

# Association Leader

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

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## The Sky is Falling, the Sky is Falling!

By Jane Svinicki, CAE

**R**emember Chicken Little from your childhood? He

is the fable character that had an acorn drop on his head and thought the sky was falling. My parents used this story to teach me that I should not *jump to hysterical conclusions* nor *believe everything I was told*.

Even those of us with some money and fairly solid jobs, are behaving like financial 'Chicken Littles' lately. The current economic conditions are scary in a very real way and create financial uncertainty for the future. This uncertainty affects all of us in negative ways, both physically and mentally.

But what is the real situation? Whatever it is – we cannot control it. When you cannot control what is happening on the outside world, it is best to prepare for what you can do on the inside of your business, professional or personal world.

**This is the time for our client organizations to be in a defensive mode.** A defensive mode means taking action to protect ourselves. A defensive mode does not mean a passive acceptance of whatever comes our way.

### What does that mean for our client associations?

**Prepare for the downturn:** Know that revenues will shrink, meeting attendance may drop, and members will not renew. Be prepared for the impact that these issues will have on your current and future budgets.

**Give back to your members:** For many years, members have been giving to the association. These may have been great years and they wanted to 'give back' to an organization that helped them and their business grow. Now is the time to put in place ways the association can give back to members. Can the association help with marketing, offer reduced fees and provide more support to Board members and volunteers for doing the work of the association? Action taken now will result in years of loyalty from your members.

**Have a long-term outlook:** This financial downturn will not be resolved in a year or two. The actions that brought us here will take a long time to turn around. Understanding and preparing for a multi-year downturn will help you develop realistic expectations for the future.

**Take care of yourself:** It is tempting to take this unrelenting flood of doom-and-gloom media reports and drink a toxic soup of anger, anxiety, and stress. When the outside reality becomes a frightening and stressful place, it is important to practice good self-care, both physically and mentally. Focus on the current moment, the current situation, and do what you can, then free yourself from the rest.

**We are in it together!** In times of great crisis, this country has always pulled together to right the ship. Have faith in America, it has served us well and will continue to be a bright light for the rest of the world.

Jane A. Svinicki, CAE  
President

### SAMI Hosts Association Seminar Series

Svinicki Association management, Inc. (SAMI) with Wegner LLP CPAs & Consultants and Leslie G. Grendahl Association Management Consulting is presenting a series of three seminars on association management in June and July 2009. For complete information, see page four.

# SAMI

Svinicki  
Association  
Management, Inc.

### SAMI's Core Values:

- Consistent, Open Communication
- Knowledge and Awareness of Association Management Trends
- Client Friendly Staff who are Approachable, Open-minded, and Personable
- Effective and Efficient Use of Today's Technology
- Integrity and Transparency in Relationships with Clients
- Team Based Approach to Client Management

# SAMI at a Glance



**Jane Svinicki, CAE**

*President*



**Jennifer Rzepka**

*Account Executive*



**Kelly Lang**

*Account Executive*



**Jenni Rodriguez**

*Account Coordinator*



**Melissa Savin**

*Account Coordinator*



**Annette Schott**

*Account Coordinator*



**Tiffany Detlor**

*Account Coordinator*



**Liz Schabowski**

*Meeting Planner*



**Andrew Schmitt**

*Financial Coordinator*



**Jon Brunner**

*Graphic Artist*



**Marie Marinello**

*Administrative Assistant*

## Welcome New Clients



### NIBA-The Belting Association

NIBA-The Belting Association Board of Directors has selected Svinicki Association Management, Inc. (SAMI) of Milwaukee, Wisconsin to provide management services to the organization starting January 1, 2009. Jennifer Rzepka serves as Executive Director.



### Society for Vascular and Interventional Neurology

Society for Vascular and Interventional Neurology (SVIN) Board of Directors has selected Svinicki Association Management, Inc. (SAMI) of Milwaukee, Wisconsin to provide management services to the organization starting April 1, 2009. Jane Svinicki serves as Executive Director.

## Happy Anniversary!

**Jane Svinicki** – Jane started SAMI on April 1st, 1986. This makes SAMI 23 years old as of April 1st, 2009.

**Andrew Schmitt** – Andrew began working at SAMI on March 19th, 2008 and is celebrating his one year anniversary with SAMI.

# Suite 1300: Our New Home!

On November 1, 2008, Svinicki Association Management Inc. (SAMI) moved to a new office suite at Summit Place. The office moved from the fourth floor, to a larger suite on the third floor.

"The new office was built out to accommodate our needs as a growing company," said Jane Svinicki, SAMI President. "It is exciting to move into our own space and be able to stay in a great facility like Summit Place."

The new suite number is 1300. The office can accommodate fifteen staff, in eight offices, six cubicles, and reception area. There is a large conference room with floor to ceiling windows overlooking Washington Street.

Clients are welcome to stop into the office at any time during office hours. Complimentary visitor parking is located on the east side of the building.



*New SAMI office under construction.*



*So much stuff to move!*



*Moving day dinner – pizza and beer.*



*Reception area with Jennifer Rzepka and Marie Marinello.*



*Kelly Lang, Tiffany Detlor and Jane Svinicki in Jane's new office.*



# Seminar Series for Successful Associations

Seminars presented by: Leslie G. Grendahl, Leslie Grendahl Association Management Consulting

## Strong Associations Begin with Committed Members

Associations cannot exist without members. While recruiting and retaining members is the foundation of a successful association, that is just a beginning. In this session you will learn how associations can involve members so that they become committed for a lifetime. You will find that many of these members will become recruitment tools themselves.

**Madison:**  
Tuesday, June 16, 2009

**Milwaukee:**  
Wednesday, June 17, 2009

## Energizing and Activating Committees and Boards

Is your organization run by the same people, year-in-year-out? Are you finding it difficult to find new people to take a leadership position or even volunteer to serve on a committee? This session will give attendees information and tools for finding committed volunteers and keeping them involved.

**Madison:**  
Tuesday, June 23, 2009

**Milwaukee:**  
Friday, June 26, 2009

## Effective Approach to Legislative Success

Your members are your best lobbyists. In this session you will learn easy and sustainable methods for creating meaningful relationships within state government and the legislature. You will also find out how to effectively use your members to achieve legislative success without asking them to donate money.

**Madison:**  
Tuesday, June 30, 2009

**Milwaukee:**  
Wednesday, July 1, 2009

### Schedule:

Registration - 8:30 am - 9:00 am  
Session - 9:00 am - 11:00 am

### Seminar Fee:

\$25 per session

\* Bring 2 people from the same organization and receive a third registration free!

### Locations:

**Madison:**  
Wegner Training Center  
2110 Luann Lane  
Madison, WI 53713

**Milwaukee:**  
Summit Place  
6737 West Washington Street  
Suite 2135  
Milwaukee, Wisconsin 53214

Each seminar provides 2 credit hours towards the Certified Association Executive (CAE) designation.

### To Register:

1. Register online at [www.wegnercpas.com/resources/seminars.asp](http://www.wegnercpas.com/resources/seminars.asp)
2. Send an email to [christinb@wegnercpas.com](mailto:christinb@wegnercpas.com)
3. Call Christin at 608-356-3966



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608.274.4020  
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