



## Online Conference for Small Staff Associations January 26-28, 2010

Looking for low-cost technology solutions for your organization? Exploring new ways to increase your revenue and get your staff on board with budgeting? Are you trying to get the most from your board and volunteers? Most importantly...are you trying to accomplish all of these tasks with limited staff and budget?

If these questions are keeping you up at night, you can't afford to miss ASAE & The Center's Online Conference for Small Staff Associations. The program is jam-packed with Technology, Finance, and Board/Volunteer Governance essentials for association executives who operate in an organization with 10 or less staff members.

### **Program Schedule**

The Online Conference for Small Staff Associations will be held online over three days via audio/web education sessions and online Q&A chats. You will have the opportunity to connect with executives like you and get your questions answered by a group of small staff experts on the topics of technology, finance, and board/volunteer governance. So, what can you expect?

- Two live audio/web sessions will be held each day (January 26-28, 2010) at 11:00am and 3:00pm EST each day. Each session is two hours long (a 75 minute presentation followed by 45 minutes of Q&A chat).
- Prerecorded sessions on a variety of small staff-related topics. They will be available for download before, during, and after the conference – you can access them when your schedule allows!
- Abundant resources, handouts and reference materials you can peruse at any time.
- The ability to make connections with fellow participants and content leaders.

### **Live Audio/Web Events** (phone and internet connection needed)

#### **Tuesday, January 26 from 11:00 a.m. – 1:00 p.m. EST**

##### **Complex Technology Management for the Very Small Association**

How can the small association take advantage of the many technologies available? How can they find out which technologies are out there and how much they cost? How does the small association know if a given technology is appropriate? What are the support ramifications? Join us to discover how one association implemented a complex maze of technology, what their challenges were, and how they approached those challenges.

*Jonathan M. Harrison, Esq., vice president, Product Liability Advisory Council; Ted Udelson, president, Integrity Computing, Inc.*

#### **Tuesday, January 26 from 3:00 – 5:00 p.m. EST**

##### **Conversations with CEOs of AMS Companies Serving the Small Association Market**

Many smaller associations struggle with effectively managing the data for their organization, yet mistakenly believe that they cannot afford an off-the-shelf database solution. In this panel discussion, hear from the CEOs of AMS providers who focus specifically on small organizations. Discuss how you can determine what your needs are, how to communicate those needs to the AMS provider, how to have a successful implementation and long-term success with your database, and most importantly, how much all of this is going to cost your

association. Discover why an AMS is so important to the success of your organization and why you can't afford not to use off-the-shelf software.

*Brian Choate, president and CEO, TimberLake Publishing; Thomas Howard, president, MemberClicks; Wes Trochlil, president, Effective Database Management LLC; Adam Weedman, president, Affiniscape, Inc.*

**Wednesday, January 27 from 11:00 a.m. – 1:00 p.m. EST**

### **Non Dues Revenue for Small Staff Associations**

If your association is looking for more non dues revenue in these challenging times, you need to differentiate yourself in order to secure funding. In this presentation designed specifically for small staff associations, discover what the corporate sector is seeking when considering whether to sponsor your activities, and the reasons why they want to align with your organization. Explore how to step outside the mindset of standard offerings and think strategically about establishing these relationships. You'll also learn tactics to help you efficiently utilize your time and successfully target the largest potential supporters.

*Lewis Flax, president, Flax Associates*

**Wednesday, January 27 from 3:00 – 5:00 p.m. EST**

### **Financial Management for Tough Times: Get Your Whole Staff on Board**

Your organization cannot realize its full potential and maximize the use of its limited resources unless your entire staff is involved in the budgeting process! Explore the concepts behind behavioral based budgeting and how to fully integrate your whole organization. Discover how budgets can be the catalyst for interactive sharing of information and resources between management, board and staff.

*A. Michael Gellman, CPA, Shareholder Exempt Organization Services, Rubino & McGeehin, Chartered CPA's and Consultants*

**Thursday, January 28 from 11:00 a.m. – 1:00 p.m. EST**

### **Getting the Most from Your Board**

Discover how to engage your board members as trustees for your organization and navigate the nuances of different personality types. Learn how to build, support, and manage a productive board, and explore how you can identify future officers from your current board.

*Donald Pendley, APR, CAE, president, New Jersey Hospice and Palliative Care Organization*

**Thursday, January 28 from 3:00 – 5:00 p.m. EST**

### **5 Key Principles for Working with Volunteers**

It's easy to get volunteers—you just put out a call and they come, right? Perhaps... but the ones you get may not be the ones you'd hoped would sign up. Instead of taking the passive approach of doing the best you can with what you have, be proactive! Learn the five key principles that will help reinvigorate your members' desire to contribute their time and talents and help you to engage and retain the volunteer talent you need.

*Karen Krzmarzick, CMP, CAE, CEO, American Society of Ophthalmic Administrators; Lee Lowery, executive director, American Society of Women Accountants; Mark Milroy, CAE, senior director, CenterU, ASAE & The Center for Association Leadership*

## **Pre-Recorded Sessions**

(Accessible 24/7 during the Online Conference for Small Associations. Format is audio only)

### **Without a Net: Tips for the Small Staff CAE Experience**

Earning the CAE designation is already a very challenging experience, but is it possible to do so without a little help from your association friends? Learn how one exec did just that without a local network of like-minded execs, and walk away with valuable tips to help you on your CAE journey.

*James Hieb, CAE, vice president, Marble Institute of America*

### **Social Media and The Next Generation of Association Leaders: Small Staff Edition**

If you're interested in using social media in your organization but have no idea where to start, here's your primer! Hear how the Marble Institute of America has been using social media for their efforts.

*Garen Distelhorst, accreditation manager, Marble Institute of America*

### **Mentoring Young Professionals**

Interested in developing your next generation of staff? Listen to one executive's experiences with mentoring, and walk away with valuable tools to help younger staff members reach their potential.

*Michael Gardner, CAE, executive director, Gypsum Association*

### **Low Cost Solutions for Your Online Conferences**

There are many low cost (or free!) options you can use to help facilitate an online conference. Learn what some of these tools are and how to use them to keep your audience engaged.

*Brian Kirkland, manager, learning, ASAE & The Center for Association Leadership*

## **Full Conference Schedule – Live Events and Online Chats (all are Eastern Standard Time)**

### **Tuesday, January 26, 2010**

**11:00 a.m. – 1:00 p.m.**

**LIVE audio/web education session (followed by Q&A chat)–** Complex Technology Management for the Very Small Association

**3:00 – 5:00 p.m.**

**LIVE audio/web education session (followed by Q&A chat) –** Conversations with CEOs of AMS Companies Serving the Small Association Market

### **Wednesday, January 27, 2010**

**11:00 a.m. – 1:00 p.m.**

**LIVE audio/web education session (followed by Q&A chat)–** Nondues Revenue Session

**3:00 – 5:00 p.m.**

**LIVE audio/web education session (followed by Q&A chat)–** Behavioral Based Budgeting: Financial Management for Tough Times

### **Thursday, January 28, 2010**

**11:00 a.m. – 1:00 p.m.**

**LIVE audio/web education session (followed by Q&A chat) –** Getting the Most from Your Board

**3:00 – 5:00 p.m.**

**LIVE audio/web education session (followed by Q&A chat) –** 5 Key Principles for Working with Volunteers

Questions? Please contact Brian Kirkland at [bkirkland@asaecenter.org](mailto:bkirkland@asaecenter.org) or 202-326-9528.