

# Executive Memo

November 2002

Focus on Building  
Association Alliances

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## Bruce Boynton Earns CAE Designation

**B**ruce Boynton, acting CEO of the National Honey Board,

recently earned the coveted Certified Association Executive designation. Bruce answers some questions about this achievement.

### Why did you pursue the CAE designation?

I was motivated to pursue the CAE designation by a desire to learn, to challenge myself, to test what I had learned through experience over the years, and to earn a professional

at CSAE who encouraged me and were willing and able to answer my questions.

### What was involved in obtaining the CAE designation?

One of the first things I did was determine if I was close to meeting the continuing education requirement. To be eligible to sit for the exam one must have attained 75 hours of broad-based, association management-related continuing education/professional development within the last five years. I had to review and assemble old records to take inventory of my continuing education experiences. I discovered I was surprisingly close to meeting the

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*I was motivated to pursue the CAE designation by a desire to learn, to challenge myself, to test what I had learned through experience over the years, and to earn a professional designation that communicated that level of learning and experience.*

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designation that communicated that level of learning and experience. Associations and non-profits serve an important benefit to society, and the CAE designation is respected within that community.

Joining CSAE helped provide additional support and motivation for working for the designation. I've met many wonderful people

requirement. I took additional courses through CSAE during 2001 to reach the 75-hour goal.

In the last half of 2001 I looked into CAE review courses, recommended reading materials and I talked to CAEs. I learned about the online course offered by the Michigan Society

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## Executive Memo

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## President's Message

# Collaboration at the Heart of Building Partnerships

—by Karen Wojdyla, CSAE President



Over the past few months, I have learned to understand the importance of collaboration and the necessity of developing industry partnerships. In today's economy, with resources stretched so tightly, collaborative relationships provide opportunities to conserve and attract new members, increase visibility and share resources. Recently, CSAE has benefited greatly from a variety of collaborative activities. I would like to take this opportunity to review a few of these activities with you.

As you know, the Denver Metro Convention and Visitors Bureau (DMCVB) went all out to make certain our 50th birthday celebration (during the ASAE conference) was a huge success. Joan Tezak, Dick Brusco and I met with the DMCVB staff several times to work out the details on how to make our one-time 50th celebration a very special and unique event. Richard Scharf brainstormed with us to develop the many ways in which we were able to showcase CSAE. Joan and Rich Grant put together a wonderful two-page spread on CSAE and our 50th celebration in the Summer issue of the DMCVB newsletter, *Denver Update*. Rich Grant also arranged for our proclamation from Mayor Wellington Webb on behalf of the City of Denver. Richard Scharf handled all of the arrangements for our birthday cake, champagne toast and balloon release at Coors Field. We all partnered together for a common goal—to create a unique and thrilling moment!

Additionally, the CSAE name was included in all of the promotional materials distributed by the DMCVB. Richard told us from the start that he wanted to partner with us on our special event and he helped us make it happen. Because of this, our visibility was increased and with DMCVB President Eugene Dilbeck's support, we increased our staffing resources during the conference.

We now have a wonderful collaborative relationship with the Bureau that will continue on in a variety of ways. Our partnership in this alliance is to support the DMCVB by promoting our city and by holding our national and local meetings, as well as other events in the Denver Metro area.

Another opportunity for collaboration was through my participation, on behalf of CSAE, on a Professional Convention Management Association (PCMA) panel, "The Year in Review," a reflection on the past twelve months since September 11 and its effects on our industry. Also on the panel were Richard Scharf, Denver Metro Convention and Visitors Bureau, Gary Schirmacher, Conferon, and Andre VanHall, Adams Mark Hotel. Wayne Hicks, managing editor, of *The Denver Business Journal*, moderated the panel.

In September, I also attended the monthly luncheon meeting of the National Speakers Association-Colorado (NSA-Colorado). I could not believe the enthusiasm and turnout for a Saturday morning meeting. Our own Joan Tezak did a terrific presentation explaining who we are and how NSA-Colorado members can best work with our members. There are many opportunities for CSAE to work with NSA-Colorado and we are exploring ways to share ideas and establish a true partnership.

Lastly, CSAE is also a partner in the Meetings Industry Council (MIC). This is a group of 11 associations/organizations created to bring a united educational program and exhibition to the meetings and hospitality industry—a great example of collaboration within our industry.

On a personal note, I just returned from New Orleans where I participated in a conference, attending as an exhibitor for one of my clients' allied conventions. My attendance at this event was the result of my client and

*Continued on page 4*

## Associations Offer Facilities for Rent

—by *Mary R. Jordan, EdD, InterNational Electrical Testing Association*

**M**any of our CSAE associate members have lovely meeting facilities available, but what about the professional members? Those wanting to rent space from a fellow executive might consider the following:

### North Metro Denver Realtor Association—

NMDRA has a 900 square foot classroom with both dial-up and DSL lines. The room seats approximately 60 students classroom style. They rent this space to members for \$20/hour and nonmembers for \$40/hour. They also offer an overhead and screen, flip charts, and dry erase boards for an extra fee. Coffee is \$3/carafe. Contact Patsy Brummett patsy@nmdra.com

**Colorado Safety Association—**CSA has a training facility that will accommodate 40 people classroom style. Coffee is included in the rental fee. There is a green space outside the door of the classroom with ponds and waterfalls and picnic tables where class participants can go during breaks and at lunchtime. Box lunches can be arranged. It is located at East I-70 and Peoria and has free parking. Fee: \$175.00/day, including coffee and tea in the morning. Contact Melodye Turek 303-373-1937

**Colorado Association of REALTORS—**The Colorado Association of REALTORS at Inverness Business Park rents a room that can seat 80 theater style or 50 in a hollow square. Amenities include plenty of parking, free coffee/tea, and a large atrium gathering area that can handle a catered buffet. Fee: \$40 for half-day and \$80 full-day. Contact Kim Imamura, 303-790-7099.

**Boulder Convention and Visitor Bureau—**The Boulder Convention and Visitor Bureau represents all the hotels and nontraditional meeting space in the city of Boulder. They offer a Destination Planning Guide. Contact

Mary Ann Mahoney, 303-442-2911 or maryann@bouldercvb.com

**American Galvanizers Association—**AGC Colorado has a training/meeting space available in their facility. Contact: Cyndi Pickell, 303-388-2422 cyndi@agccolorado.org

**Rocky Mountain Chapter IEC—**The IEC has 10 classrooms, a conference room, a banquet room, and open workshop area. Pricing is on an hourly scale, starting at \$25/hour. Amenities included in the fee are tables, chairs, erasable board, light beverages. Other options include: flip chart, overhead projector, LCD document projector, and teleconferencing unit. Contact: Michael Townsend or Barb Richards, 303-853-4886 or mtownsend@iecrm.org

**Colorado Society of CPAs—**Colorado Society of CPAs has three classrooms seating 50 each, and two meeting rooms seating 12 and 16. Prices start at \$100/half-day, including dry eraser board, markers and podium. Audio-visuals, beverages and catering are available. Contact: Justin Anderson 303-741-8621 or janderson@cocpa.org.

**Colorado Motor Carriers Association—**CMCA has a conference room seating 50 with large-screen TV, VCR, and speaker system. There is an adjoining kitchen and dining room seating up to 60. It is located in north Denver with fairly easy highway access. Contact: Greg Fulton greg@cmca.com

**Construction Industry Training Council—**CITC has nine rooms available for rent, the largest seating 75. Lab areas are also available. Rental fees have not been determined but will be in the range of \$150 - \$250/day. CSAE members receive a discount. Overhead and LCD projectors are available. Contact: Liz Couture-Ludwig 303-893-1500 ♦



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## Bruce Boynton

*Continued from page 1*

of Association Executives. I purchased suggested books and read them with the intent of registering for the on-line review class in January. This gave me a chance to read the books on my own timeline.

I began reading on fall weekends in the mountains...a great way to enjoy the Colorado outdoors. I found most of the reading interesting, often stirring recollections of actual experiences, sometimes giving different shape and meaning to those experiences, sometimes reinforcing what I thought I had learned.

By January, I had finished reading the books and completed the 75 hours of continuing education. I registered for the May CAE Exam and enrolled in the MSAE on-line review class. I found the course helpful, and it kept me on track to re-read and review the material I had already read. There were additional reading assignments as well. Study time was usually four-to-six hours each week. There were good discussion questions, sample multiple-choice questions each week, and practice mid-term

and final exams. The practice exams prepared me mentally for the actual four-hour test. I learned how to pace myself better, to be aware of mental lapses and daydreaming during the test. During the actual exam in May I took the entire four hours because that was the pace I set for myself.

## What do you think having the CAE designation does for you?

The designation has broadened my options. It shows I take the profession seriously and am willing to continue learning. It has also offered opportunities for making new friends and helping others. ♦

*To learn more about the CAE designation visit ASAE's Web site at [www.asaenet.org](http://www.asaenet.org).*

## President's Message

*Continued from page 1*

many other large professional associations and specialist organizations, partnering together to work for the good of the overall industry and profession.

What have I learned from all of this? Alliances with other organizations are important to us as association executives, hotel professionals and other suppliers to our industry. Although our missions may be different, we are all here to represent our industry and serve our members. Successful organizations are those that have formed productive collaborative relationships with a variety of other organizations—in order to leverage the benefits of cooperation. As you can see, CSAE is on this path to success.

Thanks to each of you for your talents, expertise and friendship that you are willing to share with other CSAE members. If you have any new ideas for partnering and collaborating with other organizations, please let me know. You make CSAE a success.

In closing, I want to wish you all a happy Thanksgiving. This year, please take the time to give thanks for each other, our loved ones and for the opportunity to live in such a great community.

CSAE—Your Career Deserves It!



*Karen M. Wojdyla*  
President

## Why CSAE?

- Creating networking opportunities
- Serving educational needs
- Advancing your profession
- Enhancing the community

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# How I Got Here...

Once again, CSAE Execs responded with vigor! The question, "How did you get here?" brought many "you won't believe this, but..." stories. A few of us attacked the profession with a mission, but most of us are "accidental executives," taking a winding path to fulfilling destinations.

Because of the number of responses, we are publishing these throughout several issues. Watch for them—stories about you—in this and coming editions of *Executive Memo*.

**Karen M. Renshaw, CAE—President  
KARE Association Management Services, Inc.**

My winding path started with a part-time job at the Colorado Grain and Feed Association. I was tired of being a "house wife" and was looking for something part-time; Paula Geary gave me an opportunity. After a few months she had a conversation with me about getting into association work full time. She didn't have the position but knew of someone who was looking—Evelyn Brust with Great Western. I was with Great Western for about five years before I joined the American Society of Agricultural Consultants and then went on to start my own association management company.

**Gregory E. Williams, Regional Director,  
State Government Relations  
American Financial Services Association**

Public policy has always intrigued me. After working for some years as legislative staff in Washington, DC, and Denver—as well as doing campaign work and some association administration—I decided intentionally and with full knowledge and foresight to try to become an association executive. I became the founding executive director of a national association in my late 30's. A working knowledge of the three P's—policy, politics, and program management, along with some life experience in each realm, helps make an association executive successful and of value to the members he or she serves. ♦

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# Tech Tip

Quick tips to improve your day-to-day work and increase the efficiency of your organization. E-mail your tips to Tim Blum at [timblum@rmel.org](mailto:timblum@rmel.org).

**Using Shortcut Keys**—Ever get the feeling that using the mouse just takes too much time? If you've ever felt like you're spending too much time at the computer using the mouse, try learning a few shortcut keys to speed things up.

Shortcut keys are really nothing more than a combination of keys you press on the keyboard to perform a certain action. You can dramatically cut down on the time spent performing those frequent tasks by using these shortcut keys.

Action	Combination of keys
Copy the selected text or object	CTRL + C
Paste the selected text or object	CTRL + V
Save the document	CTRL + S
Undo your last action	CTRL + Z
Redo last action	CTRL + Y
Bring up the help menu	F1
Print the document	CTRL + P
Create a new document	CTRL + N
Display the start menu	CTRL + ESC

\*\* These shortcuts are mostly for PC's but some will work on Mac's.  
 \*\* You can also try right-clicking your mouse to list the most common tasks you perform.

## Creating Career Paths for Your Members

by **Andrea J. Weelans, CAE**,  
 Colorado Society of Certified Public Accountants

The Colorado Society of CPAs Professional Development (PD) Board recently unveiled its "Career Paths" program. Career Paths is a professional development plan offering guidance to our members during the first five years of their careers. By using the topics listed, members can select continuing education courses that are essential to their own professional development goals.

The PD Board developed these career paths using the Society's current continuing education course offerings, and created paths for CPAs in public accounting with an accounting and auditing focus, or a tax focus. Paths for CPAs in business and industry were developed in accounting and financial management and tax. These categories were further separated into experience levels so that CPAs with 1-2, 3-4 or 5-6 years experience can choose courses in those levels.

Looking for a place to think out of the box, get things done and have some fun while staying in budget?

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For more information about meeting opportunities in Fort Collins, contact Diana Hakenholz at [dhakenholz@ftcollins.com](mailto:dhakenholz@ftcollins.com), or 800-274-3678 ext. 3

Fort Collins salutes CSAE's 50th anniversary and looks forward to welcoming ASAE in August 2002.

## How to Beat Holiday Stress

—by *Vineta Campau, Communications Director, Colorado Chiropractic Association*

**T**he holidays—a time of warmth, happiness and excitement. However, for some, the season can be a paradox. Joyous feelings and family and religious traditions can be overshadowed by stress, fatigue and gloom.

It's normal to experience some unhappiness or frustration during the holidays. After all, it's an emotional and busy time of year. The key is knowing how to respond to your feelings and having realistic expectations.

### 'Tis the season

The holiday blues, as the name implies, tends to be temporary and seasonal, as opposed to depression, which is longer lasting and may require treatment. Still, the holidays can be difficult for many people. Factors that commonly contribute to the holiday blues tend to fall into three categories:

**Psychological**—You may be facing your first holiday season without your spouse or a loved one. This can cause great feelings of loneliness and sadness. In addition, if you're already feeling depressed or isolated, seeing others having a good time may make the situation worse.

Family misunderstandings and conflict can also develop at this time of year. You may want your entire family to gather at your house, but they may have different plans. Or, there may be strained relationships between family members that can cause feelings of uneasiness when everyone gets together.

You may also expect too much from the holidays—that picture-perfect celebration, expensive gifts or hearing from long-lost friends—and then you may be disappointed when those expectations fall short.

**Financial**—The holidays bring with them an added financial burden. You may not have as much money to buy gifts or holiday clothing this year. Or you may find you're spending more than you can afford.

**Physical**—The strain of shopping, attending social gatherings and baking holiday goodies can make you tense or fatigued. Too much food and drink during the holidays can also cause weight gain.

### Beat the Blues

To help prevent the season's stresses from ruining your holidays, follow these important strategies:

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**THE BROADMOOR**  
COLORADO SPRINGS

*Continued on page 9*

**Acknowledge your feelings**—If you've recently had a loss in the family or are separated from loved ones, realize that it's normal to feel sadness and grief. It's okay now and then to take time just to express your feelings. By repressing them, they'll only last longer.

**Seek support**—Take advantage of social support. If you're feeling isolated or down, seek out community, religious or social services that can provide you with support and companionship. You might also think about volunteering at a community function. Getting involved and helping others can be a great way to lift your spirits and make new acquaintances.

**Be realistic**—As families change and grow, traditions may need to change as well. Hold on to those family rituals you still can—a special food or holiday activity—but understand that some traditions, such as everyone gathering at your house, may no longer be possible. In addition, try not to set your expectations too high. Those perfect holiday gatherings portrayed in pictures and the media generally aren't representative of most families.

**Set differences aside**—Try to accept family members as they are. Leave old grievances or discussions about differences for a more appropriate time.

**Budget**—Before you go shopping, decide how much money you can afford to spend on gifts and other items, and then stick to your budget. You might also consider giving gifts that can't be bought—your time, sharing of memories, or an item you made yourself. Try to make the holiday season more of a family occasion and less materialistic.

**Plan ahead**—Develop a calendar of specific days for shopping, baking, visiting friends and other events. Don't plan more than you can comfortably accomplish, and schedule time for some solitude and relaxation. If you're feeling stressed

or overburdened, discuss sharing responsibilities with other family members or friends. You might also consider buying some food items instead of making them all yourself.

**Keep your healthful habits**—Don't feel pressured to eat or drink more than you're accustomed to just because it's the holiday season. Before attending

social events, decide how much and what types of foods and beverages you should consume. Be sure to get plenty of sleep. If you stay healthy, you'll feel, energized, refreshed, and less fatigued. ♦

*Originally published in the December 1996 Mayo Clinic Health Letter. Visit [www.mayohealth.org](http://www.mayohealth.org) for more information.*



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## Here's the CAE question of the month...

During his first board meeting, a board member is inappropriately lobbying members regarding another board member. Which of the following is most appropriate first course of action for the chief staff executive?

- A. Discuss the problem with the board president and ask the president to address the matter with the member.
- B. Discuss the behavior with the member.
- C. Hire a consultant to conduct a training session on appropriate board activity.
- D. Remind board members about appropriate and inappropriate activities.

### Answer at bottom.

Interested in finding out more about the CAE certification? Call ASAE at 202-626-2772.

Correct answer is A.

## CSAE Member Profile: Susan Hays, CMP—MGT Company

by Mo Goldman, ConferenceDirect

**W**hy does the name Susan Hays not sound familiar? Because she is our only professional member from Scottsbluff, Nebraska. Susan has been a member of CSAE for the past five years and I had the pleasure of meeting her at the ASAE conference in Denver this past summer.

Susan created MGT Company in 1994 and serves as president. It is a full-service association management company which employs two people to help run her business. MGT Company manages four associations—two local and two national—and does every-

thing for them that an in-house staff would do. Susan notes that it's "more cost efficient handling multiple associations." She is able to provide all her company's expertise to an association for less than hiring a staff.

Born and raised in Sioux City, Iowa, she graduated from the University of Wyoming—Laramie, majoring in secondary education and French and then moved to Scottsbluff in 1979. Her husband, Charley, a retired teacher, sells cars and likes to golf. Daughter Val will be graduating from the University of Wyoming in December and son, Stuart is a high school junior. Rounding out

their family is Zack, a black border collie. Susan likes to camp, fish, hunt and quilt.

What would she consider her biggest accomplishment? "When I took the risk to start my own business." I asked Susan what she would like to be doing in ten years and she answered, "mentoring, training and helping other women to operate in the world of business, so that they are not afraid to realize their potential."

So, from now on, the name Susan Hays will be familiar to all CSAE members. Mystery solved! ♦

## New members Professional

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# November Luncheon

## Elections 2002: Who Were the Winners & Losers

The outcomes of November 5 elections will still be under scrutiny by politicians and prognosticators, but what do they mean to you, your association and your community? Hear about the real winners and losers from some of Colorado's top capitol and statewide issue watchers.

- ◆ Where is the economy headed and what can you expect?
- ◆ What water shortage solutions will be sought?
- ◆ Will healthcare costs continue to skyrocket?
- ◆ How can you make a difference?
- ◆ How can we return Colorado to the position of top tourist destination?
- ◆ How can your association's priorities carry the day?
- ◆ How can you create a million dollar impact on your piggy bank of pocket change?

This program will demonstrate the importance of effective public policy, advocacy and grassroots programs. Paul Schauer, managing director, Colorado Ready Mixed Concrete Association/Colorado Rock Products Association and Peter Meersman, CAE, president, Colorado Restaurant Association will discuss election results and what they might mean for the future.

They will also offer invaluable and interesting tips: simple, inexpensive and effective ways that you can make your association heard on issues of importance to you. Tim Jackson, CAE, CMP, state director, National Federation of Independent Business will moderate.

Don't miss this opportunity to grow your skills, talents and ability to positively effect public policy positions for your members. *Join us for the Voice—stay for the Value...*

# November Luncheon

**When:** Thursday, November 7, 2002

**Where:** Radisson Hotel Denver Southeast  
3200 South Parker Road  
Aurora, CO  
Phone: 303.695-1700

**Directions:** Take I-225 south to the Parker Road exit. Turn east one block.

**Time:** 11:00 a.m.—Orientation  
11:30 a.m.—Networking  
12:00 noon—Lunch  
12:30 p.m.—Program

**Cost:** \$30/pre-registered members  
\$35/walk-in members  
\$35/nonmembers

**Cancellation deadline:** 11/5/02

## CSAE Registration Form

November

Name \_\_\_\_\_

Association/Company \_\_\_\_\_

Phone \_\_\_\_\_

Yes, I am attending for the first time. I am attending as a  CSAE Member  Guest

**Attending new member orientation**  Yes  No **Alternative Luncheon Plate**  Fruit Plate  Vegetable Plate

**Luncheon:**  \$30/member  \$35/nonmember

**Total amount due** \$ \_\_\_\_\_

**Method of Payment**  Check  AMEX  Visa/MasterCard

Name \_\_\_\_\_ Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Register today by fax 303-368-4222  
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## Mark Your Calendar

**Thursday,  
November 7, 2002**  
Monthly Luncheon  
Radisson Hotel Denver  
Southeast

**Thursday,  
December 5, 2002**  
Network for the Needy  
Colorado Convention  
Center Ballroom, Denver

**Friday,  
December 6, 2002**  
CSAE's Annual Holiday Luncheon and 50th Anniversary Celebration  
The Chateaux at Fox Meadows, Broomfield



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## Executive Memo

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