



2020 Catalog

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Association Management Press

publishes books and digital titles to meet the specific, multidisciplinary needs of association and nonprofit professionals like you. This catalog is a window into our many offerings that help leaders, managers, and others address their most critical management questions. Many of the books published by Association Management Press are available in the United Kingdom, Continental Europe, Africa and the Middle East, and Asia and Australasia through Eurospan at eurospanbookstore.com/asae. And don't forget, ASAE members receive discounted pricing! Not a member? Visit asaecenter.org/membership today!

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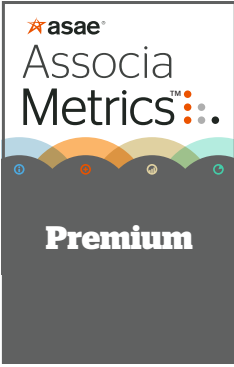
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about

ASAE: The Center for Association Leadership is the preeminent source of knowledge, learning, community, and advocacy for the field of association management. ASAE helps leaders and managers improve their performance and that of their organizations. As ASAE's publishing arm, Association Management Press reflects that mission by offering relevant, reliable content, grounded in research and effective practices focused on helping professionals tackle their challenges.



AssociaMetrics Premium

AssociaMetrics is your central access point for association benchmarking data. This user-friendly interactive tool allows you to generate custom data to see how you stack up against organizations of similar size, budget, tax status, and other parameters. One-year access includes Compensation and Benefits data, Operating Ratio statistics, functional area benchmarking information, plus any data sets added within your one-year access period.

Export the custom reports you generate in Word, PDF, or Excel and use for:

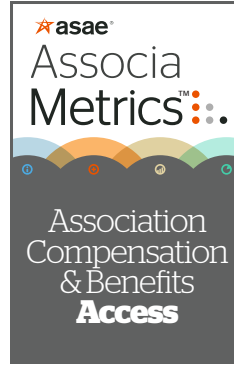
- informing decisions and strategy
- supporting board presentations
- identifying potential areas for improvement
- pinpointing strong performance areas to build upon or showcase
- negotiating salary increases
- ensuring that personnel remuneration, structure, and size are competitive
- providing a more accurate overall picture of financial performance and financial position

Your purchased subscription also includes access to PDFs of the ASAE-prepared reports, all from your most trusted industry source.

2016–2020, online tool, one-year access

Product # CAT20-213920

Member: \$725.00 | Nonmember: \$1025.00



Association Compensation & Benefits Access

This compensation and benefits online tool provides staff compensation information for more than 70 of the most common positions within associations. Filters available allow you to sort data by staff size, geographical area, budget, tax status, and others to formulate custom reports and compare against organizations similar to yours. Also includes PDFs of the pre-generated tables from the *Association Compensation & Benefits Study* and the *Greater Washington Association Compensation & Benefits Study*.

Purchase a one-year subscription to Association Compensation & Benefits Access, which allows you to:

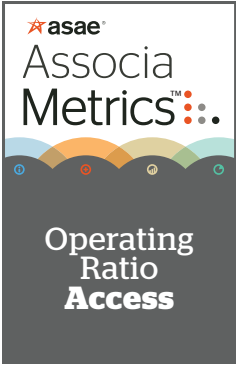
- compare the competitiveness of your organization's compensation and benefits package with other associations
- gather information about employment contract and performance evaluation practices
- get data on retirement planning and benefits
- build a case for increasing your staffing levels

Association Compensation & Benefits Access is available along with Operating Ratio Report data to **AssociaMetrics Premium** subscribers at a reduced package price.

2016–2020, online tool, one-year access

Product # CAT20-213132

Member: \$400.00 | Nonmember: \$550.00



Operating Ratio Access

One-year access to this online tool provides a PDF of the ASAE-prepared report, *Association Operating Ratio Report, 15th Edition*, and allows you to generate your own custom reports of the data by budget size, tax status, membership type, and geographic scope as well as industry type and location.

CEOs, deputy CEOs, chief financial officers, managers, and board members will find this tool helpful in evaluating an organization's operations by assisting with:

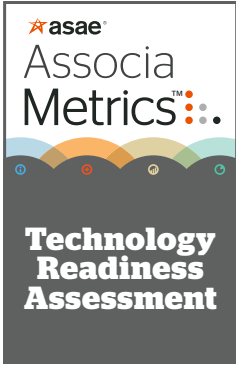
- comparing financial and operational benchmarks against similar organizations
- measuring key performance ratios
- identifying potential areas for improvement
- strategizing and making recommendations for the allocation of association resources
- supporting board presentations
- providing, in conjunction with dollars-and-cents financial information, an extremely accurate picture of financial performance and financial position

Operating Ratio Report Access is available along with Association Compensation & Benefits data to **AssociaMetrics Premium** subscribers at a reduced package price.

2016, online tool, one-year access

Product # CAT20-213053

Member: \$400.00 | Nonmember: \$550.00



Technology Readiness Assessment

IT underpins the lion's share of what associations do, so getting your technology right is imperative. Making a modest investment in an annual check of your tech operations against validated effective practices is well worth it.

ASAE's Technology Readiness Assessment, based on ASAE Foundation research and hosted on ASAE's AssociaMetrics benchmarking platform, guides you through 31 questions. Answer those, and get your organization's overall IT maturity score and performance scores in four major technology-component areas:

- data
- management and strategy
- infrastructure
- digital presence

You'll also get a concise report articulating the meaning of the scores, areas of success and opportunity, and links to supportive resources.

The Technology Readiness Assessment was scientifically validated to ensure it covered relevant issues, met accepted standards for reliability and stability, and was a valid measure of technology success. Questions were based on the DelCor IT Maturity Model and then refined through interviews and focus groups with IT professionals.

2017, online tool, one assessment per purchase

Product # CAT20-21111

Member: \$249.00 | Nonmember: \$325.00



Association Inclusion Index

Use this evidence-based, self-administering instrument to assess your organization's diversity and inclusion practices and objectives against validated effective practices.

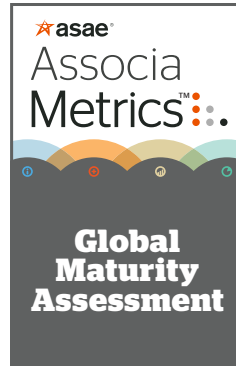
Based on ASAE Foundation research and hosted on ASAE's AssociaMetrics benchmarking platform, the Association Inclusion Index guides you through 74 questions. Answer those and get your organization's effectiveness scores in five performance domains and their subdomains. You'll also get a concise report articulating the meaning of the scores, areas of success and opportunity, and links to supportive resources.

The Association Inclusion Index was developed using the following questions as guidance:

- What are the duties, roles, and responsibilities of nonprofit and association boards of directors, senior staff, and members as they relate to diversity and inclusion practices?
- What are the primary performance dimensions that should be evaluated by associations when thinking about the association's current diversity and inclusion practices?
- Under each dimension, what are the particular indicators of performance that will inform and demonstrate diversity and inclusion practices?

Extensive research was conducted to find the answers to these questions. The research entailed a review of the literature, best practices, and information related to D+I performance in nonprofit and association management.

2017, online tool, one assessment per purchase
Product # CAT20-21109
Member: \$249.00 | Nonmember: \$325.00



Global Maturity Assessment

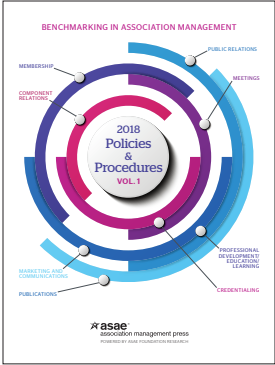
Use ASAE's Global Maturity Assessment annually to assess your organization's readiness and capacity for global operations against validated effective practice.

Based on ASAE Foundation research and hosted on ASAE's AssociaMetrics benchmarking platform, the Global Maturity Assessment guides you through 53 questions. Answer those, and get your organization's overall global maturity score, along with effectiveness scores in seven major global-readiness areas:

- strategic and business planning
- management and organizational culture
- leadership engagement
- market insight
- value proposition and engagement model
- global organization, roles, and support
- local operations and service delivery capacity

You'll also get a concise report articulating the meaning of the scores, areas of success and opportunity, and links to supportive resources. Questions were developed based on qualitative research by the ASAE Foundation and the MCI Group.

2017, online tool, one assessment per purchase
Product # CAT20-21112
Member: \$249.00 | Nonmember: \$325.00



Benchmarking in Association Management: Policies and Procedures, Volume 1

Compare your association's practices against others of similar size and type. Responses are tabulated by organization type—professional and trade—and by budget size. Compare your organization against similar organizations to identify potential areas for improvement; set target goals; or justify FTEs, policies, operational efforts, and more. This volume contains industry-specific data in the following subject areas:

- membership
- component relations
- marketing and communications
- public relations
- meetings
- professional development, education, and learning
- credentialing
- publications

2018, 72 pages, soft cover
Product # CAT20-213622
Member: \$39.95 | Nonmember: \$49.95

NOTE: AssociaMetrics Premium subscribers have access to PDFs of both of these volumes as part of their subscription.



Benchmarking in Association Management: Policies and Procedures, Volume 2

Containing more than 100 industry-specific tables tabulated by organization type and budget size, this resource gives you an inside look at what other organizations are doing in the following functional areas:

- governance
- public policy
- human resources
- finance
- information technology

Use this resource to inform decisions, validate operational efforts, FTEs, and policies, respond to board member inquiries, and more.

2019, 86 pages, soft cover
Product # CAT20-213623

Benchmarking/Online Tools



ASAE ForesightWorks User's Guide

The *ASAE ForesightWorks User's Guide* provides information and resources to assist leaders in exploring the ForesightWorks action briefs and establishing foresight practices and processes. The guide explains the discipline of foresight, the methodology for the ASAE ForesightWorks program, and the most effective ways to use the action briefs. The guide facilitates designing your own foresight journey by offering insights on:

- initiating foresight practices
- conducting foresight research and analysis
- applying foresight

The User's Guide provides tools and other resources, such as facilitation tips, strategic questions, and a sample survey, to help you prioritize which drivers of change to tackle.

2018, 50 pages, soft cover

Product # CAT20-218412

Member: \$39.99 | Nonmember: \$49.99

To learn more about the ASAE ForesightWorks initiative and check out free resources, visit ► asaecenter.org/resources/asaeforesightwork



ASAE ForesightWorks Action Briefs Complete Collection and User's Guide (PDF)

Prepare for the future by exploring—with board and staff—drivers of change likely to affect associations. Through the ongoing **ASAE ForesightWorks initiative**, futurists and executives have given you a head start on your strategic discussions and planning by scanning the environment for you and identifying 50 drivers of change with likely implications for associations.

The Complete Collection includes actions briefs for all 50 drivers of change, along with a User's Guide. Each action brief is a four-page examination of a driver of change, including:

- description
- forecasts
- key uncertainties
- supporting trends
- notable data points
- related drivers of change
- strategic insights
- timing
- potential alternative futures
- actionable ideas
- key search terms
- organizations most likely to be affected

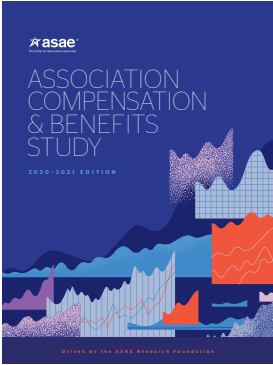
The *ASAE ForesightWorks User's Guide* works in concert with the action briefs and other resources to assist leaders in establishing foresight practices and processes. It explains the discipline of foresight, the methodology for the ASAE ForesightWorks program, and the most effective ways to use the action briefs. The User's Guide also provides tools and other resources, such as facilitation tips, strategic questions, and a sample survey, to help you prioritize which drivers of change to tackle.

NOTE: A license to share the action briefs with staff and volunteers within the purchaser's single legal entity is included with the purchase.

2020, 264 pages, zip file with multiple PDFs

Product # CAT20-218410

Member: \$89.95 | Nonmember: \$116.95



Association Compensation & Benefits Study, 2020-2021 Edition

Complete with data on salary levels and employee benefits for 70-plus executive-level and administrative positions in trade associations and individual membership organizations throughout the United States, this best-selling publication provides more than 125 tables of valuable benchmarking information.

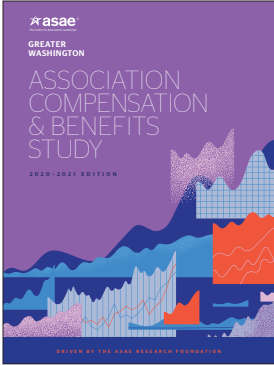
This powerful resource lets you compare compensation, benefits, and perks of association executive positions based on specific organizational characteristics, including:

- membership type
- budget and staff size
- geographic location
- IRS tax status
- industry sector

The executive summary, offering an in-depth analysis of key data, helps you to accurately interpret trends and changes in compensation and benefits.

Find out if your organization is offering competitive compensation and see how your benefits package measures up to those of your counterparts. Upgrade to **Association Compensation & Benefits Access** or **AssociaMetrics Premium** and gain access to a digital copy of the national and Greater Washington Area compensation studies as well as the ability to run your own custom and comparison reports.

2020, soft cover
Product # CAT20-213135
Member: \$280.00 | Nonmember: \$400.00



Greater Washington Association Compensation & Benefits Study, 2020-2021 Edition

Complete with data on salary levels and employee benefits for more than 65 executive-level and administrative positions in trade associations and individual membership organizations throughout the Washington, DC, metropolitan area, this best-selling publication provides many tables of valuable benchmarking information.

This powerful resource lets you compare compensation, benefits, and perks of association executive positions based on specific organizational characteristics, including:

- membership type
- budget and staff size
- geographic location
- IRS tax status
- industry sector

Other features include:

- executive summary
- compensation data for the CEO, deputy CEO, and other senior-level management and administrative positions
- employment contract and performance evaluation practices
- details on medical, life, accident, and disability insurance

Upgrade to **Association Compensation & Benefits Access** or **AssociaMetrics Premium** and gain access to a digital copy of the national and Greater Washington Area compensation studies as well as the ability to run your own custom and comparison reports.

2020, soft cover
Product # CAT20-213136
Member: \$280.00 | Nonmember: \$400.00



Association Operating Ratio Report, 15th Edition

Are you serious about evaluating and improving your organization's operations? Get the desktop reference for benchmarking financial and operational performance. The *Association Operating Ratio Report* contains:

- income, expense, and balance-sheet data
- data organized by budget size, tax status, membership type, and geographic scope
- a detailed executive summary designed to put the survey results into perspective

The *Association Operating Ratio Report* provides the revenue, expense, and balance-sheet data you need to evaluate and plan your organization's financial activities, identify areas for improvement, support board presentations, and make recommendations on the allocation of resources.

Upgrade to **Operating Ratio Report Access** or **AssociaMetrics Premium** and gain access to a digital version of this 15th edition as well as the ability to run your own custom and comparison reports.

2016, 288 pages, soft cover

Product # CAT20-213052

Member: \$300.00 | Nonmember: \$420.00



Association Investment Policies, Practices, and Performance, 2019 Edition (PDF)

The data in this downloadable report are primarily organized by reserve size and include performance metrics captured in the 2014-2019 studies, as well as policy benchmarks captured in previous studies. Investment advisors from DiMeco Schneider & Associates, L.L.C., provide expert insights and a 2018 market overview. Other topics include:

- investment policy governance
- investment strategy
- investment vehicles
- asset allocation
- investment performance

Use the data to identify areas where improvements can potentially be made or that may require further analysis and discussion. Or the data may help you confirm that your organization is implementing effective practices compared to peers with similarly sized investment reserves.

2019, 51 pages, PDF

Product # CAT20-218321

Member: \$24.95 | Nonmember: \$29.95

NOTE: AssociaMetrics Premium subscribers have access to a PDF of this product as part of their subscription.



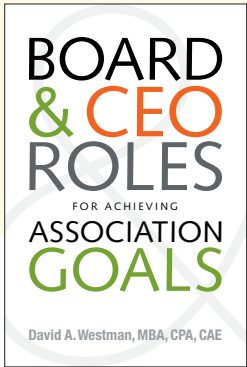
**2020 Associations Now
Board Brief: A Quick Guide to
Volunteer Leadership**

By Associations Now

Use this concise guide for orienting your board members in their fiduciary duties and the strategic role they play.

2020, 36 pages, soft cover
Product # CAT20-330032
Member: \$8.00 | Nonmember: \$16.00

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you wish to distribute**
Product #CAT20-330050
Member: \$8.00 | Nonmember: \$16.00

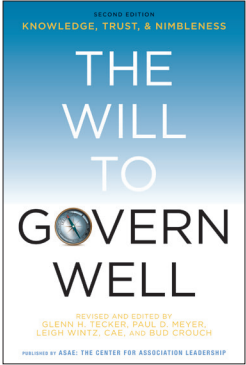


**Board and CEO Roles for
Achieving Association Goals**

By David Westman, CAE

Clearly define roles and assign accountability to maximize contributions from volunteers and staff with this essential guide.

2016, 256 pages, soft cover
Product # CAT20-216870
Member: \$31.95 | Nonmember: \$39.95

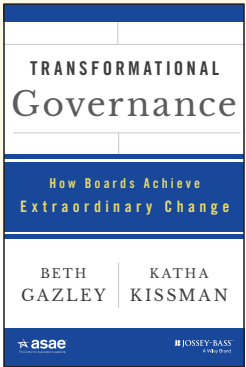


**The Will to Govern Well:
Knowledge, Trust and
Nimbleness, 2nd Edition**

By Glenn H. Tecker, Paul D. Meyer,
Bud Crouch, And Leigh Wintz, CAE

Discover how today's most successful organizations thrive and overcome challenges. Find out what characteristics organizations possess that enable them to adapt to change quickly and help them become forward-thinking organizations.

2010, 272 pages, soft cover
Product # CAT20-216896
Member: \$45.95 | Nonmember: \$57.95



**Transformational Governance:
How Boards Achieve
Extraordinary Change**

By Beth Gazley, Ph.D., And Katha Kissman

Get an inside look at the stages and processes that directors and their staff used to transform their boards that resulted in significant, positive changes in governance practices.

2015, 288 pages, hardcover
Product # CAT20-250842
Member: \$37.95 | Nonmember: \$42.00

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What Makes High-Performing Boards: Effective Governance Practices in Member-Serving Organizations

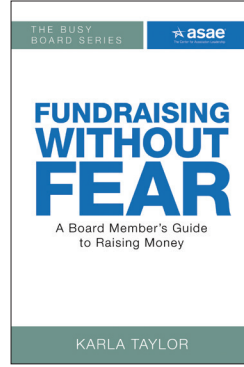
By Beth Gazley, Ph.D., And Ashley Bowers

The results from a survey of more than 1,500 nonprofit CEOs and executive directors offer a snapshot of governance practices in associations and other member-serving organizations.

2013, 120 pages, softcover

Product # CAT20-216450

Member: \$34.95 | Nonmember: \$43.95



Fundraising Without Fear: A Board Member's Guide to Raising Money

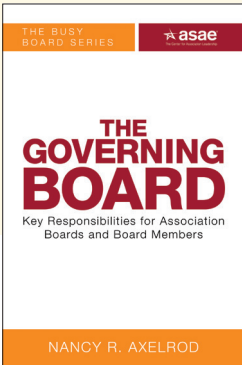
By Karla Taylor

Basic knowledge and inspiration for board members' fundraising work.

2013, 32 pages, soft cover

Product # CAT20-216601

Member: \$12.95 | Nonmember: \$16.95



The Governing Board: Key Responsibilities for Association Boards and Board Members

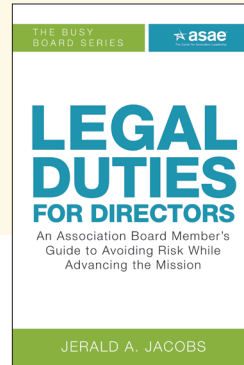
By Nancy R. Axelrod

A concise summary of board member duties and the role the board should play in advancing an association's mission.

2013, 44 pages, soft cover

Product # CAT20-216600

Member: \$12.95 | Nonmember: \$16.95



Legal Duties for Directors: An Association Board Member's Guide to Avoiding Risk While Advancing the Mission

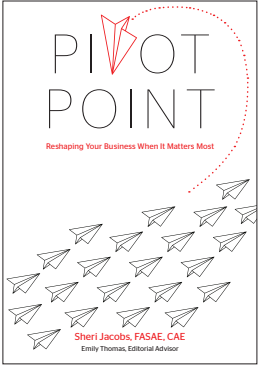
By Jerald Jacobs

This concise booklet will quickly orient board members to their legal obligations and summarize major areas of risk.

2014, 64 pages, soft cover

Product # CA20-216602

Member: \$12.95 | Nonmember: \$16.95



Pivot Point: Reshaping Your Business When It Matters Most

By Sheri Jacobs, CAE

Pivot Point provides a guide for creating an organization that is more responsive, nimble, and open to the dynamic nature of its operating environments. Organizations experiencing sustainable success are willing to take risks, fail and learn from their efforts, and continually adapt their business model to build the highest value proposition possible.

Drawing from research, interviews with association thought leaders who have successfully altered their organization's business model, and observations garnered from working with hundreds of associations, author Sheri Jacobs distills a structure and key elements for pivoting that include:

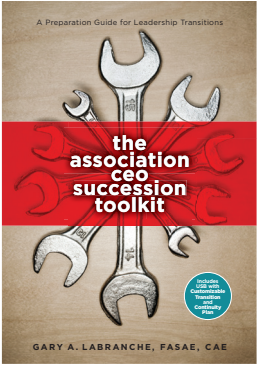
- comprehending the current landscape
- incorporating five essential characteristics
- creating the right culture to achieve future goals
- building a stronger value proposition to drive engagement and retention
- using research to guide change.

Case studies provide insights and lessons learned by organizations that have altered their models. A "Pivot Readiness Checklist" gives readers an opportunity to assess their organization's ability to adapt to meet shifting needs and behaviors. CEOs, board members, and senior staff will be inspired and energized by the thought-provoking ideas in this must-have resource.

2018, 178 pages, hardcover

Product # CAT20-216874

Member: \$24.95 | Nonmember: \$31.95



The Association CEO Succession Toolkit: A Preparation Guide for Leadership Transitions

By Gary LaBranche, CAE

Even though the average CEO stays in his or her position for just seven years and 40 percent of association CEOs are either at or approaching retirement age, many associations do not have up-to-date transition and continuity plans. Boards of directors have a fiduciary responsibility to ensure the continuity of the organization, and the CEO has the responsibility to assist. Succession planning should begin well before a CEO decides to leave. That's where this resource comes in.

This resource will assist CEOs and board members in developing and maintaining a transition and continuity plan. Informed by insights and examples from CEOs, board members, executive search consultants, and others, as well as his own experience with transitions, author Gary LaBranche has developed this practical resource, which provides:

- considerations for different types of transitions—leaves of absence, unplanned exits, and voluntary resignations
- what-to-do-next checklists for handling various transitions
- tips on the executive search process, succession strategy, and onboarding
- a customizable transition and continuity plan on accompanying USB drive.

Help your association transition effectively through its next CEO succession by using the tools in this book to plan ahead.

2018, 125 pages, soft cover and USB

Product # CAT20-216875

Member: \$69.95 | Nonmember: \$84.95

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The New CEO's Guide: Advice for the First-time, Aspiring, or Current Association Executive

By Beth Brooks, CAE

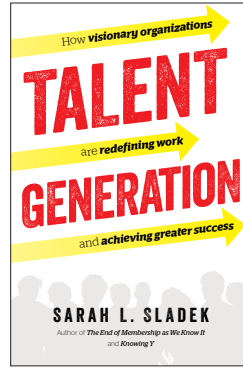
The New CEO's Guide will help you prepare whether you're a first-time CEO or transitioning to a new organization with experienced-based insights on orienting your board to its work, undertaking the CEO role, tackling financial and legal issues, and more.

Rounding out this resource is a section containing advice from experienced CEOs and a handful of helpful documents such as a sample board agenda, board meeting evaluation form, and sample CEO evaluation.

2016, 160 pages, soft cover

Product # CAT20-216456

Member: \$27.95 | Nonmember: \$34.95



Talent Generation: How Visionary Organizations Are Redefining Work and Achieving Greater Success

By Sarah L. Sladek

Drawing from documented workforce and talent-development research, as well as her own ongoing study of generational impacts, author Sarah L. Sladek cites numerous examples of organizations that have successfully engaged employees in this era of disruption—what they did, why it worked, and how it's made a difference to the organizations' outlook and bottom line.

Use insight from *Talent Generation* to energize talented people, engage their knowledge and creativity, and realize your organization's purpose—whether that's winning the marketplace, advancing an industry or profession, or furthering a cause.

2017, 254 pages, hardcover

Product # CAT20-216872

Member: \$27.95 | Nonmember: \$33.95

Leadership and Management

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- *A Practical Guide to Globalization*
- *The Demand Perspective: Leading From the Outside In*
- *From Insight to Action: Six New Ways to Think, Lead, and Achieve*

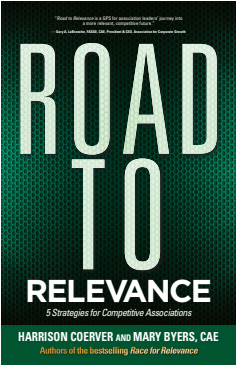


**Race for Relevance:
5 Radical Changes
For Associations**

By Harrison Coerver and Mary Byers, CAE

Race for Relevance provides a no-nonsense look how associations operate and what they need to do to remain relevant in the future. Based on more than 40 years of combined experience working with more than 1,000 organizations, the authors examine 5 key areas where the traditional approach that organizations have taken in the past needs to be altered.

2011, 168 pages, hardcover
Product # CAT20-216438
Member: \$22.95 | Nonmember: \$27.95



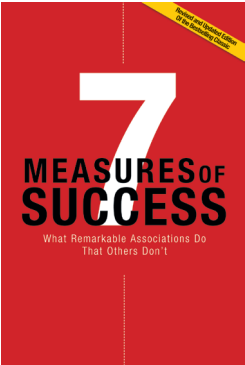
**Road to Relevance:
5 Strategies for
Competitive Associations**

By Harrison Coerver and Mary Byers, CAE

Framed by five key strategies, *Road to Relevance* is a guide to competitive advantage. The five strategies and related disciplines are clearly defined, and their execution is explained and illustrated through examples.

2013, 176 pages, hardcover
Product # CAT20-216445
Member: \$23.95 | Nonmember: \$29.95

Leadership and Management



**7 Measures of Success:
What Remarkable Associations Do
That Others Don't**

By ASAE Research Foundation

Based on 15 years of data and original, objective research tailored to the association community's needs *7 Measures of Success* provides empirical data and seven success factors common among visionary nonprofits.

2006, 2012, 176 pages, hardcover
Product # CAT20-218120
Member: \$25.95 | Nonmember: \$34.95



Membership Essentials: Recruitment, Retention, Roles, Responsibilities, and Resources, 2nd Edition

Edited by Sheri Jacobs, CAE

This perennial bestseller and CAE Core Resource covers every facet of membership, from recruiting and engaging new members to membership retention and everything in between. The comprehensive examination of this critical area of association management will benefit those trying to structure a department, train staff, or adjust their current tactics and strategies. In it, you'll find formulas for calculating financial metrics, sample infographics and dashboards, tables and figures offering examples, research data, and more.

2016, 304 pages, soft cover

Product # CAT20-250849

Member: \$58.50 | Nonmember: \$65.00



The Art of Membership: How to Attract, Retain, and Cement Member Loyalty

By Sheri Jacobs, CAE

The author presents principles for membership based on years of experience working for and consulting associations, ASAE research, and conducting more than 40 market research studies. *The Art of Membership* will give you the framework and knowledge to create and customize a solid membership strategy no matter what size your organization is or which industry or sector it serves. Just a few of the topics covered include:

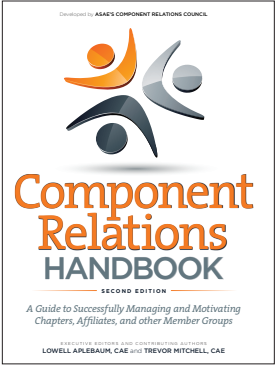
- Finding Your Value (including a chapter on pricing strategies)
- Defining Your Members (Are they members or customers?)
- Selling Your Organization
- Personalizing the Process—which includes a chapter on overcoming objections and another chapter on engagement, onboarding, and the first 90 days.

The book is filled with association cases, examples, checklists, and worksheets and will walk you through the concepts of goal, strategy, and tactics to help you create your membership to-do list.

2014, 288 pages, hardcover

Product # CAT20-250840

Member: \$37.35 | Nonmember: \$41.50

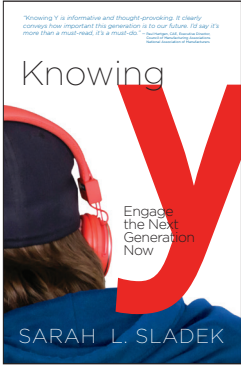


Component Relations Handbook: A Guide to Successfully Managing and Motivating Chapters, Affiliates, and other Member Groups, 2nd Edition

Written for and by component relations professionals, this resource covers all the essential elements of working with and maximizing the partnership between components. Topics covered include:

- Legal Issues
- Affiliation Agreements
- Communications
- Meetings
- Working with Volunteer Leaders
- Component Program Assessment
- Helping Struggling Components Succeed
- Articulating the Value of Components

2012, 168 pages, softcover
Product # CAT20-217174
Member: \$42.95 | Nonmember: \$54.95



Knowing Y: Engage the Next Generation Now

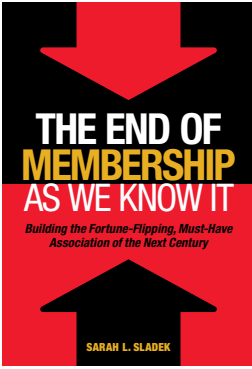
By Sarah Sladek

Generation Y has a different set of needs, interests, and values as author Sarah Sladek conveys with convincing statistics, examples, and case studies. And these needs and interests have implications for every functional area of associations from advocacy to technology to websites. The more you learn about this generation and the more you embrace the change occurring during this workforce transition, the better off your organization will be.

2014, 160 pages, hardcover
Product # CAT20-216452
Member: \$22.95 | Nonmember: \$28.95

Other great membership resources online:

- *The Decision to Join: How Individuals Determine Value and Why They Choose to Belong*
- *The Decision to Volunteer: Why People Give Their Time and How You Can Engage Them*
- *199 Ideas: Membership Recruitment and Retention*
- *199 Ideas: Member Service and Engagement*
- *10 Lessons for Cultivating Member Commitment: Critical Strategies for Fostering Value, Involvement, and Belonging*



The End of Membership As We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century

By Sarah Sladek

This resource provides useful advice and plenty of examples for moving your membership model into the future. For example, learn:

- how niche is the new competitive advantage
- why organizational culture has an enormous impact on recruitment and retention
- what emerging member-prospects value and want
- why and how to focus on member ROI instead of program ROI
- how to craft and deliver compelling benefits rather than features
- how to extend your reach
- which emerging models are taking root and showing promise

Start now to redefine membership and flip your association's future. First step is to read this book.

2011, 128 pages, hardcover

Product # CAT20-216442

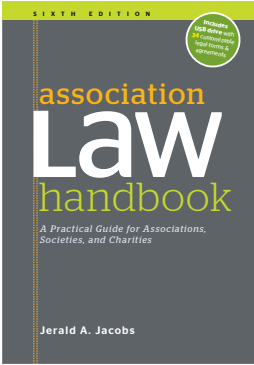
Member: \$20.95 | Nonmember: \$25.95

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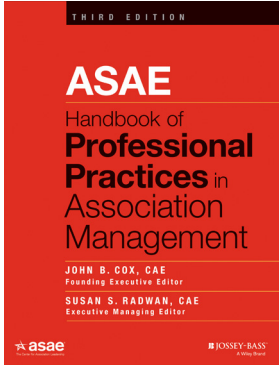
Association Law Handbook: A Practical Guide for Associations, Societies, and Charities, 6th Edition

By **Jerald A. Jacobs**

Written in plain English, *Association Law Handbook* is the definitive practical legal guide for volunteer leaders and staffs of membership and other nonprofit organizations. Designed for ease of use, it enables you to quickly understand and navigate virtually every aspect of law affecting membership organizations.

Also included are 34 customizable legal forms and documents—the ones associations need most—loaded on a USB drive.

2018, 640 pages, hardcover and USB
Product # CAT20-216494
Member: \$175.00 | Nonmember: \$235.00

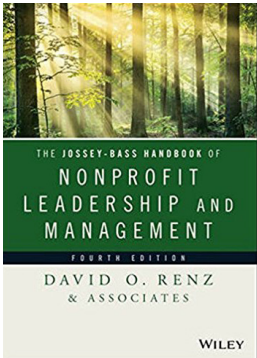


ASAE Handbook of Professional Practices in Association Management, 3rd Edition

Edited by **John B. Cox, FASAE, CAE** and
Susan Radwan, CAE

Many experts contributed to this CAE Core Resource that covers all the primary areas of association and nonprofit management. With additional emphasis given to the Chief Staff Executive (CSE) lens in these functional areas for this edition, this handbook is an essential resource for seasoned and aspiring CEOs, senior executives, and every association library.

2015, 672 pages, hardcover
Product # CAT20-250844
Member: \$82.00 | Nonmember: \$92.00

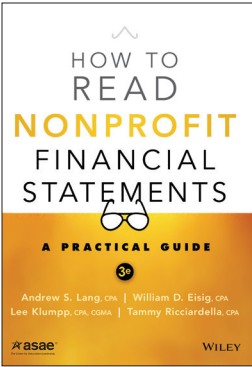


The Jossey-Bass Handbook of Nonprofit Leadership and Management, 4th Edition

Edited by **David O. Renz & Associates**

This book provides practical advice by a panel of 28 experts on a wide range of aspects concerning nonprofit leadership, management, and programming.

2016, 816 pages, hardcover
Product # CAT20-250738
Member: \$95.00 | Nonmember: \$95.00



How to Read Nonprofit Financial Statements, 3rd Edition

By Andrew S. Lang, William D. Eisig,
Lee Klumpp, and Tammy Ricciardella

Whether you're a nonprofit executive unfamiliar with the language of financial statements or a seasoned pro, this book is the only guide you'll need to correctly interpret those critical documents, refresh your skills, and familiarize yourself with the new nonprofit reporting standards introduced in 2016 by the Financial Accounting Standards Board (FASB).

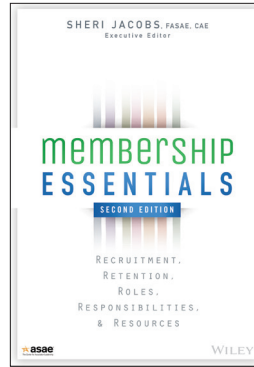
This expanded edition also includes:

- a new chapter on reserves, a long-standing challenge for nonprofits
- a new section on general financial analysis, outlining what readers of financial statements should look for to stay informed and satisfy their responsibility, regardless of their role
- a new chapter on benchmarking to help nonprofits measure performance against industry peers

2017, 272 pages, soft cover

Product # CAT20-250848

Member: \$40.50 | Nonmember: \$45.00



Membership Essentials, 2nd Edition

(Also a CAE Core Resource.
See page 13 for more details.)

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for the most up-to-date list.

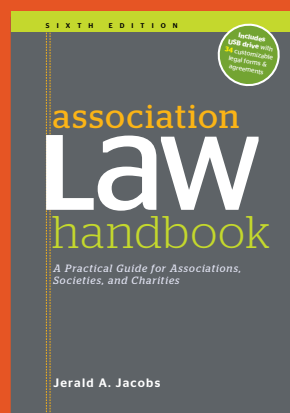
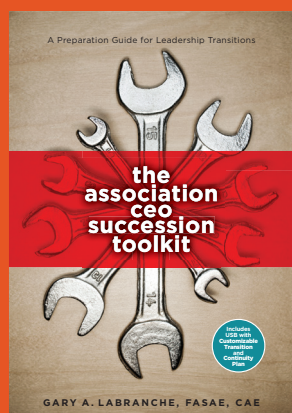
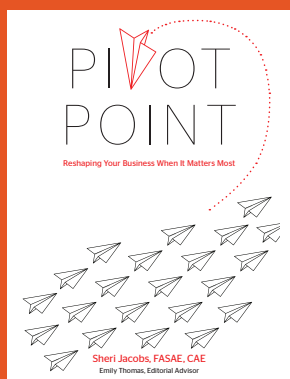
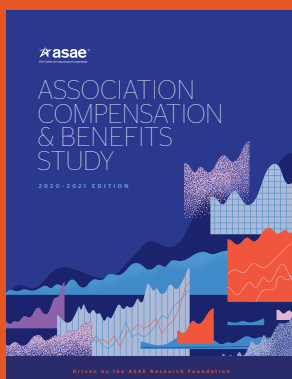
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