

Association Leader

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

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Facing the New Economic Realities

By Jane Svinicki, CAE

As 2010 begins, many of us may be glad that 2009 is over. They say

the economy is improving, but personally, I think we may just be getting used to the new 'economic realities.'

Our company has faced some difficult decisions during the past year. This is certainly a common situation. Overall, it was a solid year with growth in the number of clients we are serving and the size of our staff. We are sincerely grateful to our clients for their business and their trust in our ability to deliver a quality service at an affordable cost.

Like our clients, we want to be there on the other side of this recession. I am continually impressed by the resilience of our clients and their ability to succeed in a tough economy.

Times are tough.

Recently a client said to me, "Jane, times are tough." That is certainly true, the level of job losses is very troubling and perhaps you have friends and family who are out of work. Employers are holding on and waiting for the economy to improve before adding jobs.

Your company might be facing some tough choices. Raises and benefits may be absent or meager at best for the next couple of years. The future seems to be more work, less pay, fewer benefits.

Did you "save for a rainy day" in your bank account?

Let's face it, it is pouring out there. My parents, both raised during the Great Depression, always preached the virtue of saving. But I am not just asking about your financial bank accounts, I am also asking about your emotional bank accounts.

Have you been making regular 'deposits' into your employee emotional bank accounts? Consistently treating them right and helping them do their best work? Because it is 'withdrawal time' and hopefully there is enough goodwill in those accounts to get through the tough times.

It's never too late to start building emotional capital. Here are a couple of ways to make deposits.

Share the Bad News Right Away:

Tell employees that raises will be low or non-existent, and if and what benefits will be cut. If they feel you are withholding information – trust will be lost. Explain why the actions need to be taken, it should be obvious if you have read one scrap of

news in the last year – but it is important to acknowledge hard times by your leadership.

Diagnose Employee Satisfaction:

Ask employees what they need to do a good job and keep motivated. Can you offer something that costs little, but shows concern and builds camaraderie? How about a flexible work schedule, quarterly pot-luck lunch, or free soda day.

Go for Quick Wins to Establish Credibility:

If you cannot give raises, be sure employees have the best tools to do the job. Try to keep up on the equipment and technology upgrades that are needed, fix the problems, and keep the supplies stocked up. These actions show that you want your organization to be here once the economy improves – and be in top shape to serve your customers.

Go Around Relentlessly: Take some time every day to touch base with employees, make a personal connection, recognize success, find out what's going on and fix the problems.

Happy and safe holidays to everyone!

Jane Svinicki, CAE
President

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, CAE
Account Executive



Kelly Lang
Account Executive



Jenni Rodriguez
Account Coordinator



Melissa Savin
Account Coordinator



Annette Schott
Account Coordinator



Tiffany Taticek
Account Coordinator



Andrew Schmitt
Financial Coordinator



Jon Brunner
Graphic Artist



Marie Marinello
Administrative Assistant

Welcome New Clients



Wisconsin Society of Anesthesiologists Selects Svinicki Association Management, Inc.

Wisconsin Society of Anesthesiologists (WSA) Board of Directors selected Svinicki Association Management, Inc. (SAMI) of Milwaukee, Wisconsin to provide management services to the organization starting November 1, 2009. Jane Svinicki will serve as Executive Director.

“We are looking forward to serving the over 500 members of WSA, a dynamic organization with a respected leadership, strong educational offerings, active legislative program and a long history.”

SAMI staff has experience working with profession associations including the three national and five statewide (in Wisconsin) physician specialty associations. WSA will be our ninth physician professional association.

For more information about SAMI or our staff please visit:

www.svinicki.com

SAMI Spotlight

By Melissa Savin

Happy Anniversary



Marie Marinello
Administrative Assistant
1-Year Anniversary
November 17th, 2008

Marie joined SAMI on November 17th, 2008 and has been a refreshing new addition to the team. Her responsibilities as Administrative Assistant include answering incoming calls for all clients, assisting in registration

and membership processing, meeting preparation, member and meeting related mailings, and a wide variety of other administrative tasks. Marie has shown great potential while working here at SAMI.



Annette Schott
Account Coordinator
2-Year Anniversary
November 15th, 2007

Annette joined SAMI on November 15th, 2007. She is a 2006 graduate of the University of Wisconsin Milwaukee where she obtained a Baccalaureate Degree in Political Science and History with an emphasis in

Legal Studies. Prior to working at SAMI, Annette was employed at a downtown Milwaukee law firm as a Research Assistant and coordinated the firm's philanthropic initiatives. These events included political fundraisers for local, state and national races and various community projects such as the, Drive to Distinction.

Annette is also the head coach of the Homestead High School Varsity Dance Team in Mequon, WI where she has been coaching for over six years. While at SAMI she has continued to coordinate several CME accredited events with prestige, style and success.



Kelly Lang
Account Executive
5-Year Anniversary
January 3rd, 2005

Kelly began her journey with SAMI on January 3rd, 2005, making this her 5-year anniversary. As an Account Executive, Kelly serves as an Executive Director for several SAMI clients with meeting & convention

management, board and committee support and financial management.

She is a 2004 graduate of the University of Wisconsin - La Crosse with a degree in Communications with an Interpersonal emphasis. As a student, Kelly interned at the La Crosse County Health Department, working on both the marketing and planning committees for the department. Kelly was also active in several community and campus groups, including her sorority, Alpha Xi Delta, holding many different positions throughout the years.

Kelly's strong initiative, creative enthusiasm and dedication have aided in client growth and success at SAMI.

Jennifer Rzepka Earns CAE

Congratulations to Jennifer Rzepka who has earned her Certified Association Executive (CAE) designation from the American Society of Association Executives. The CAE is the highest professional credential in the association industry. Less than five percent of all association professionals have earned the CAE.



Fall and Winter Meetings

Over the past several months, the SAMI staff has been busy planning and executing successful meetings for our clients.



Jane Svinicki, Jennifer Rzepka and Tiffany Taticek visit a Manufacturer Hospitality suite during the NIBA Convention in Austin, Texas.



Annette Schott and John Doyle, MD, President-Elect of the Society for Technology in Anesthesia (STA) at the Ty Smith dinner at Commander's Palace in New Orleans, Louisiana.



Welcoming MCRA New Members at the September 2009 Connections Convention and Trade Show in Las Vegas, Nevada.

From left to right: Clint Parnell, MCRA Vice President; Michael Thompson and Brenda Janvrin, America's Best Cleaning and Restoration Services, Inc, and Melissa Savin.



Jennifer Rzepka (far left) and Tiffany Taticek (far right) with Frank Klaene, NIBA President and his wife Susan at the 'Latin Affair' evening at the NIBA Annual Convention in Austin, Texas.



Jane Svinicki and Annette Schott staffed the International Society of Anaesthetic Pharmacology (ISAP) membership booth at the American Society of Anesthesiologists (ASA) Annual Meeting in New Orleans, Louisiana.



Personal Computing: You Can't Always Hide Online

By Reid Goldsborough

Have you ever been tempted to let loose online on some loud, arrogant blogger without revealing your identity? What about a public figure? Or someone in your department you're having a beef with?

Venting harsh criticism anonymously is a long Internet tradition, and for better or worse it's part of the culture of the online world. Many dislike it, and some "moderated" forums try to discourage it, but it's difficult to completely eliminate it, and it would probably be unwise to do so.

A recent court case sheds interesting light on the issue.

The New York Supreme Court in August ruled that Google must reveal any identifying information it had about a blogger who anonymously used its Blogger.com service to lash out against a professional model, Liskula Cohen. The blogger posting a photo of Cohen and called her names such as "psychotic," "ho," and "skank."

In response to the court ruling, Google immediately turned over what it had, which was the blogger's email address and the IP address of her computer. Like many Internet services, Blogger.com doesn't require you to use your real name, and many people feel that they're hidden this way. But the information Google had was enough to uncover the person.

The model could have sued the blogger for defamation. As Judge Joan Madden wrote in explaining her decision to force the blogger to unmask herself, "The thrust of the blog is that Cohen is a sexually promiscuous woman." That's potentially actionable.

But matters were resolved, according to reports, politely. After Cohen learned of the blogger's identity, she spoke to her on the phone – the two knew each other – and they patched things up.

This case, however, has potential repercussions beyond a squabble between two individuals. Free speech advocates are concerned about the chilling effect it might have on the Internet as a communication medium. The Internet has been called the best development in participatory democracy since universal suffrage.

But freedom on the Internet has always been the snarly sort, with ranters standing on invisible soapboxes tossing invective at anyone and everybody. The online world can seem at times the ultimate refuge for sociopaths releasing years of pent-up frustration.

As with much else, balance is needed. In her ruling Judge Madden quoted a Virginia court: "The protection of the right to communicate anonymously must be balanced against the need to assure that those persons who choose to abuse the opportunities presented

by this medium can be made to answer for such transgressions."

As in the offline world, if you say something online about another person that's untrue and that causes the person harm, you may have crossed the line and opened yourself up to legal problems. As a society we recognize that freedoms come with responsibilities.

Google also recognizes the need for balance. After the court ruling, a Google spokesperson explained that the company divulges user information only when ordered to do so by a court. According to Google's Andrew Pederson, "We sympathize with anyone who may be the victim of cyberbullying. We also take great care to respect privacy concerns and will only provide information about a user in response to a subpoena or other court order."

Online anonymity has a positive side beyond the perceived protection it offers to online hecklers, taunters, and bullies. Many people post using a "handle," or assumed nickname, rather than their real name to be able to offer their experiences or opinions about sensitive subjects without fear of embarrassment among family and friends or retribution at work.

It can be great solace to someone who has suffered the same when you anonymously share online the experience you may have had as a victim

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Three Tips to Stay Motivated at Work

By Jennifer Rzepka, CAE

During the holiday season when spending time with friends and family is the primary focus of many, it is especially difficult to stay motivated in the workplace. Personal wellness, gloomy weather (for us in the North), family issues, employment reviews and concern about the economy are all stressors that can easily distract even the most dedicated of workers. Yet staying on task and meeting deadlines is still important. Below are three ideas on how to stay engaged on the job:

Share your plans for the day with a co-worker. Something as simple as letting someone else know what you expect to accomplish makes you accountable in your own mind. If you ask them to follow-up with you near the end of the day, you will want to answer that your projects are completed.

Create a healthy competition on a project. If you and a co-worker or department have similar projects, try to outdo one another. Whether it is a more inspiring article, higher number of customer contacts for the day, largest sales volume for the afternoon or simply completing a task first – a friendly competitive drive never hurts.

Bring some fun at least one day a month. There are countless unique and memorable things that can be done at little or no cost that will not only engage co-workers, get them smiling, and talking for days or weeks to come, but also be satisfying to you. Some ideas are to spend a few dollars at NostalgicCandy.com and bring back childhood memories for your staff; select a day for everyone to wear something that's been in their closet for at least a decade; bring in an unusual object to place in the foyer with a personal story; ask your department to bring in high

school or grade school photos of themselves and have everyone try to match them with the correct employee. If you and your co-workers can have fun and “let your hair down” once in awhile, it will be a much better work environment for you all.

Simple things like those above are easy ways to help keep everyone's mind focused inside the workplace. The first step is being present, both physically and mentally. After that, shifting the focus back on the tasks at hand is easier. When you are smiling and happy, you and your co-workers will be more efficient and productive.

Jennifer Rzepka, CAE

Jennifer Rzepka, CAE
Account Executive

Personal Computing continued

of child abuse, racial or religious discrimination, or an inherited medical condition. Similarly, speaking freely but anonymously about your views regarding sensitive political issues can promote the common good without getting you in trouble with your boss at the office.

This lower court case doesn't by any stretch mean the end of online anonymity. The U.S. Supreme Court, in

the famous 1995 case *McIntyre v. Ohio Elections Commission*, offered these words:

“Protections for anonymous speech are vital to democratic discourse. Allowing dissenters to shield their identities frees them to express critical, minority views... Anonymity is a shield from the tyranny of the majority... It thus exemplifies the purpose

behind the Bill of Rights, and of the First Amendment in particular: to protect unpopular individuals from retaliation ... at the hand of an intolerant society.”

*Reid Goldsborough is a syndicated columnist and author of the book *Straight Talk About the Information Superhighway*. He can be reached at reidgold@comcast.net or www.reidgoldsborough.com.*