

The Association Leader

Volume 1 • Issue 1 • 2003

A publication of Svinicki Association Management, Inc. (SAMI)

1123 N. Water St. • Milwaukee, WI 53202

Phone: 414-276-8788 • Fax: 414-276-7704 • www.svinicki.com

What's New at SAMI

by Marty Tirado

Name Change

In the summer of 2003, Svinicki Association Services, Inc. changed its name to Svinicki Association Management, Inc. (SAMI). The name change was instigated to better reflect the core principles and enhance the public perception of SAMI. "We have always been an association management company", stated President Jane Svinicki. "We felt it was necessary to incorporate that into our name in order to more accurately reflect the type of work we do." As a result of the name change, SAMI developed a new logo and web site design to give the company a modern appearance. "It was time for a fresh logo design," stated Svinicki. To view the new SAMI web site and logo, visit www.svinicki.com.

New Employees

In the Spring of 2003, SAMI hired two new employees, Jen Hallett as an account coordinator and Jeff Marshall as an intern.

Jen Hallett recently graduated from the University of Wisconsin-La Crosse where she earned her Bachelor of Arts in Communication Studies with an emphasis in Public Relations and Organizational Communication. Jen provides management services to the Wisconsin School Food Service Association, Wisconsin Society of Association Executives, Association of Manpower Franchise Owners, and convention management of for the American College of Physicians-Wisconsin Chapter.

Jeff Marshall is a student at the University of Wisconsin-Milwaukee majoring in Management Information Systems. He provides staff and technology support to SAMI and its clients. He enjoys sports and coaching youth athletic teams. ♦

Looking Back and Forward!

by Jane Svinicki, CAE

Many organizations use the end of the year to review their progress and strategically plan for future growth. This planning might include asking "what's working, what's not working and what must we do to take our organization to the next level?"

Many Svinicki Association Management, Inc. (SAMI) clients build strategic planning into the annual calendar of activities of their organization. Whether it is looking one year into the future or more, reviewing past goals and setting future ones will keep your organization moving forward.

For help moving your organization to the next level, call us. If you have no 'vision' of what your future organization will look like...how will you ever achieve it?



Welcome to our two new clients for 2003

- Brick Distributors of Wisconsin and the Wisconsin School Food Service Association. These organizations serve very different industries, however, both have dedicated and hard working leaders. It is a privilege to be selected to manage a client's organization and we are committed to confirming our selection to the Board of Directors.



Now that the snow is falling again, I am reminded of our **Brewers opening day client event** and blizzard. How many places in the country can you go to baseball opening day and shovel snow that same night? Our sincere thanks to the Four Points by Sheraton-Milwaukee Airport for organizing and sponsoring the outing. See an additional photo on page

Back and Forward continued on back page



From left: Jennifer Gelinsky, Jen Hallett, Marty Tirado, Jane Svinicki (Owner), and Nikki Luedtke.

Do You Know Your Conference Services Manager?

by Nikki Luedtke

After months of searching and researching, the location for your big event has been selected. Now, the next step is getting to know your conference services manager. After all, they know their product and it is their job to help meeting planners get the most from it.

Whether you are thinking about a themed-event or customized activities, meeting with the conference services manager in the initial stages is critical, even before you have finalized the contract. They are the one who will be able to provide you with unique ideas and suggestions to enhance your event by making the best use of the facilities.

Keep an open mind, the conference services manager is one of the best resources to aid in your event planning. Meeting in the initial stages allows both of you to consider the options available for your event and think of new and creative ways to make your event both successful and memorable. ♦

Get to know your conference services manager by:

- ◆ involving and meeting with the person at your initial site tour;
- ◆ planning a meeting as soon as your event is booked;
- ◆ thinking of the conference services manager as a resource and partner in your meeting planner – they know more than meeting sets and coffee breaks;
- ◆ remembering their primary job – to provide you with the best possible experience and to meet or exceed your expectations and make you want to return;
- ◆ asking about successful programs other groups have done in the past to see if any ideas or the format can be utilized for your event;
- ◆ identifying and communicating the objectives of the event and working together to meet those objectives;
- ◆ setting a realistic catering budget based on the property's options and determining the best selections appropriate for your event.

How Can I Keep My Printing Costs Low?

by Jennifer Gelinsky, Written by Jacci Howard Bear (www.desktoppub.about.com)

Here's a few tricks to keep your printing project on budget:

1. Ask your printer for paper size recommendations to minimize paper waste.
2. A one color job is the cheapest to print. However, that one color doesn't have to be black. If you consider using another dark color, the text will be dark enough to read and a designer can use the color, in varying tints, to liven up the document. If done well, one can get the feel of two colors while paying for only one.
3. Fewer colors cost less. Not only will you save on ink but you'll also save on film and plate expenses as well. If your chosen printer runs mostly CMYK jobs, it may be cheaper to run a full-color job than a two or three color one because that entails cleaning the press and mixing custom inks.
4. On a one or two-color job, consider having it printed on a colored stock to add additional interest.
5. Jobs with images or colors that run off the edge of the page (called "bleeds") will typically cost a bit more than those that don't.
6. Ask the printer if they have any extra paper left over from another clients' job which might cost you less.
7. Ask what the best and most cost-efficient way is to supply your project to the printer.
8. Look for discount printers that print several small jobs at the same time. You won't have the same amount of color or paper stock control but you can frequently get full-color printing at a very reasonable rate.
9. Don't make changes to your document once you've supplied it to the printer. ♦

Does Your Board Have Culture?

by Jen Hallett, Written by Robert C. Harris, CAE

Over time, an association develops a sort of “leadership culture.”-These are traditions and silent agreements that are not likely recorded in any manuals, minutes or policies.-For example, they may agree that, “We do not discuss our own businesses at the board table – it wastes time and distracts from our focus on the association.”-

New leaders can benefit by understanding the organization’s culture.-Board members who grasp the culture usually contribute more effectively, quicker.-Though culture is not set-in-stone, it is a basis for knowing the expectations and traditions of the organization.

Here are examples from many organization boards:

1. Listen in order to understand; don’t listen in order to debate.
2. Have disagreements inside the boardroom – do not carry them outside.
3. Base your decisions on the future; avoid micro-management and the tactical error of focusing on administration issues.
4. Agree to disagree – leave the emotion out.
5. Be brief.-No “war stories.”-No personal experiences.-Don’t repeat.
6. Focus on the issue at hand as it impacts the association, not as it impacts you personally – you represent the corporation when you sit at the board table.-Check personal agendas at the door.
7. Be open to considering new ideas and new methods.
8. You are under scrutiny by the members – act as a cheerleader for the association.
9. Keep in mind that membership is 100% optional; every board vote and action will either encourage or discourage a member from joining or renewing.
10. Motions belong to the board as a whole, not to an individual on the board.-Similarly, results belong to the board, not to an individual on the board.
11. Although you may come from or represent a specialty,

chapter or constituency, when you are on the board you represent the association in whole.

12. Don’t feel that you have to comment on every issue. Comment when you have something of value to reaching a wise decision on an agenda item or issue.
13. Study the governing items of the association: agendas, minutes, bylaws, strategic plan, articles of incorporation, mission statement and Roberts Rules of Order.
14. Never be afraid to ask for help.
15. Respect the staff; they facilitate the work of the board.
16. There are no “sacred-cows;” let’s not hide anything under the rug but attack all issues openly and fairly.

What traits, traditions, or cultures are evident in your organization?

Board culture should be passed on to incoming leaders.-Take an opportunity to discuss traditions with your own leaders and record it for future boards. ♦

Note:-Robert C. Harris, CAE, teaches association management, trains leadership, facilitates strategic planning and conducts association efficiency and operations assessments through audit sampling.-He can be e-mailed at bob@RCHCAE.com.-He offers free association management documents at www.nonprofitcenter.com.-He is founder of the Association Self-Auditing Process® used by nearly 3,000 associations.

New!

Projector Rental

Svinicki Association Management, Inc. (SAMI) clients can rent our computer projector for \$100 per day. Some meeting facilities charge as much as \$650 per day to rent a projector. If a SAMI staff person is present at your event, we can bring the projector and handle the set-up and takedown. A hard-sided shipping case allows us to check the projector as luggage for out of town meetings. Ask any SAMI staff member for details.

Back and Forward *continued from front page*

four (back page).

Faxing, do not call and do not spam regulations are changing. In August, the FCC rules on faxing could have prevented organizations from using faxes to market their organization events and services. SAMI staff responded by initiating fax authorization forms to all client membership lists. We will continue to monitor regulations on the federal and state levels that will negatively impact the ability to communicate with members by fax, phone or email.

To assist clients with the very high cost of projector rentals at hotels, **SAMI purchased a computer projector in August.** The projector is available as a service to our clients at a rental fee of only \$100 per day. For more information on the rental policy of the projector see page three.

SAMI computer network upgrade is planned for December 2003. Starting in early December, all our computers, servers, and laptops will be replaced. A new scanner will also be purchased. The operating system for all computers will be OS X. All existing software will be upgraded to the latest version including Microsoft Office, Filemaker Pro, Quickbooks, Quicken, PhotoShop, Quark and the entire Adobe In-Design suite will be purchased. All staff will also be receiving Palm Pilot personal digital organizers.

Training is planned to assist the SAMI staff to use these programs at the most effective level for our clients. We are excited to use these new technologies for our clients.

Thank you for your support of SAMI in 2003. Our clients are the success stories of our business. We look forward to continuing to serve you in 2004. Wishing all of you an exciting New Year. ♦



Svinicki Association Management Office at the Brewer's Opening Day. From left: Owner, Jane Svinicki, Staff: Jen Hallett, Jeff Marshall, Marty Tirado, (bottom row) Jennifer Gelinsky & Nikki Luedtke.

Web Hosting Available

Organizations can have their web sites hosted on the Svinicki Association Management, Inc. (SAMI) server, located at a server hosting facility in Madison, Wisconsin. By owning a server, SAMI can maintain web sites efficiently, keep costs down and limit access to only authorized individuals.

Also, the SAMI server uses the Web Trends software package to provide reports on the site traffic. The reports can tell an organization how many visitors are coming to the site, which pages are most visited and what links or search engines are bringing visitors to the site.

For more information on the SAMI web server, contact Jane Svinicki, jane@svinicki.com or 414-276-8788.