

The Association Leader

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Caution Required When Opening E-mails

by Jen Hallett

This Spring, numerous e-mail accounts have been flooded with viruses and worms. Many of these e-mails may appear to come from legitimate e-mail addresses of people or businesses. That is because these new viruses use a technique called spoofing. Spoofing allows the viruses to fool users into thinking the e-mail is from someone they actually know.

The ONLY SAMI email addresses that you will ever get anything legit from are:

- jane@svinicki.com (Jane Svinicki)
- tirado@svinicki.com (Marty Tirado)
- gelinsky@svinicki.com (Jennifer Gelinsky)
- luedtke@svinicki.com (Nikki Luedtke)
- hallett@svinicki.com (Jen Hallett)

An email with anything else before the domain svinicki.org is not from our office. Although these e-mails appear to be from SAMI, they are not. The e-mail messages are harmless, but the attachments contain viruses. Do not open these attachments - immediately delete these messages from your mailbox. We know this is an inconvenience, but at this time there is no action that SAMI can take against the worm. For your protection, we suggest that you use and update your virus software frequently.

With that in mind, here are some things to keep in mind to help protect yourself and your members:

- Include email text that describes the attachment that you are sending. It is good practice to include an e-signature, complete with your contact information.
- Clearly label your attachments to be specific to your association.
- Consider providing links to the information on your website in addition to, or instead of, including attachments.
- As email users become more inundated with these scams, make it as difficult as possible for your members to confuse your message with spam by providing a clear, specific subject line.

You may also want to consider adding a caution similar to this one to your website in order to keep all of your members up to date on the latest in email tricks.

Politics in Bloom This Spring

by Jane Svinicki, CAE

Legislative Issues Affect Associations

Spring is here and the cherry blossoms were out when I attended the American Society of Association Executives (ASAE) legislative fly-in in Washington DC this April. Shortly after returning, I had the privilege of attending the April 15th signing of the Wisconsin eVote legislation (AB890) by Governor Jim Doyle.

These two events, both focusing on important legislation affecting associations, show how critical it is that we all participate in the legislative process. Even if we don't lobby on a regular basis, we do need to advocate for good legislation for associations.

Governor Doyle Signs Assembly Bill 890 into Law Wisconsin Nonprofits Can Now Meet and Vote by Electronic Means

This bill allows non-profits to conduct meetings through electronic means. Therefore, organizations can vote and conduct business by means of e-mail, video conferencing and the Internet.



Jane A. Svinicki, CAE (left), with WSAE Members

This represents the first legislation ever initiated by the Wisconsin Society of Association Executives (WSAE). The legislation was sponsored by Representative Phil Montgomery (R-Ashwaubenon) and Senator Dale W. Schulz (R-Richland Center).

Politics in Bloom
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Attracting More People to Your Association Web Site

by Andy Clausen, SAMI Web Specialist

You have worked hard and spent valuable resources developing a powerful, useful web site. Now your challenge is to attract people, in addition to your members, to the site. *Search engine optimization* may be the most powerful tool for marketing your web site to build a strong online presence.

Search engine optimization is a means for trying to get as many people to see your website as possible through optimizing your placement in search engines. People will most likely never find your website if it is not listed favorably in a web search. Studies have shown that an increasing number of people are using search engines to find products, information, and services relevant to their businesses and personal lives.

How Do Search Engines Rank Web Sites?

The most difficult aspect of search engine optimization is keeping on top of how the search engines rank websites. Major Internet sites employ fulltime, in-house staff just to make certain that they are ranked as high as possible on search engines. There are two major ways to increase your ranking; 1.) Content optimization and 2.) Pay-per-performance optimization.

Content Optimization works best on Google (the most popular search engine), who uses content to rank websites based on the frequency and location of keywords (keywords are the words or phrases you use in your search). Pages with the keywords appearing in the title are assumed to be the most relevant, followed by keywords that appear in links, finally keywords near the top of a webpage, such as in the headline or in the first few paragraphs of text. Google also ranks pages by 'Link Popularity,' the number and quality of websites that link to your site (also giving more relevance to links

that contain keywords). *Content optimization is a difficult, but honest and objective way to attract high-quality visitors looking for information relevant to your website.*

Pay-per-Performance works best on Yahoo! and MSN. You can essentially buy a high ranking by competing with other sites for top rankings by bidding on relevant keywords. For example, if you are a business association and want to attract prospective members who are searching for "Wisconsin Business Associations," you can place a top bid for those keywords and in return, be listed on the 80% of major search engines that participate in this type of program.

Do a search for the keywords in your web site content. Is your website not ranking high on several search engines? Try content optimization and pay-per-performance methods to turn your web site into a magnet! ♦

Improving the Look of Technology & Our Clients

by Jen Hallett

One of the services that SAMI provides to our clients is website management. The Wisconsin School Food Service Association (WSFSA), a client new to SAMI in 2003, has undergone a dramatic renovation to its website, <http://www.wsfsa.org>. In August 2003, the WSFSA Executive Board challenged SAMI to propose a website that would:

- Enhance the professional image of WSFSA and the School Food Service Industry
- Provide easy access to the most current educational & financial resources available to members
- Increase revenue by involving Industry sponsors
- Be simple to navigate

Visit the new look of [wsfsa.org](http://www.wsfsa.org) to see how these objectives were met.

SAMI's sophisticated web tracking software, WebTrends, indicates that in the first two weeks of the rollout of the new website, visits increased by nearly 50%. Visits have steadily increased at every two-week interval since the rollout. This result was achieved through well-planned promotion and web-user contests. SAMI has enhanced the look of several client websites through the objectives above as well as any other objectives that our clients want to meet. ♦

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.

Planning a Golf Outing?

Creative Ideas for Adding Golf to Your Agenda

by Nikki Luedtke

With 26 million Americans playing golf, and those numbers increasing by more than 30 percent a year, meeting planners often include a golf tournament in their itineraries. It's not only a strong lure for many would-be attendees, but offers valuable networking opportunities. Listed below are some descriptions of the more popular options to guarantee everyone will be involved in the fun.

Scramble – competing foursomes consist of players of four widely varying skill levels. All four players tee off, but from there to the hole, each player plays only the best ball that has been hit by a fellow member. Winning foursomes are usually recognized at a function held just after the tournament.

Texas-Shootout – all golfers, up to 20 at a time, tee off on the same hole. The top 10 scores advance to the next tee, where half the group is again eliminated. Play continues in this fashion until a champion is crowned, usually after just a hand-full of holes. This format is really a budget-slicer, requiring only an hour or two with entertaining more than just the players.

No Embarrassment Golf Clinic – while golfers are playing in the tournament, beginners are guided through a clinic covering the basics of a golf swing, course etiquette and rules.

Driving Contest – awards those with the longest, shortest or straightest hit, which can be played of you are a beginner or expert golfer.

Closest-to-the-Pin – a chipping contest that can entertain anyone who can swing a club.

Glow in the Dark Putt-Putt – an 18-hole compact putting course, where players strike glowing golf balls and putt in the dark. Putt-Putt is an ideal event for serving desserts or during an after dinner cocktail hour.

Meeting planners can also ask resort golf directors about additional options that consume less time and match the skill levels of the attendees. Whatever the abbreviated golfing event, from a putting contest to night golf, it should not only cost less to stage than a tournament, but should also draw more participants.

In these days of tightening budgets, eliminating golf altogether is tempting, but a scaled-back golfing event can give plenty of bang for the buck when the emphasis is on team-building and networking. ♦

How Many Colors Should I Use?

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

There isn't a simple black and white answer to this question (pun intended). The real issue is "How many inks should I use?" A brochure might appear to be using dozens of colors but it's only using four process inks while an eight-color brochure appears to be using half that many colors.

There are basically two color printing methods to choose from: process-color printing and spot-color printing. Each method has its advantages and disadvantages.

Process Color Printing

With process printing, one has the flexibility of a wide spectrum of color choices. This is also the printing method that will allow one to use full-color photographs while paying for just four inks (cyan, magenta, yellow and black). The only downside to this method is that colors aren't nearly as vibrant as spot colors and a designer may not be able to match a particular color exactly.

Spot Color Printing

Typically, spot color printing uses a colored ink system known as the Pantone Matching System (PMS). There are hundreds of colors to choose from in this system and some include extra bright colors, dark colors, fluorescent and even metallic colors. Basically, any color you can imagine, you can find as a spot color choice. The downside is that, no matter how many spot colors are used, you can't create full-color photographs.

Can you use both process and spot colors? Certainly. People do it all the time. However, the more inks that you use, the more expensive the cost to print it. Before a job is designed, it's a good idea to talk to your printer and to your designer. They can help you decide how many colors you can afford and how many are needed to accomplish your goals. Whatever your choice, with solid planning, you'll be able to make the most of what your budget can afford by using colors effectively. ♦

Politics in Bloom *continued from front page*

I would also like to thank the SAMI clients that joined over 75 Wisconsin associations who supported this legislation.

We will be providing our clients with information on how to update organizational documents to take advantage of electronic meeting and voting.

Do-Not-Fax Regulations Focus of ASAE Fly-In Legislative Event

The Do-Not-Fax regulations proposed last year by the Federal Communication Commission (FCC) repeal the "existing business relationship" exception that allowed you to send a commercial fax to a recipient if a previous business relationship existed. ASAE was able to postpone the regulations effective date until January 1, 2005.

A 'commercial' fax is defined as any offer of a product or service. For associations this would include dues renewal notices, seminar and convention notices, and even a free annual meeting would be considered 'commercial.'

As of now, it appears the FCC is determined to go ahead with the Do-Not-Fax regulations as presented. ASAE is seeking to have legislation introduced that will re-instate the "existing business relationship."

While in Washington, DC, I visited with Representative Paul Ryan, and staffers from the offices of Representative Jerry Kleczka and Senators Russ Feingold and Herb Kohl. Most of the Wisconsin delegation was receptive to legislation that would reinstate the existing business relationship as permission to send a fax.

We will continue to update our clients on the status of the Do-Not-Fax legislation, which could be introduced as early as this spring.



Jane Svinicki, CAE (left) and Barbara Wesener, CAE, APR, meet with U.S. Representative Paul Ryan (R-Wisconsin) at the ASAE Legislative Day in Washington, DC on April 1st.

SAMI Offers Clients New 'HTML' Email Technology

SAMI has secured a license to use 'eReach', a broadcast email web based application. This application allows the user to send html emails incorporating logos, photos, colors, web links and many other graphic features.

Another important feature is the eMetrics reports available on each broadcast email. The report tells us how many emails were opened and how many responded to included web links.

The best thing about this new technology, it will be included at no extra cost to our existing clients. ♦

New SAMI Client

CAPOW - *(Spring 2004)*

Community Alliance of Providers of Wisconsin