

# VANTAGEPOINT

Published by WSAE - Where the association community thrives and grows

■ Winter 2019



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March 6  
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## Is Direct Mail part of your multi-channel campaign?

### ADVANTAGES OF DIRECT MAIL

**TAILORED:** Direct mail allows you to personalize each piece you mail. In fact, a full-color piece with a person's name and more sophisticated database information can increase the response rate by up to 500% vs not doing any of these things (Cannon Solutions America research).

**TACTILE:** When your members can touch and feel your content and invitations, they have a stronger emotional reaction (Millward Brown Agency research).

**TIMELESS:** Think that direct mail only works with older members? Not so. Recent studies show that Millennials have digital fatigue and like to receive mail. In fact, they enjoy the tactile experience and even share it with friends (USPS research).

**TRACKABLE:** Direct mail is more trackable than ever. Use mail tracking to know when your direct mail arrives in mailboxes. Use call tracking, PURLs, and landing pages to track which leads came from your direct mail campaign. Use all of this to track ROI.

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# People Never Go out of Style

by Kristina Mattson-Grimm



My mother has always loved to share newspaper articles. It is her way to stay current and interact with others through stories. Family and friends have come to expect multiple newspaper clippings to fall from any letter or card she sends, with her notes on the subject included. We consider it her treasured trademark.

The latest article clipping I received from her had to do with the shopping center a few miles from where I grew up in Milwaukee. It has been facing reduced occupancy and store closures like many retail spaces over the decade. With the downfall of her favorite retail establishment, Boston Store, she lost more than a place to shop. It impacted her on a personal level. She had come to know several employees beyond store transactions with her frequent visits at what was a community to her.

Growing up, I went to this Milwaukee mall with my girlfriends. Though I am not someone who finds pleasure in retail shopping, going to the mall was about quality time with my friends and building experiences we would talk about long after we returned home.

Reinventing town centers and malls is the norm, as is true with all businesses. The redevelopment plan for my mother's neighborhood retail stores is centered around forming a sense of community by offering a place to live, work and play. The owners are in the process of holding dialogs with residents and partners about adding hotels, apartments, grocery stores, work spaces, health facilities and entertainment venues to replace and expand the existing footprint.

One constant over time for our personal and professional lives is the desire to build, and be part of, networks. As part of WSAE's strategic plan, facilitating personal connections among association professionals is a key initiative in this upcoming year.

At *The Summit* this past October held at the Overture Hall in Madison, the work began toward this goal. Educational and social activities brought together association professionals' and industry partners' perspectives and knowledge. Let me share a few connection-building situations which resonated with me.

## Welcoming environment

Michelle Mason shared how moving from using diversity to using a welcoming environment helps people come together. Ask thoughtful questions when learning where a person is coming from. This is how we build bridges with each other.

## The role of direct mail

The Badger Group provided insightful research on marketing channels. Did you know we read paper slower and deeper than email, and that keeps what we read in long-term memory, allowing for better comprehension? Email now takes 18-20 touch points to cut through the clutter. In the past, it took 8-12.

## Simulated disaster experience

Joy DesMarais-Lanz had us break into small groups to play the role of staff responding to multiple disasters in realtime during a fictitious conference. The knowledge and communication during this fast-paced session was impressive. New acquaintances were

*Chair's message, continued on page 9*



## Calendar of Events

See the calendar at [www.wsae.org](http://www.wsae.org) for more information on these events, and to register.

**2019 March Membership Roadshow**  
March 6  
Ingleside Hotel, Pewaukee

**2019 Executive Exchange**  
June 2-3  
SentryWorld, Stevens Point

**2019 Spring Outing**  
June 3-4  
SentryWorld, Stevens Point

**2019 Summit**  
October 28-29  
Potawatomi Hotel and Casino, Milwaukee

## Webinar SERIES

**The Big Ask - How Storytelling Can Get You What You Want**  
January 31

**We Want You Back: Tools to Regain Lapsed Members**  
February 12

**29 Tech Tools to Create Cool Content for Social Media**  
February 20

**Hiring Interns 101 – Developing a Sustainable Internship Program**  
February 27

**The Mindfulness Edge: How 1 Habit Improves 90% Of Your Results**  
March 6

**Associations are the Key to an Inclusive Society**  
March 27

**The Impact of the General Data Protection Regulation (GDPR) and the new Data Privacy Era for the Association Sector**  
April 2

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webinar archives for  
on-demand viewing  
[www.wsae.org](http://www.wsae.org).

Make the Right

# GAME TIME

Decision

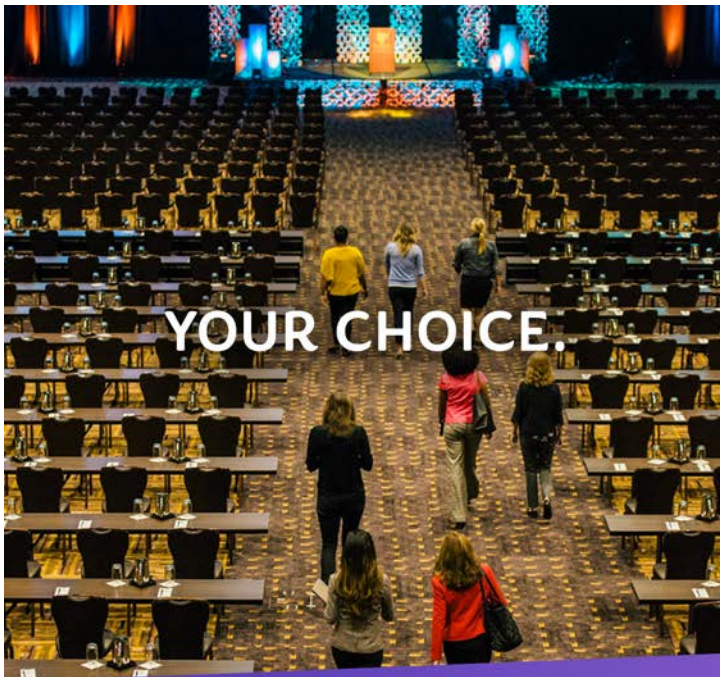
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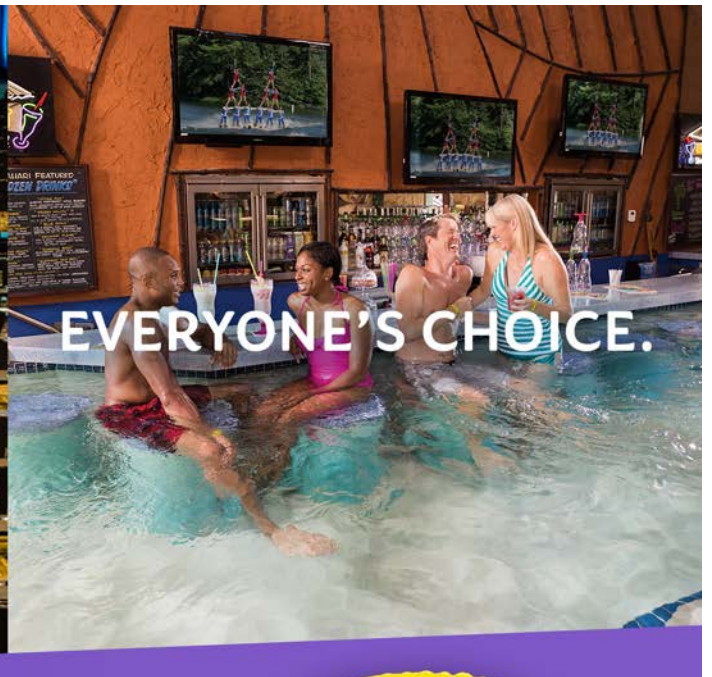
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# Effective Storytelling During the Age of Information Overload

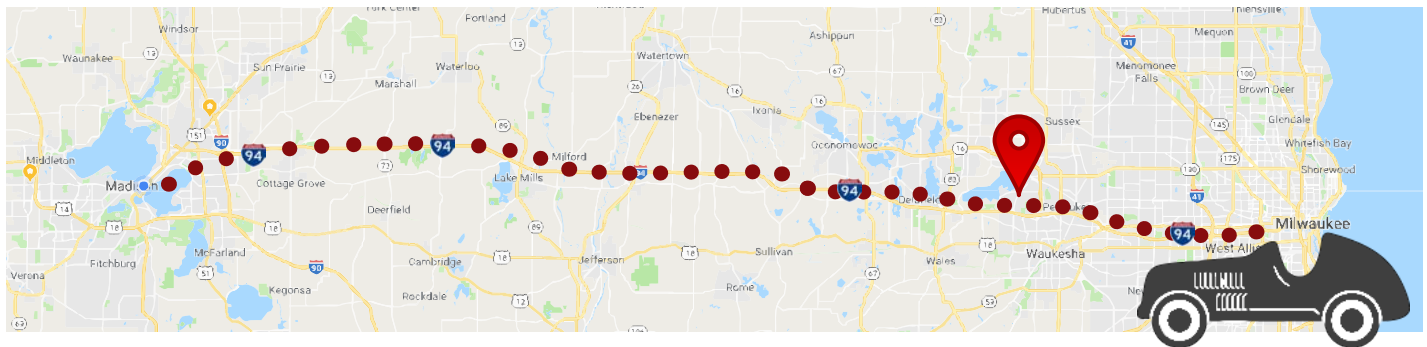
2019 Membership Roadshow One-Stop Inspiration Shop

Wednesday, March 6 | 9:30 am - 12:30 pm

Ingleside Hotel, Pewaukee

Storytelling transcends time and barriers to offer organizations and association management professionals their best chance to cut through information overload:

- Differentiate your content from the noise and demonstrate value to your membership as you depart from traditional messaging into telling your association's story like a pro.
- Career paralysis? Learn how to interrupt the narrative of your past and take the steps necessary to tell a new story, starring you!



## ABOUT THE PRESENTER

### Bryan C. Harrison CAE, PMP, CMP



Bryan serves as a Director for the Specialty Equipment Market Association (SEMA), an international trade organization representing 7,500+ automotive companies (largely small businesses). His responsibilities include the governance of all their professional societies.

He is an in-demand speaker who's given speeches at several of America's largest industry forums for association management and small business including at ASAE's Annual Conference and at the SEMA Show. Additionally, with over 15 years of experience in the nonprofit industry he serves as a business coach, author and Board member / volunteer for several organizations.

His work has been featured in various media outlets ranging from ABC's Good Morning America, ESPN, Fox News, National Public Radio (NPR), CNN, and NY Times.

Bryan has been acknowledged for his leadership with multiple industry awards, including from: McKamey Animal Center, American Society of Association Executives (ASAE), Association TRENDS, New York Society of Association Executives (NYSAE), the Association Forum of Chicagoland and USAE, PR Daily's Ragan Communications, Dale Carnegie and SEMA.

In addition, he is a 2006 graduate from Ferris State University, a 2003 graduate from Universal Technical Institute and also holds several industry certifications including from: Project Management Institute (PMI) as a Project Management Professional (PMP), American Society of Association Executives (ASAE) as a Certified Association Executive (CAE) and the Events Industry Council (EIC) a Certified Meeting Professional (CMP). ■



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# Association Health Plans: What's the Buzz?

by Marc Cohen

Marc Cohen attended WSAE's Association Health Plans webinar on October 2, 2018, and agreed to share some of his key take-aways. If you are interested in accessing the webinar recording, please visit [www.wsae.org/Events/Webinar-Series](http://www.wsae.org/Events/Webinar-Series), and click "Self-Paced Online Seminars" near the bottom of the frame.

Association Health Plans (AHPs), under the Department of Labor's rule, are group health plans that employer groups and associations offer to provide health coverage for employees.

In short, AHPs are groups of self-employed individuals that "band together by geography or industry to obtain healthcare coverage as if they were a single large employer," according to the U.S. Department of Labor (DOL).

## The history of AHPs

Decades ago, federal legislation had been proposed to create federally-recognized Association Health Plans (AHPs). Small businesses such as dairy farmers, car dealers and accountants created AHPs to buy health insurance with the aim of achieving lower costs through a larger pool of enrollees. Over time, many of the AHPs filed for bankruptcy, and, as a result, sweeping changes were mandated in the 1990s that rendered AHPs all but extinct.

In October 2017, the Trump administration signed an executive order that would broaden access to AHPs. The idea is still the same—enabling small businesses to come together at an association level to pool their employees as a group to take advantage of the additional value and reduced administrative expenses enjoyed by larger employer health insurance plans.

## What is an AHP, exactly?

Under the current federal AHP regulations, an AHP is a group of employers who must meet a *commonality* standard. This means they have something in common other than just wanting to provide health coverage, like AARP.

Each employer can offer different benefits packages and premium structures. Premiums are not based solely on the health status or claims history of each group individually, but can be based on the overall pool of covered individuals across all participating employers and adjusted periodically.

ULTIMATELY, THIS ISN'T A NEW IDEA BUT A NEW VERSION OF AN IDEA THAT HAS BEEN AROUND FOR MORE THAN 25 YEARS. WILL IT BE THE CURE-ALL FOR SMALL EMPLOYERS SEEKING A WAY TO CONTROL THEIR HEALTH CARE COSTS? OR WILL IT CREATE MARKET DESTABILIZATION, PUTTING CONSUMERS AT RISK?

An AHP may be established within a single state and based on the most recent legislation nationwide. If fully insured, they are subject to the insurance laws of the state in which they are established. AHPs may take one of the following forms:

- Professional or trade association offering health insurance as an incidental benefit of membership
- Captive association of an insurance company used to market the insurer's products
- Association established by a Professional Employer Organization (PEO)
- Multiple Employer Welfare Arrangement
- ERISA Association Health Plan

## How does the ACA apply to Association Health Plans?

Under current federal law, health insurance policies sold through associations operate under the same federal and state standards that apply to the individual or small-group markets. In other words, the coverage must comply with the Affordable Care Act (ACA)'s protections for people with preexisting conditions and benefit standards as well as any applicable state rules.

## Pros

- Offer very competitive employee benefit options, in terms of both price and design
- Represent a strong member benefit for the employer
- Serve as an association's non-dues revenue source
- Meet all compliance requirements
- Can be tailored for each association
- Simplify key administrative functions outsourced to trusted expertise
- Consolidate billing and trust services



## Cons

- Must meet a number of tests
- Might strain employer/employee relationship

## Action steps to consider

- Survey your membership
- Discuss with your board
- Understand the local offerings/plans
- Talk to an administrator *expert*
- Review the differences between *sponsoring* and *endorsing*
- Evaluate the investment and return
- Complete a *Request for Proposal*
- Select trusted/reputable partners

## So, what's next for AHPs?

For an insurance market to work effectively, insurance companies must all operate by the same set of rules. Federal administrative changes that allow some health plans to bypass state and federal rules, but not others, create an uneven playing field, destabilize insurance markets and put consumers at risk. Past experience with AHPs demonstrates that they can lead to increased risk of fraud and insolvency, the loss of some state consumer protections, higher premiums and fewer plan choices for people who need health care services.

Ultimately, this isn't a new idea but a new version of an idea that has been around for more than 25 years. Will it be the cure-all for small employers seeking a way to control their health care costs? Or will it create market destabilization, putting consumers at risk? It is too early to predict, but more change is ahead as the state and federal governments attempt to wrangle with one of the most challenging issues of modern America.

Two Wisconsin associations that have successfully set up an AHP for their members are Wisconsin Bankers Association (WBA) and The Wisconsin Manufacturers and Commerce (WMC). If you are looking to explore this option as a member benefit for your association, you might want to get in touch with United Health Care. Although they only cover 53 of Wisconsin's 72 counties, they are a large provider and are experienced, having put together the plans for the WBA and WMC. ■

For more information, consider reaching out to :

- Angela Loberg, Executive Director for Small Business & Key Accounts, United Healthcare
- Matt Flynn, Senior Business Development Manager, Wisconsin Manufactures & Commerce Association



**Marc Cohen** is Executive Director at Wisconsin EMS Association, and is a WSAE member.

## Would you like to watch this webinar for yourself?

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## Do you have a topic you would like to present a WSAE webinar on?

Do you have a great topic for a WSAE webinar, or know a potential speaker who would be interested in presenting? Contact Michelle Czosek with your ideas: [mczosek@wsae.org](mailto:mczosek@wsae.org)!



# Association Health Plans - Proceed with Caution

by Tom Morrison



Prior to becoming CEO of three different non-profits, I was in the world of insurance for one of the largest health brokerage firms in Florida in the late 80s and early 90s. We battled healthcare reform on the state level with pre-existing rules, government funded community health purchasing alliances and, yes, Association Health Plans (AHPs).

AHPs seem like a simple and attractive opportunity to jump into as an association. However, you will want to proceed with caution, because getting involved in the development of an AHP is a massive undertaking and is not as easy as merely endorsing an agency or broker, or simply getting 10-20% off retail rates. If you want a true association health plan, you don't just want a discount. You want to be in a position to negotiate your own rates, benefits and renewals. Without the power of true negotiations you simply have a discount health plan that provides no real value to your membership.

It is important to survey your members and ask the right questions to get the real answers you need in order to com-

mit the money, time and resources to see it through. Here are a few elements to should consider:

## **All carriers are going to want to know the glue that will make your members come to the table and stick.**

You will need commitment from medium and large-sized members to participate, not just small companies. You will need a large pool of healthy to offset the number of unhealthy participants that will be in the pool.

## **Are your owners willing to fire their current insurance agent whom they are likely to be close to?**

Agents can be making \$10k to \$75k per year in commission. Many owners are not going to fire their long-time agent to purchase a national health plan. We know, because we have surveyed members. A member's agent is typically a good friend, family member or close associate, and they will pay more for that relationship. It is important you understand what role a local agent plays and if this will be an obstacle.

**IT IS VERY LIKELY THAT IF YOUR POOL DOESN'T SELL WELL, THE TIME YOU WERE DEDICATING TO YOUR ASSOCIATION'S MISSION COULD BECOME DOMINATED BY TRYING TO GROW YOUR INSURANCE POOL TO KEEP YOUR PLAN ALIVE. THIS WILL GET IN THE WAY OF THE TRUE GOOD WORK YOUR ASSOCIATION DOES IN YOUR INDUSTRY.**

## **Are your members going to be open with their census data and health of their employees for the insurance company to adequately provide proper rates and benefits?**

Health insurance is very emotional for many. But, like any other industry, the more information you provide to make the unknown clear, the better your rates and benefits will be.

## **Many AHPs will surface on a local basis, competing with national health plans.**

It is very likely that if your pool doesn't sell well, the time you were dedicating to your association's mission could become dominated by trying to grow your insurance pool to keep your plan alive. This will get in the way of the true good work your association does in your industry.

Brokers may make it sound easy because they want access to your members, but it is not. Remember that your association will be on the plan as well. Premium increases over time and claim debates may put your association name at risk.

Survey right. Understand what the answers are really telling you. Make sure the value of offering a plan has a long view of providing a competitive strategy to effectively solve your members' health care needs, not a short *get rich* view.

I'm not saying AHPs don't offer opportunity; I'm saying an AHP will most likely be a beast to manage. As I said in the beginning, I was involved on the insurance side of AHPs in the late 1980s, and when it went south, it was a mess. Many associations took huge losses in membership. Any association should proceed very slowly, making sure you have the true commitment and buy-in of your members to sign up and stay in long-term. Otherwise, health insurance will end up dominating your mission and value. ■



**Tom Morrison** is CEO of Metal Treating Institute and is also an author, professional speaker and life coach. This article is reprinted from the Florida Society of Association Executives (FSAE).

*Chair's message, continued from page 2*

made and will be remembered after going through this intense exercise.

**Dinner**

WSAE continued to facilitate connections in the evening after the programming was over, offering the option to sign up for one of four different restaurants for dinner, where people came together for conversation over something in common...the food!

Relationships are the universal thread to all that we do in our personal and professional lives. You never know who is going to enrich your day until you reach out with a welcoming smile.

I ask each of you to enhance your community with WSAEs assistance. Evolving our careers through connections will positively influence what we do for our members and customers as shopping at the town center has for my mother.

What connections will you cultivate to enrich your career and that of your peers? Please let WSAE know how we can assist. ■

*Kristina Matken-Grimm, CAE*



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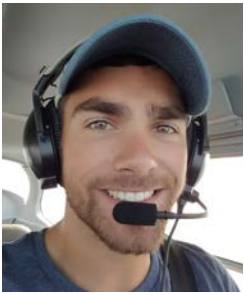
168 attached rooms and 2,512 sleeping rooms within a 3-mile radius.

# New Program Aims to Increase Chapter Engagement, Boosting Membership

WSAE recently spoke with David Leiting Jr., Chapter Field Representative, Experimental Aircraft Association (EAA), about their initiative to restructure their membership benefits and dues.



“While EAA will not be in the business of managing the flying club activities, our role is to encourage flying clubs to take part in local EAA programs and become engaged with the local chapter through our existing programs like Young Eagles, Eagle Flights and Flying Start. It’s all part of our mission to grow participation in aviation. We know there are people who have always wanted to learn to fly. EAA’s new flying club initiative gives them an affordable pathway to do it, and in turn we build a stronger membership base.”



David Leiting Jr., Chapter Field Representative, EAA

## We understand that you have launched a new program for your chapters. Can you please detail what that is and how it works?

The focus of EAA’s new flying club initiative is to assist EAA chapter members in developing separate nonprofit flying clubs at their home airports. EAA has a number of programs in place that provide *pathways* to flight, including *Young Eagles*, *Flying Start* and *Eagle Flights*. The goal of these new flying clubs is to provide a landing spot for the flight experience participants (pardon the pun), where they can learn to fly in a supportive, communal atmosphere. Following flight training, these members will also have an affordable way to exercise their pilot certificate and stay proficient. Although these clubs are great for folks just getting started in aviation, they also provide a terrific pathway for current pilots to participate at a more affordable level.

The key is to provide affordable and accessible flying opportunities. That’s essential to recruiting new pilots and especially a younger membership base who might not be aware of the local possibilities. For example, an adult in their mid-30s with two kids and a home mortgage typically cannot afford to purchase their own aircraft. However, sharing the costs between 10-15 individuals via a flying club drastically lowers the price to participate. And because the club is based in the context of a local EAA Chapter, the communal, supportive environment encourages more individuals to complete flight training.

## In the formulation of this new program, you were able to build upon assets that you already had available to you.

### Can you talk about how you were able to do that?

EAA is in a unique position, having 900 local chapters nationwide. We are the only aviation association with that sort of outreach on the local level. Because of that, we already have groups of members organizing aviation activities at their airport, and there were many groups of members who expressed an interest in forming a flying club. These members were simply looking for some guidance and assistance, which was another driving factor behind launching this program.

Prior to rolling out this program, the only resource EAA had for members looking to form and operate a flying club was a basic EAA Flying Club manual. We now offer a completely updated Flying Club Manual, Flying Club FAQs, tax-exempt basics, sample documents (bylaws, article of incorporation, membership applications, membership agreements, etc.), club cost calculator and some specific benefits for EAA members who are running a club.

## Let’s talk about how this new program can increase chapter engagement and boost membership. And specifically, does EAA have a plan for managing local club activities? Are club members required to join EAA, and are EAA membership dues rolled into local club dues?

Aviation, by its nature, is a very connected activity. Pilots are always seeking ways to connect and gather. EAA Chapters have long been our boots on the ground at the local airport and are our primary way to deliver EAA programs in the field. The flying clubs, although supported by EAA, are not officially sanctioned by the organization. They are set up to be completely separate entities from EAA chapters, therefore there are no club dues rolled into EAA membership dues. However, these clubs will naturally build relationships with EAA chapters and we expect a large cross-section of members participating in both the flying club *and* the local EAA chapter. Student pilots and pilots who come out to the airport will have the flying club as a new portal to affordable and accessible aviation, while the chapter is their home for education and community within aviation. ■

# A Strong Case for the Advocacy Role Lobbyists Play for Trade Associations

by Patrick Murray

Did you know trade associations have advocated on behalf of their members for thousands of years? Dating back to the Roman Empire, these entities were more commonly known as guilds. The purpose of these guilds was for individuals such as masons, goldsmiths and tanners to come together for a common goal. Their goal included the protection and defense of their interests, as well as providing mutual aid to each other. Over the years, various guilds were able to wield influence through advocacy efforts with state officials. While

WE ASSEMBLE TEAMS OF CO-OP MEMBERS TO MEET WITH THEIR LOCAL LEGISLATORS AND OTHER POLICYMAKERS TO ADVOCATE FOR OUR LEGISLATIVE AGENDA IN EACH STATE. THIS TRUE GRASS-ROOTS EVENT GIVES THE POWER TO OUR MEMBERS SO THAT THEY CAN HAVE THEIR INDIVIDUAL, AS WELL AS OUR COLLECTIVE, COOPERATIVE VOICE HEARD THROUGHOUT THE HALLWAYS OF BOTH STATEHOUSES.

these guilds of the past differ from modern-day trade associations, both entities have a common thread in that they were created by their members to serve their interests.

Cooperative Network is one of the largest trade associations of its kind that represents members from cooperative sectors in both Wisconsin and Minnesota. These

member-owned cooperative sectors include agricultural, consumer, credit union, dairy, electric utility, Farm Credit, farm supply, food, health care, housing, livestock marketing, mutual insurance, processing, telecommunications and worker-owned. The geographic territory we represent stretches from Kenosha County on the Illinois border, to Kittson County on the Canadian border, as well as from Rock County on the Iowa and South Dakota border, all the way to Door County on the shores of Lake Michigan. Cooperative Network has a proud history of bringing together and strengthening the voice of members in two of the most co-op rich states in the country.

One of the main purposes of a trade association is to advocate on their members' behalf with policymakers. That is where the value of a good advocacy program comes into play. Cooperative Network has a government relations team in both Madison and St. Paul. Our team encompasses years of experience in the public and private sectors, and includes several former legislators and legislative staff, as well as an attorney trained in cooperative law. Our jobs collectively are to work with our members on issues that affect their cooperatives and to be their voice with lawmakers at both state capitols – as well as in Washington, D.C.

## How do we know what issues our members want us to advocate for?

In addition to our years of prior legislative and legal experience, we have learned about issues that affect our members



through individual interactions and at the Cooperative Network committee meetings. This includes co-op sector specific meetings that are held in both states, as well as at our annual two-state Resolutions Committee meeting. At these meetings, we discuss current legislative and regulatory issues, as well as review our standing resolutions on topics from all of the cooperative sectors that were mentioned before.

One distinction that cooperatives possess over other types of business models is that they are actually owned by their individual members. They are also governed by their members in an open and democratic process. This transparency allows all of our members to come to the table with an equal voice. These voices in turn inform our government relations team on what issues they care about the most and what issues they would like us to advocate for on their behalf with policymakers.

### **What types of ways do we advocate on behalf of our members?**

There are a host of strategies we utilize to make our positions known with lawmakers. This includes meetings with legislators and their staff, meetings with the administration officials and their staff, testifying at committee hearings, submitting letters and public comments, action alerts to our members, distributing press releases, social media posts, participation in coalitions and, last but not least, the hosting of the annual Co-op Day at the Capitol events in both Madison and St. Paul.

Our annual days at the Capitol have turned out to be one of the most successful advocacy efforts we undertake during the legislative sessions in both states. We bring our cooperative sectors together to advocate for issues that are important to our membership. The day features visits from several secretaries and commissioners on behalf of the executive branches, as well as a discussion with the legislative leaders from the four caucuses in each state. In addition, we assemble teams of co-op members to meet with their local legislators and other policymakers to advocate for our legislative agenda in each state. This true grass-roots event gives the power to our members so that they can have their individual, as well as our collective, cooperative voice heard throughout the hallways of both statehouses. It is a full day of meetings and events, which concludes with legislative receptions for our members to continue advocating with lawmakers in a more relaxed setting.

### **So what issues do we advocate on?**

Typically, we will discuss one issue that is important to each cooperative sector, which in turn demonstrates to lawmak-

ers that we are a diverse association with members from the four corners of each state. We advocate for issues that cover a gamut of topics including agriculture, commerce, energy, environment, finance, healthcare, housing, insurance, jobs, taxes, telecommunications, transportation and utilities. This collaborative team effort is in the true cooperative spirit of providing mutual aid to each other, in which our members actually practice the Sixth Cooperative Principle that is known as Cooperation Among Cooperatives.

### **The value of advocacy**

Cooperative Network is fortunate to have offices strategically located across the street from both state capitols. This close proximity to policymakers allows our government relations team the ability to meet with a legislator or testify at a committee hearing on a moment's notice. It is invaluable for our government relations team – and for our cooperative members – who on occasion travel to Madison or St. Paul for committee hearings or meetings with their local legislators.

Having strong relationships with lawmakers from both sides of the aisle is critical, as is being able to efficiently and confidently communicate your members' position on a particular issue. We believe the return on investment that the members of Cooperative Network derive from their government relations teams is invaluable. In fact, a recent survey of our members showed that it is one of the main benefits they see in being a member of our trade association.

In closing, while the guilds that date back to the Roman Empire may not have had as many tools at their disposal that trade associations do today, the one common theme is that these entities exist for several common goals: to advocate on behalf of their members, to protect and defend their interests, and to provide mutual aid to each other. In today's modern age, a sophisticated advocacy program can play a big role in how successful a trade association's government relations team is. In fact, how well an advocacy program is executed can be the difference between being at the negotiating table or, as some would say, on the proverbial menu!

On behalf of Cooperative Network, we thank the team at the Wisconsin Society of Association Executives for this opportunity to submit this advocacy article and wish all WSAE members a successful year in 2019! ■



**Patrick Murray** is the Senior Government Affairs Director for Cooperative Network. If you have any questions about the article or the advocacy work he does for his members, please contact him at [patrick.murray@cooperativenetwork.coop](mailto:patrick.murray@cooperativenetwork.coop).

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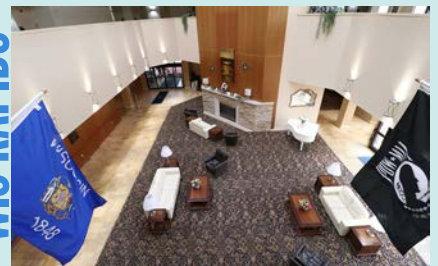


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# Your Content Can Help Recruit and Retain Members

by Scott Oser

It is Monday morning and, with coffee in hand, you are heading to your Executive Director's office for the weekly directors meeting. One of the goals of this week's meeting is to brainstorm ways to use the association's quality content to help recruit and retain members.

You enter the meeting with pep in your step because, as Marketing Director, you know basically every area of the association that is creating content, as well as what content is being created. You have also spent a lot of time learning about content marketing, talking to other marketing professionals, editors at other associations, researching what consumer publications do and talking to your colleagues as to what is possible. In short, you are prepared to knock the other directors' socks off to the benefit of the entire organization.

As you wait for the meeting to start, you pull out your well-prepared notes on how content can be used to increase recruitment and retention. The print-out includes the following ideas:

## Value-added content on the website and in e-mails

We seem to always have some extra content or photos or interviews or video that don't make it into the publications or onto the website. It would be great to use this content in e-newsletters or on the website so members have a reason to go to the website and read our e-newsletter on a regular basis.

## Use our analysis to our advantage

Readers can get news faster than we can produce it, so just announcing current events is no longer a point of differentiation. We can analyze the impact of events happening in the industry, and use that to retain members as well as attract prospects. When we become recognized as the go-to group in our industry it will definitely impact membership numbers.

## Twitter, Facebook, LinkedIn and blog posts

We know our content better than anyone else. We also know the key players in the industry better than anyone

WE CAN DEVELOP A STRONGER MEMBERS-ONLY CONTENT STRATEGY AROUND THE WEBSITE. WE CAN PROVIDE TEASERS ON THE HOME PAGE THAT WILL GET PROSPECTS INTERESTED IN THE CONTENT, AND THEN LINK TO A JOIN PAGE SO THEY CAN BECOME A MEMBER. WE CAN PLACE GROUND-BREAKING INFORMATION AND OUR MOST RECENT CONTENT BEHIND A MEMBERS-ONLY WALL FOR A PERIOD OF TIME, SO MEMBERS ARE THE ONLY PEOPLE THAT GET ACCESS, OR GET ACCESS FIRST.

else. We can capitalize on our knowledge by using social media to get the word out about breaking editorial news, key areas of focus in upcoming issues, value-add on the website, etc. We can also really spread the value of membership by working with our social media connections.

## Members-only content strategy

In addition to the value-added content mentioned above, we can develop a stronger members-only content strategy around the website. We can provide teasers on the home page that will get prospects interested in the content, and then link to a join page so they can become a member. We can place groundbreaking information and our most recent content behind a members-only wall for a period of time, so members are the only people that get access, or get access first.

## Editorial content in acquisition and retention packages

Associations are trusted and respected. We could provide short letters from the editor, or quotes, or editorial lineups to be used in recruitment and retention activities. Having information directly from association editors could help portray the type of quality information they will receive as a member.



## Editorial premiums

Members love the content we provide in our publications. Why not compile some of the content we have already created and package it into a special report to be used as an editorial premium? It can be used in recruitment (*join and receive this special booklet on...*) and retention campaigns (*renew your membership and receive this special booklet on...*), and if cost is an issue, it can even be delivered as a pdf via email.

## Magalogs

Consumer publishers use these in recruitment campaigns all the time. Develop a mini-mag or a special issue of your publication that includes enough editorial content to allow prospective members to get a good feel for the incredible content they will receive when they join but not so much that they feel they don't need to join to get the content. Using a combination of complete articles, teaser articles, an explanation of what the publication is all about and an easy-to-complete order form is a great way to get prospects to taste some of the value they will receive on a regular basis when they join.

## Content-based chats

Interaction is great for recruitment and retention. If members, and possibly even prospects, are interested, we could

have a monthly online chat with an editor, a speaker or other industry expert. The chats could be 30 minutes, handled online or on the phone, and editors would field questions on a pre-determined topic area.

## Interview members, speakers, exhibitors and more

Involving and collaborating with members proves to be very successful in retention. If possible, we could work with members to assist us in providing content to other members. We would need to make sure that the editorial is not biased or too *salesy* but it could increase the volume of great content we have, while also increasing the connection with participating members.

As the Executive Director sits down she sees your list and smiles. That makes you happy as you are confident that the content generators at your association can really assist the organization in reaching its recruitment and retention goals. You can't wait until it is your turn to talk, as it will get you one step closer to making that happen. ■



**Scott Oser** is President at Scott Oser Associates. He can be reached at [info@scottoserassociates.com](mailto:info@scottoserassociates.com) or view the website [www.scottoserassociates.com](http://www.scottoserassociates.com). This article is reprinted from the Florida Society of Association Executives (FSAE).



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# Want to Stand out as an Association?

## Build Awareness With PR and Social Media

by Julie Gaier and Marc Whitney

When did you last ask questions about the interests, hobbies and goals of your association staff and its members?

If it's been a while – or not at all – it's time to spark a conversation.

Whether a large or small organization, it's not always easy to have the pulse of the group at your disposal. But talking with some of your team on the next monthly conference call, a quarterly meeting or a brainstorming session at the annual conference, can help you to gather meaningful content, develop interesting story ideas for a media pitch, earn a news placement and begin building awareness for your association.

Here are additional ideas to consider:

### Increase publicity by showcasing your people

Consider group or individual awards and honors for nominations. Review industry and local media publications, websites and business organizations for public relations (PR) opportunities.

ALWAYS REMEMBER THAT WHATEVER YOU CREATE, YOU CAN ALSO REPURPOSE. BLOGS AND E-NEWSLETTER CONTENT CAN BE ADAPTED FOR ADDITIONAL OPPORTUNITIES, INCLUDING ARTICLES FOR PUBLICATION, PODCASTS, VIDEOS, E-BOOKS AND MORE.

### Hit the refresh button

What was happening in your world one year ago? Look at past news releases, articles and blog posts, even award nominations, which can be updated and repurposed. Is there a story idea you pitched to media months ago that was never picked up? Follow-up.

### Pay attention to what's going on in the world

Great experiences and ideas are happening all around you. Tune in to people at the most unexpected of places and listen to what they are saying. Read publications and websites that you've never looked at before. Scour their headlines and trends for ideas.

### Know your audience, and their audience, too

Who are the people/media you are reaching out to and their end-user? Does the reporter write for a specific beat? If they are a non-profit reporter, get to know them and reach out with a story idea.

### Develop relationships

Once you recognize media covering your industry, read their stories. Follow them on social media and repost their content. Channel your inner Jimmy Fallon and send them a handwritten note about a story that impressed you. Add them to your holiday card mailing list. Schedule a meetup for coffee. There's great value in face-to-face meetings.

Always remember this core concept when pitching to a reporter/editor, "I think your readers/viewers/listeners would be interested in this because..."

### Create content

One of the most effective ways to generate conversation about your association is to blog.

If you're worried about coming up with interesting topics or the capacity of your people to contribute, remember: twice



monthly is preferred for blog posts, but write and post at least once a month to be relevant.

E-newsletters also engage audiences. Did you know that email is 40-times more effective at reaching and gaining attention than Facebook and Twitter?

Always remember that whatever you create, you can also repurpose. Blogs and e-newsletter content can be adapted for additional opportunities, including articles for publication, podcasts, videos, e-books and more.

### Expand awareness with social media

There are more social media tools than ever, so don't try to be all things to all people! Begin by asking, "What do I want social media to help me accomplish?" Should it drive sales? Generate conversation? Promote products and services? Some form of all of the above?

Once that is addressed, consider which social media channels are right for you. A short-hand way of looking at this is:

- Consumer product (Facebook)
- Professional-to-Professional (LinkedIn)
- Awareness and conversation (Twitter)
- Tell your story with pictures (Instagram)

As with anything else, you need to manage your time wisely. There are only so many hours in the week. Dedicating just a couple hours to social media can make a positive impact. By focusing on just a few channels, you are likely to be more efficient with your time and effective with your messages.

Lastly, be sure to include a *call to action* in your messages. In each social media post, include a link to something that will provide additional information (your website, an ad or an article). And be sure to respond when your customers respond. Follow up on comments others post to your messages. Engage, engage, engage!

Now is the time to get creative with these concepts to help grow your audience and elevate your brand awareness to new heights in today's marketplace. ■



**Julie Gaier and Marc Whitney** of TRG Marketing help dozens of associations find their place and potential through PR, advertising, direct marketing, social media, and web communications. TRG offers expertise in business growth, internet communication, awareness building, and brand development. For more, visit [www.trg-marketing.com](http://www.trg-marketing.com).



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# How to Suggest a Change at Work

by Erica Halmstad

Most professionals have attended educational and professional development events in their careers. And the goal for these events is that attendees leave with a take-away to bring back and implement at the office. Often, the change is within the attendee's control to make, but many other times, the boss is mandating or expecting certain behaviors and the attendee is afraid to ask for a change in procedure, if they even have any idea how to present the proposal.

As a young professional, I often come back from conferences and events with new ideas or suggestions on how to make things more efficient, but just as often, I run into the roadblock of not knowing how to propose the idea to my boss. Not that my bosses have been unapproachable, but change is a scary thing and many people are apprehensive about it.

Looking for guidance on this, I went to my Dad and general life advisor, who has over 30 years of experience in management. He gave me a three-step procedure on how to present a change to the boss without making too many waves across the system.

Let's pretend the change you'd like to suggest making is to not have to attend the daily production/summary/sales/thing meeting. You really don't need to be there at all, but it's the boss' meeting and you think by telling her it's not of value to you, it will aggravate or disrespect her in some way (but really, most days it is a big waste of your time).

Try this three-pronged approach to selling her on the change:

## Step 1: Reduce, don't eliminate

Elimination is scary. It's the biggest change, and it has the most risk associated with it. After all, *this is the way I've always done it and it works!* Mitigate the risk for the boss by negotiating (in this case) attending only the Tuesday and Thursday meetings, freeing up three hours a week for you. Modification is less scary than outright elimination or wholesale change of a procedure.

## Step 2: Draft an informant

Lessen the risk in the boss' mind further by drafting an informant. Think of this person as a personal spy. Work

**TELL THE BOSS WHAT YOU WILL DO INSTEAD—SOMETHING THAT ADDS VALUE FOR YOUR ORGANIZATION. GIVE THE BOSS A WIIFM (WHAT'S IN IT FOR ME) REASON TO SAY YES.**

out a deal with a co-worker who *does* have to be at all meetings. The deal is, if there is anything that you really need to know or do, this person will let you know as soon as possible after the meeting. This gives the boss

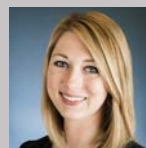
another layer of confidence that all bases are being covered. You may have to buy this colleague beer once a month after work, but it will be worth it!

## Step 3: Tell the boss what you will do instead—something that adds value for your organization

Give the boss a *WIIFM* (What's in it for Me) reason to say yes. In this case, you could tell the boss that on Mondays, Wednesdays and Fridays, you will be reviewing your work for errors, or calling on clients or members you don't normally have time to touch base with on a regular basis. The more specific and well-thought-out your WIIFM reason is, the better. Just make sure you actually do those things when you pull this off, ok?

This procedure is not guaranteed to work, but it can help your chances significantly. And you can always modify each step to suit your situation. Here's what I know from personal experience—a technique like this will have a much higher probability of being adopted than just announcing that you want to stop doing *X* or make a wholesale change of *Y*.

One more thing—give the boss a fail-safe. Emphasize that this is only a trial, and if it does not seem to work or produce the desired results, or ends up causing problems for anyone, you agree to flip it back to the way it was within 60 days. How can the boss say no now? ■



**Erica Halmstad** is Association Marketing Manager at the National Fluid Power Association, and the winner of WSAE's 2018 Young Professional Award.

# Keeping Associations Relevant

*Pivot Point: Reshaping Your Business When It Matters Most* by Sheri Jacobs, FASAE, CAE

reviewed by Emily Viles-Monari

This year, one of the highly anticipated book releases announced at the ASAE 2018 Annual Meeting was *Pivot Point: Reshaping Your Business When It Matters Most* by Sheri Jacobs, FASAE, CAE. As the Meeting Technology Manager for AMPED Association Management, I was curious to read what recommendations Jacobs had with regards to competing markets and investing in association technology to keep pace with industry trends. As the president and CEO of Avenue M Group, Jacobs brings her experience from helping over 100 associations assess their challenges within the evolving association environment to the book. *Pivot Point* boasts that it provides a guide for creating an organization that is more responsive, nimble and open to the dynamic nature of its operating environments, and challenges readers to think about how associations can stay relevant by knowing when to take risks. While this book does not give you a *Ten Things Your Association Should Be Doing* or *Signs You Should Pivot* list, every chapter of this quick read provides applicable anecdotes from associations that exude the forward thinking Jacobs promotes in her book and shares their successful – or not so successful – pivots.

I found many takeaways in this book, but here are four that I want to highlight:

## 1. Collect and utilize data to make decisions.

Making data-driven decisions seems pretty obvious. However, Jacobs encourages readers to rethink how surveys and requests for feedback are designed. She says, “asking members to rate a current experience or their interest in a current product only provides insight into their perspectives on what exists today,” and does not encourage innovation. Jacobs suggests altering how an association asks for feedback will provide more value and help guide the decision-making process in a way that could open the door to new audiences and help anticipate market shifts. Using data in strategic decisions will not only inform direction, target audiences and resources, but it is also useful when asking for buy-in from the board.



## 2. Culture is everything.

Jacobs provides many examples of what association leaders have done to adjust in an effort to anticipate needs or trends. Many of those mentioned in the book acted entrepreneurial, being proactive rather than reactive with things like program changes and investments in technology. They also surrounded themselves with staff that supported and believed in the change culture. Creating a diverse and inclusive culture makes a huge difference, as well. Seeking voices from a diverse group of people within the industry to participate and provide feedback provides a better idea of how to move an organization forward. *Pivot Point* encourages bold leadership and an organizational culture that can be felt from the board and executives through the staff and members.

## 3. Stagnation is dangerous.

Jacobs implies that the riskiest thing to do is stagnate. The *if it ain't broke, don't fix it* mentality is harmful, and it is stressed throughout the book that just because something is working now does not mean that the organization should not change. In fact, many of the leaders mentioned in the book pivoted their organizations even though they were not operating in a *turnaround situation*. She encourages association leaders to think about where their members can get the same benefits elsewhere and what makes their association unique.

## 4. Look to the commercial leaders for benchmarking.

Through the lens of her essential characteristics that foster the ability to pivot – accessibility, flexibility, affordability, diversity and inclusion, and trust – Jacobs breaks down the common themes in change management and highlights specific struggles associations might face, such as lengthy decision-making timeframes, narrow thinking around product offerings and budget restrictions. In contrast, Jacobs cleverly looks to the changes in the markets that impact us daily, such as gym memberships, the evolution of Netflix and the *Sharing Economy* (i.e., AirBnB, Divvy Bike Sharing) to demonstrate the payoff of adjusting



business models. Associations are not corporations, but that doesn't mean we don't have to compete. Are there ways we can adapt or invest in technology that mirrors a member experience to that of Amazon or Netflix?

*Pivot Point* thoroughly discussed change management and delivered exactly what I expected it to: a reminder to step back from the day-to-day to prioritize the future for my organizations. I think the biggest value is in the numerous examples that all show that change is important, but also that how it is done can be very different from one organization to another. Another added value are the charts and exercises sprinkled throughout the book to encourage readers to think about their own organizations. As one reviewer on Amazon writes, "Individuals who read Jacobs' latest book will be recharged, re-energized and come away with thought provoking ways to keep their organizations relevant..." and after reading this book, I couldn't agree more. I walked away with an excitement on how to prepare my organizations to pivot, whether it is in how they plan their events, what member benefits we offer or rethinking membership structures altogether. ■



**Emily Viles-Monari** is Meeting Technology Manager at AMPED Association Management.



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# WSAE Awards Honor Excellence in Association Management

WSAE's Annual Awards Lunch was held during the WSAE Summit at the end of October 2018. Here are this year's award winners. Congratulations to these outstanding professionals!

## Young Professional Award

### Erica Halmstad

National Fluid Power Association (NFPA)

*The Young Professional Award honors a young professional who is making a difference through contributions to WSAE and the association community.*

Erica has been with the NFPA for two years and has made a substantial impact in that time. Her major accomplishments include a redesign of the NFPA website, not just making it sleeker and easier to navigate, but also streamlining the internal processes that create and control its content, achieving increased consistency of message and syntax across the site. She also stepped up to take on responsibility for the meeting planning and logistics associated with NFPA's Industry and Economic Outlook Conference, an event that draws more than 300 NFPA members annually and is consistently ranked among the top member services offered by the association.

Her commitment to her own development as an association professional is embodied by her decision to pursue her CAE certification, which she is scheduled to test for in 2020. Meanwhile, she is also working to earn a Master's Degree in Nonprofit Management and Leadership, also scheduled for completion in 2020. She is an active member of WSAE, including as a member of the WSAE Young Professional Taskforce and as an author of numerous articles for *VantagePoint* magazine. Erica is a creative, talented and self-motivated professional – a credit to our association management profession and community. ■



## Visionary Award

### Sherry Budziak

.orgSource

*The Visionary Award goes to an individual who shows outstanding commitment to innovation and leadership.*

Sherry is a connector of both ideas and people in our industry. She does this through her consultancy practice, .orgSource, as well as through a professional development organization she co-founded three years ago, .orgCommunity. .orgCommunity is an organization offering unique networking, professional development and relationship-building experiences to association professionals and their corporate partners. Everything Sherry does, she does with an eye to the future.

She supports our industry through volunteer service and contributions to the profession of association management. This year, she co-wrote a book, *Association 4.0 - Positioning For Success in an Era of Disruption*. She contributes ideas and insight to the profession in many ways: authoring books and articles, speaking for many organizations, volunteering and mentoring. Sherry currently serves as a member of WSAE's Education Committee.

The individual that nominated Sherry said that if she had to describe Sherry in one word, it would be *visionary*. Sherry began her work in our industry as the associate executive director of IT and web services for a major medical association as well as COO of its for-profit subsidiary company, assisting more than 150 associations with website development. She managed one of the first—if not the first—association websites, transcended Y2K and advised organizations through the .com era. In 2005, she founded .orgSource, a strategic consulting firm that has served 200+ associations and nonprofits in Chicago and beyond, guiding them toward strategic goals, improved efficiency and the alignment of IT resources. ■



## Visionary Award

**Brenda Taylor**  
AIA Wisconsin

*The Visionary Award goes to an individual who shows outstanding commitment to innovation and leadership.*

Brenda's story began several years ago, when she helped to coordinate one-day training programs for architects and allied design professionals to become credentialed to assist state and local emergency management officials in conducting building safety assessments after natural disasters, such as flooding and tornadoes. Subsequently, Brenda assisted AIA Wisconsin leaders in developing a Memorandum of Understanding with Wisconsin Emergency Management, outlining how the two organizations would collaborate to assist local communities once a State of Emergency is declared.

All this advance work with diverse constituencies was crucial when state and local emergency management officials contacted the AIA Wisconsin Disaster Assistance Committee coordinators for help with post-flood building safety assessments in three hard-hit communities in Dane County. Brenda quickly activated trained volunteers, worked closely with local village officials and public safety officers, and provided critical onsite operational and administrative support for a week-long assessment effort. The AIA Wisconsin volunteers completed a total of 547 safety assessments of residential and commercial buildings. Brenda compiled summary reports for village officials and county emergency management coordinators for follow-up with state and federal emergency management agencies. In thanking AIA Wisconsin volunteers for their assistance, a county emergency management official commented that the reports were "exactly what we need" to help communities become eligible for federal disaster assistance. Brenda had offered outstanding commitment and innovative support for member volunteers.

This story is just one example of the many ways Brenda demonstrates outstanding commitment to the association and the profession it serves by anticipating needs and creatively coming up with effective solutions through collaboration to drive positive change for members and society. ■



## Association Leadership Award

**Tara Withington**  
Society for Immunotherapy of Cancer (SITC)

*The Association Leadership Award is given to an individual or organization who demonstrates leadership through one or more of the Values of WSAE – inclusion, optimal performance, alliance building and passion.*

Tara joined the Society for Immunotherapy of Cancer (SITC) as the Executive Director and principle staff member in 2001. Since that time, she has been instrumental in positioning the society as a universally respected organization. When Tara began her service with the society, it was a fledgling organization of 100 members, 230 meeting attendees and a dire financial outlook. Guided by her entrepreneurial spirit and unyielding dedication to the organization, Tara has successfully led SITC through substantial change and exponential growth. She helped position the organization as the preeminent and dominant force supporting the efforts of the scientists and researchers developing this innovative and disruptive cancer treatment modality.

Over the last 17 years, Tara has helped SITC achieve a number of remarkable milestones including:

- Society membership now encompasses more than 1,300 members of various disciplines in 39 countries.
- Annual Meeting attendance has grown to nearly 2,500 delegates.
- Revitalized society volunteerism now sees more than 500 member volunteers annually.
- Collaborative relationships with nearly 100 organizations have been established.
- The society is now financially solvent and organizationally viable.
- Two society journals have launched.
- Tara spearheaded name and branding changes for the society...twice!
- The staff has expanded from less than one FTE to over 40 FTEs.

Tara has been a member of WSAE since 2001, and is a past board member of the AMC Institute and its current program chair. ■



# wsae summit

We had a great 2018 Summit, October 29-30! [View more pictures on the WSAE Facebook page.](#)



Thank you again to all of our sponsors:




## Please plan to join us for these 2019 events!

In addition to the Membership Roadshow coming up on March 6 (info on page 4) please save these dates. Additional information about all WSAE events can be found by visiting [www.wsae.org](http://www.wsae.org).



**June 2-3, 2019 | SentryWorld | Stevens Point | Attendance is limited**



**wsae** *Spring Outing* Education ■ Networking  
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**June 3-4, 2019 ■ SentryWorld ■ Stevens Point**



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# Online Association Resources Available

## WSAE and MSAE partner up

WSAE, through partnership with the Michigan Society of Association Executives (MSAE), is offering professional certification exam preparation courses. Be sure to mention your affiliation with WSAE to receive a discount on registration!

### CAE prep course

The CAE preparation programs incorporate study guides, reading comprehension questions, flashcards and practice tests. Three different CAE preparation courses are available:

1. Full Course - the most robust course online course with weekly calls and personalized attention.
2. Concentrated Course - an accelerated version of the full course condensed to a two-month period.
3. CRAM Session - a face-to-face intense training session offered over a three-day period.

All three options have been designed to offer the personalized support candidates need to be prepared for the CAE exam. Each course option offers a full-time facilitator to help candidates establish a systematic study format and provide assistance when you need it.

The current curriculum covers strategic management; planning and research; leadership; administration; knowledge management and much more! And the best part is, the full course offers approximately 10 CAE Hours that can be applied to the Spring Exam and is offered online and with recorded phone conversations so candidates can set their own schedule. The preparation course for the Spring 2019 exam begins January, so register today!

### Certified Meeting Professional prep course

Virtual prep course for Certified Meeting Professional exam is also being offered, which begins in March. For over a decade, MSAE has successfully helped candidates achieve their CMP designation through a classroom setting. We are now offering a five-month Spring Course Online and are ready to help meeting planners nationally! This in-depth learning experience, which aligns with the most current CMP International Standards, will help prepare candidates for the CMP Examination.

Register online at [www.msae.org](http://www.msae.org) or (517) 332-6723. ■

## Online Education information available on the WSAE website

Thank you to Mona Johnson, head of the Online Education Solutions Network Spoke, for doing the leg-work to make links to the following sessions available for any interested WSAE member through the Connected Community at [www.wsae.org](http://www.wsae.org):

### Recorded online education strategy session

Struggling to develop a vision and strategic plan for your organization's online learning efforts? Thinking about starting an online education program but don't know where to begin? Need to refresh or grow your existing program? Check out the recording of our online education strategy session. Hosted by WSAE and the Online Education Spoke, the session offered association leadership, volunteers and staff an opportunity to pose questions and hear advice from Jeff Cobb, co-founder of Tagoras. Jeff also briefly reviewed and provided access to a number of Tagoras resources that will help stimulate your thinking and kick-start your planning efforts.

### WSAE Summit online education session presentations

If you're looking for inspiration for your online education program, all four presentations from the online education session at the WSAE Summit are now available.

Three presentations are available in the Online Education Community Library:

- Getting Started with Creating Video Content (Shane Walsh at AACD)
- Leverage Webinars and Online Events (Jodi Ray at Blue Sky eLearn)
- Creating Products Pronto (Jon Aleckson, Web Courseworks).

An additional presentation, 15 Things to Consider Before Starting an Association Podcast (Tony Veroeven) is available in the form of a recorded webinar at [www.wsae.org](http://www.wsae.org) > Events > Webinar Series > Self-Paced Online Seminars. ■

# New EU Copyright Regulation

On the heels of last year's passing of General Data Protection Regulation (GDPR) in Europe, the European Union has been making some progress on significant copyright reforms, with the goal of putting tougher controls in the hands of creators. Two portions of the copyright directive have been receiving particular attention:

- Article 11, nicknamed the *Link Tax*, which would potentially grant publishers copyright over their headlines and news snippets, allowing them to ask for a license fee for the right to use them—a clear shot at the bow of Google News and other link aggregators, such as Reddit. A version of this Act already exists in Spain.
- Article 13, nicknamed *Meme Ban*, would require the use of a filtering tool to prevent the upload and allow for the pre-screening of copyrighted materials. It would specifically target platforms that allow for the upload of user-generated content, including Twitter, Facebook, and YouTube.

The two measures passed the European Parliament in a preliminary form back in September and are now going through a negotiation phase.

Search engines and social media platforms are expected to feel the most direct impact if this goes through. The regulations now specifically exclude many nonprofit and educational services, along with internet service providers and open-source projects. In other words, the rules intend to target large companies like Google and Facebook.

For more information, please visit <https://association-snow.com>, and search for European Union. ■



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## GMCVB & MASC recognized for efforts to grow Wisconsin tourism industry

The Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) are being honored for their outstanding efforts to promote the greater Madison area as a tourism destination. The Wisconsin Association of CVBs (WACVB) selected the GMCVB and MASC for two Wisconsin Tourism Trailblazer awards at the 2018 Wisconsin Fall Tourism Conference in Stevens Point, WI.

The GMCVB was recognized in the Outstanding Partnerships category for the Essential Madison Experiences, a collection of brand new, only-in-Madison experiences developed with nine Dane County businesses. The hands-on experiences take visitors and residents behind-the-scenes of favorite attractions and showcase the best that the greater Madison area has to offer.

MASC was honored in the Outstanding Marketing and Communications Initiative or Campaign category for the public art phenomenon, Bucky on Parade. The project, featuring 85 Bucky Badger statues, captured the hearts of tens of thousands of visitors, generated over 11,000 public Instagram posts and netted \$1 million for charity.

"I'm tremendously honored that the WACVB recognized the efforts that our teams and partners put forth on these two groundbreaking programs, which have made Madison an even greater community to visit," said Deb Archer, President and CEO of the Greater Madison Convention & Visitors Bureau and Madison Area Sports Commission. "By developing new products and opportunities, we are able to take visitors and residents deeper into what makes Madison so very unique."

The Wisconsin Tourism Trailblazer Awards acknowledge tourism organizations for outstanding marketing and partnership initiatives that focus on increasing the visibility of Wisconsin's tourism industry and destination marketing organizations. The awards are open to all Wisconsin tourism-related businesses and organizations. For more information about the Essential Madison Experiences, visit [experiencemsn.com](http://experiencemsn.com). Stay tuned to [buckyonparade.com](http://buckyonparade.com) for updates on the statues' new locations and upcoming Bucky on Parade events. ■

## Bucky on Parade finale party raises money for local charities

The Greater Madison Convention & Visitors Bureau held their Bucky on Parade finale party on September 29 at the Kohl Center, bringing to a close the four-month public art phenomenon that captured the imagination of people throughout Dane County and beyond. Hundreds of guests enjoyed a spirited evening of music, food, drink and a live auction of 21 uniquely designed Bucky Badger statues. The live auction raised more than \$600,000 for a number of local charities, including Garding Against Cancer. Bucky on Parade, which featured 85 originally designed Bucky Badger statues on display throughout the Greater Madison area, represented a collaboration between the Madison Area Sports Commission, the Greater Madison Convention & Visitors Bureau and the University of Wisconsin. ■



## Set of 13 experiences now available to visitors of greater Madison

From cocktail secrets to mustard mysteries, State Street sights to sassy cows, the Greater Madison Convention & Visitors Bureau (GMCVB) has been hard at work addressing the need for tourism offerings that go beyond typical sightseeing. Now, the GMCVB invites visitors to fully immerse themselves in hands-on adventure with Essential Madison Experiences, a collection of brand new, only-in-Madison experiences.

Developed in partnership with the GMCVB, nine Dane County businesses created one or more authentic experiences to take meeting and convention groups behind-the-scenes of favorite attractions and showcase the best that the greater Madison area has to offer. Experiences include:

- Bitters Boot Camp - Avenue Club & Bubble Up Bar
- Build a Wisconsin Cheese Board - The Madison Concourse Hotel & Governor's Club
- Paint Madison with Wheelhouse Studios, Paddle to the Point, Winter Walk with Wisconsin Union (three separate experiences) - Wisconsin Union
- Mustard Bites: A Tasteful Adventure - National Mustard Museum
- Distillery Tour - Death's Door Distillery
- Stroll Down State - Capital City Food Tours
- Garden to Glass: Totally Tropical - Olbrich Botanical Gardens

Additional experiences will launch in Spring, 2019. ■



As of December 1, 2018

## AMPED Association Management selected to manage AEMP and AMCI

AMPED Association Management, an accredited full-service association management company with offices in Madison, WI; Metro Washington, DC; and Glenwood Springs, CO, has been selected to provide full-service management to two new clients: The Association of Equipment Management Professionals (AEMP) and the AMC Institute (AMCI).

AMPED brings a customized approach to each of their client engagements, utilizing the best staff, technology and approach to meet the culture and operational needs of each group.

“AMPED is excited about both partnerships, bringing on existing and new client staff for each group and helping them be even more effective in delivering services to their members. AEMP and AMCI are in growth mode, which makes them a great match for us,” said Lynda J. Patterson, FASAE, CAE President and Owner of AMPED.

Formed in 1980, the Association of Equipment Management Professionals represents fleet professionals working in construction, government, utilities, energy, mining, and more. AEMP maintains relationships among manufacturers, users, governmental agencies, educational institutions, and others involved in the design and management of heavy equipment. They hold two conferences per year, as well as a leadership summit. In 2020, the AEMP Management Conference and Annual Meeting will be held in conjunction with the CONEXPO-CON/AGG, a trade show of 300,000 in Las Vegas, NV.

The AMC Institute comes to AMPED with three dedicated full-time staff and will integrate into AMPED systems for management of HR, IT and finances. They will join the expanding team in the Washington, DC office. AMCI represents over 195 association management companies, including AMPED, that manage over 1,800 associations. The total budget for associations managed by AMC Institute members is more than \$1.5 billion. ■



### Brag a Little Bit!

Let us help spread your good news - Send your news to Kristin at [kmcguine@wsae.org](mailto:kmcguine@wsae.org), and we will include it in future issues of *VantagePoint* magazine.

- Kris Ackley**, Cooperative Network
- Shazia Ali**, Executive Director, Inc
- Dawn Bausch**, Cooperative Network
- Becky Crnkovich**, Metropolitan Builders Association
- Missy Dettwiler**, AMPED Association Management
- Jenny Frey**, AMPED Association Management
- Brian Garrity**, Wisconsin Hotel & Lodging Association
- Jimese Harkley**, Credit Union Executives Society
- Rachel Hurst**, Milwaukee Marriott West
- Jacy Imilkowski**, PMP, CPCC, ACC, CLL,  
Jacy Imilkowski Speaking & Training
- Erica Meganck**, American Academy of Cosmetic Dentistry
- Kristin Olson**, Cooperative Network
- Jazmyne Queen**, Wisconsin Hotel & Lodging Association
- Tricia Rothermel**, EAA Aviation Center
- Tabitha Schrock**, Marcus Hotels and Resorts:  
Grand Geneva Resort & Spa
- Steve Suhm**, Association of Equipment Manufacturers
- Kaylee Walters**, The Rees Group, Inc
- Curt Weier**, Credit Union Executives Society
- Caitlin Willenbrink**, Executive Director, Inc



# Be *Mindful* for Increased Focus in the New Year

by Michelle Czosek, CAE



On behalf of the board and staff, I'd like to start out by thanking everyone for their membership and involvement in 2018. Your participation and support makes WSAE the strong organization it is today.

Before the holidays, I had the privilege of attending Association Forum's Holiday Showcase and watching three WSAE members honored in the 2018 class of Forty Under Forty award winners. Mary Dean, JD, CAE, Client Executive, Executive Director, Inc., Jennie Socha, CAE, Client Executive, Executive Director, Inc. and Emily Viles-Monari, Meeting Technology Manager, AMPED Association Management, were recognized for their accomplishments, commitment to the industry, leadership skills and continued potential. I want to congratulate these admirable young professionals, and express how much we appreciate everything they do for our chosen field of association management and WSAE.

Attending Association Forum also gave me the opportunity to participate in a CEO session entitled *Mindfulness: A CEO's Competitive Advantage*, led by Kristen Johnson Brogan, Chief Mindful Living Officer at On Target Living. As we move into 2019, the session was a good reminder of what's important and what we need to do to take care of ourselves in a world that only gets busier by the second. If you do a quick internet search for *mindfulness*, you'll return 170,000,000 results. You can also find multiple podcasts, including *On Target Living* – to which I'm now a subscriber. I feel like I hear and see the word 50 times a day. In its simplest form, *mindfulness* is the act of being aware of and in the present moment. In today's world, with so many



WSAE members at Association Forum's Holiday Showcase, from left to right: Jennie Socha, CAE (Executive Director, Inc.), Jen Brydges (AMPED Association Management), Emily Viles-Monari (AMPED Association Management), Michelle Czosek, CAE (WSAE President/CEO), Megan Hille, CAE, CMP (Executive Director, Inc.), Kay Whalen, MBA, CAE (Executive Director, Inc.), Mary Dean, CAE, JD (Executive Director, Inc.)

things vying for our attention, it's difficult to resist the urge to multi-task and focus on more than one thing at a time.

The session featured the CEOs of two prominent associations. Both have experienced serious health scares that made them take another look at their lives and become more mindful – More mindful of how they were spending their time, how they were taking care of their mind and body and what's really important to them. They also discussed the impact on their associations and how the strong staffs they had in place were able to guide the association while they focused on their personal recoveries.

As we ease into a brand new year, this session gave me a lot to think about, including:

- The importance of building a strong association staff team that's able to deal with the unexpected
- The fact that life throws you curveballs and what's really important rises to the top in those moments
- How living *in the moment* and focusing on the *now* is, in the long run, more productive than trying to do 10 things at once

As you make your professional and personal development plans for the year, decide what deserves your focused attention, and I hope you'll include engaging with WSAE as part of your growth strategy. As always, we'll be offering a variety of events providing opportunities for both learning and networking.

Our annual **Membership Roadshow**, our first event of 2019, will make one stop this year at the Ingleside Hotel in Pewaukee, on March 6. *Effective Storytelling During the Age of Information Overload*, featuring presenter Bryan Harrison, CAE, CMP, PMP, Director, Specialty Equipment Market Association (SEMA), will be our first event of 2019. Join us as we discuss storytelling and how it can set you and your association apart.

Mark your calendars for our other 2019 events, as well:

- **Executive Exchange** – A CEO Only Event, June 2-3, SentryWorld, Stevens Point
- **Spring Outing**, June 3-4, SentryWorld, Stevens Point
- **Summit**, October 28-29, Potawatomi Hotel and Casino, Milwaukee

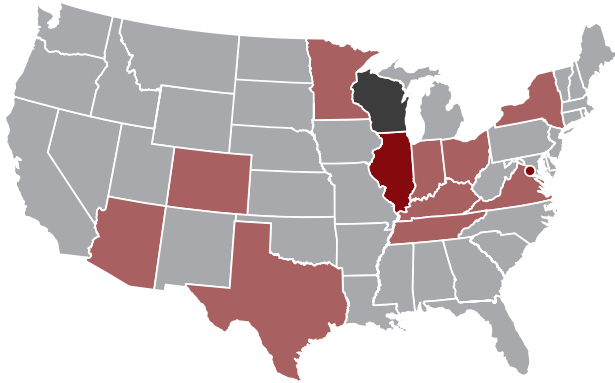
And, keep an eye on our events calendar at [www.wsae.org](http://www.wsae.org) for a full lineup of webinars, CEO roundtables, Solutions Network meetings and more. I look forward to seeing you in 2019!

*Michelle*

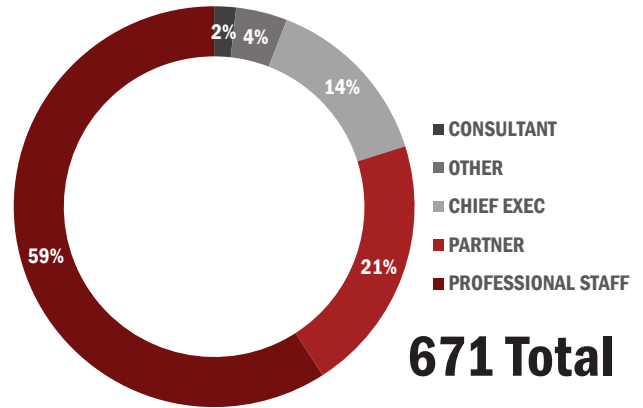


Where the Association Community Thrives and Grows

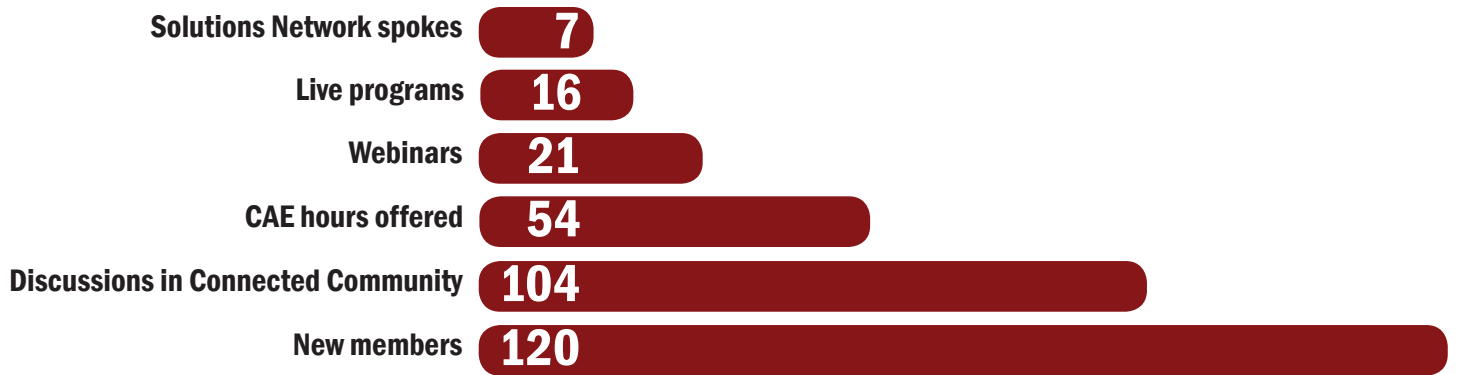
# MEMBERSHIP SNAPSHOT 2018



WISCONSIN	636
ILLINOIS	16
WASHINGTON DC	5
MINNESOTA	3
COLORADO	2
VIRGINIA	2
ARIZONA	1
INDIANA	1
KENTUCKY	1
NEW YORK	1
OHIO	1
TENNESSEE	1
TEXAS	1



## 2018 BY THE NUMBERS



**Top 3 Benefits**

- Build connections
- Get ideas for moving your association forward
- Develop leadership skills

## CAN'T MISS IN 2019!



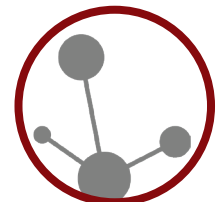
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