures such as firewalls, data encryption and protected data storage facilities.

ONLINE REALLY IS BETTER

The reality of the day is that online election systems provide a lot more security and reliability than manual, paper-based systems. The system is more secure, fraud resistant and every vote can be tracked and verified. Apart from the previously discussed

cost and time advantages, online systems offer more convenience to voters who will ultimately use the system to cast their votes. Online systems have been known to increase voter participation. Some of the major advantages are:

- › **SPEED** Quick and easy setup
- › **SMART** No voter fraud, all rules and restrictions accepted
- › **SAFE AND SECURE SYSTEM** Protected by technology and hardware
- › **RELIABLE-UNBIASED** Independent and ready when you are
- › **CONVENIENT** Vote anytime and from anywhere

MOVING IS EASY— TRANSITION FROM PAPER TO ONLINE!

It is possible to slowly transition to an online system with the new generation systems that offer “hybrid” systems. These hybrid systems allow organizations to conduct online elections but still provide voters with the option to use paper ballots, which can be tabulated into one system easily. Most systems also offer the option of third-party administration allowing the out-sourcing of the entire hybrid election process. The hybrid strategy allows an organization to slowly move to a fully online system, allowing voters and administrators time to familiarize themselves with it. ■

ABOUT THE AUTHOR: LIBAH GROSSMAN IS SENIOR ELECTIONS CONSULTANT FOR VOTENET SOLUTIONS, AND MANAGES THEIR MID-WEST OFFICE IN KANSAS CITY, MISSOURI. PHONE: 816-960-1350; EMAIL: LIBAH@VOTENET.COM

10 Tips on Choosing a Speaker

BY DENISE LANDERS

More than ever, attendees are seeking valuable content that fills their immediate need presented in an entertaining or memorable way. Your speaker selection is one of the most important elements in creating a memorable, successful meeting.

Yet selecting the right speaker is not easy. It can be a daunting task, as speakers are available in every fee range and specialty topic. Getting the speaker that will deliver what your attendees want and need is critical. But, there is hope. The following tips, provided by the National Speakers Association, provides a guideline for making your next meeting successful.

1 DETERMINE THE NEEDS OF YOUR AUDIENCE

Thorough knowledge of the needs of your group is essential in selecting the right speaker. Does your meeting require that the audience leave with specific or technical information? Do you need someone to motivate the group to sell? Are you looking for after-dinner entertainment with a message?

2 ESTABLISH YOUR DATE, TIME AND BUDGET

➤ Start looking for a speaker as soon as the date for your meeting is set. Many speakers book engagements up to a year in advance and you will want to

get on their calendar as soon as possible.

- Consider how much time you have to fill and where that time falls in your overall program. If your time slot is flexible, a professional speaker can often tell you the right amount of time for the job. A professional can also make recommendations about the order of topics/speakers if one presentation will follow another. (You may not want to follow a humorist with a detailed educational presentation.)
- Factor in the fee you are willing or able to pay for a speaker. Your search for a speaker can be narrowed or broadened based upon your budget.

3 IDENTIFY THE TYPE OF SPEAKER WHO WILL BEST MATCH THE NEEDS OF YOUR AUDIENCE

A speaker's expertise in a given field may be the big draw, but a well-known name does not guarantee a

professional presentation. High prices don't always mean high quality. Will your audience and the overall program benefit most from a celebrity; an expert in the field; a popular sports personality; a best-selling author; or a professional speaker who has a thorough knowledge of the appropriate topic?

4 LOCATE YOUR RESOURCES

- Personal referrals are a great way to narrow your search. Ask colleagues for recommendations.
- Speakers bureaus locate and book speakers according to your

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specifications and needs. A bureau can locate speakers and quote fees. Many bureaus specialize in particular speakers such as celebrities, authors or athletes. Speaker bureaus can often be found in your local phone directory under "Speakers Bureau" or "Agent." You can also use the internet to find bureaus.

- › The National Speakers Association - Colorado Chapter and the National Speakers Association both have online directories. Searches can be conducted by topic, keyword, location, and name.

5 REVIEW YOUR OPTIONS AND INTERVIEW YOUR SPEAKER CANDIDATES

- › A professional speaker will be a real partner in this process. Often they will ask questions about the needs of your audience and what they can accomplish for you. Ask your candidates for references and, if they are speaking in your area, ask if you can attend the program and observe them in action.
- › Assure that a potential speaker has addressed groups similar to yours. Talk with them about their experience. Ask for a biography, testimonials and videos of their presentations, preferably before a live audience.
- › Find a speaker who will tailor his or her presentation

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to your group.

- › Ask the speaker if they belong to professional associations. Also ask what awards or certifications they have earned. The National Speakers Association's designation is the Certified Speaking Professional (CSP). The CSP is earned for extended speaking experience and client satisfaction. You might also choose a member of the CPAE Speaker Hall of Fame.®

6 SELECT YOUR SPEAKER

- › Hire a professional and you'll hire an ally. Professional speakers understand that your reputation is riding on their performance. Their experience with hundreds of audiences can add to your peace of mind and to the success of the event.
- › When selecting your speaker, consider that you are not only paying for the time the speaker is on the platform but also for the hours spent researching, preparing and customizing the presentation. Some speakers may negotiate their fees when they are doing more than one program for you or when they are allowed to sell their products. Ask about your options.

7 GET IT IN WRITING

You should have a letter of agreement or contract that clearly outlines the expectations of both you and your speaker. Consider:

- › travel arrangements and transportation;
- › accommodations and meals;
- › fees, reimbursements and payment terms;

- › whether you want the speaker to attend social events;
- › if the speaker may sell products and if so, how this will be handled;
- › an agreement on any audio- or videotaping of the presentation;
- › cancellation policies;
- › audio/visual requirements;
- › and legal implications, if any, your contract may contain.

8 WORK WITH YOUR SPEAKER

Share information about your group or company. This will help the speaker become familiar with your organization, while facilitating a customized presentation.

- › Send your newsletter or anything which would include key people, buzz words or insider news and views.
- › Give the speaker a clear outline of what you expect.
- › Be specific about the size and demographics of your audience.
- › Let the speaker know in advance about other speakers on the program. This gives the speaker the opportunity to build on (and not duplicate) what the other speakers say.

9 SET THE STAGE

- › Make sure the room is set up for optimum impact. Consider the number of chairs and how they are arranged. Also consider room temperature and lighting.
- › Stay on schedule. Although a professional will be able to "make up" time or slow things down if needed, keeping your program on schedule will allow your audience to get the full impact of the program you have created for them.
- › Your speaker should be able to provide you with a good introduction of themselves and their topic. The introduction should be short, energizing and create positive expectations.

10 EVALUATE THE RESULTS

- › Have your audience complete evaluations on the speaker and his/her presentation. This will allow you to gauge your results and plan for future programs. Send copies of the evaluations to your speaker. ■



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BOOK Review

Association Management Plain and Simple: Critical Dos and Don'ts for the Solo Executive Director

> BY GREGORY E. WILLIAMS, MBA, CSAE CONFERENCE SPEAKER

Association Management Plain and Simple is a book by seasoned association executive **Gregory Williams**. It is designed for the busy executive in a one- or two-person office. **Robert C. Harris, CAE**, principal of the Tallahassee, Florida based Harris Management Group says, "Nice work! Clean, easy to read, helpful lists."

Williams points out that the American Society of Association Executives estimates there are over 147,000 trade and professional associations in America, and as many as 1,000 such new groups form each year. With today's technology, one or two people can run an association with 500 to 1,000 individual members, and that associations can have a huge effect on public policy and the environment in which the members work and do business.

This book is a succinct compilation of nearly 750 fundamental dos and don'ts in 11 chapters for the busy executive. It is presently in list format and is quick and easy to read. Instead of filling the covers with 750 pages of anecdotes, war stories, and footnotes, Williams says he chose to

keep it short and crisp - it is just under 75 pages long - so that it will reach and be retained by the target audience—busy association executives.

According to Williams, "It took about two years to assemble and refine the materials in the book but it only takes about two minutes at the beginning of the work day to begin breaking rules and taking short cuts that will cost time, energy and money to fix later."

Greg Walcher, a Washington based political consultant says, "It's great! Common sense points that most managers simply don't think about until it's too late and they've already made dumb mistakes. It's organized well, easily readable, funny in a few key places and extremely useful."

Sample key points include: "Do no harm (from Peter Drucker). Do find and cultivate a sponsor on the board. Do give yourself time to think, organize, and plan. Have a "lock-down" day without phone work and e-mail. Don't postpone educational and professional development activities because you are too busy. Do remember a project not agreed to by the board is just a wish. Do link your budget line items to your work

- Have a "lockdown day".
- Don't postpone education.
- Don't allow the work program to develop by happenstance.

program, which should also be linked to your strategic plan. Don't allow the work program to develop by happenstance."

Greg Williams has been working in policy, politics and program management (the three P's of association management) for over 20 years. He has worked in large and small associations and has made most of the mistakes in this book at least once. He received his undergraduate degree from the University of Northern Colorado and a Master of Business Administration from the University of Colorado.

Copies of the book can be obtained from Xlibris Corporation at www.xlibris.com or calling 1-888-795-4274. The book can also be purchased from Tattered Cover or ordered from the reference desk of any large bookstore.

Using his book as background information **Gregory Williams** will present at the CSAE Annual Conference on June 19. ■

GREG WILLIAMS IS PRESIDENT OF RED POINT RESOURCES, LLC, A MEMBER OF THE CSAE PROFESSIONAL DEVELOPEMENT COMMITTEE AND PAST CHAIR OF THE PUBLIC POLICY COMMITTEE.

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