

The Association Manager

A FREE Newsletter for Organization Leaders

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Changing of the Guards: A New Board

While your association is an ongoing entity, its leadership is not. Each year, the old board of directors will be replaced by the new board of directors. Depending on which side of the fence you are coming from, it is important that the transition not affect the members. Continuity and perceived value is key as new officers learn the daily management routines of the association.

With that said, Wisconsin Association Management, LLC can provide you a few suggestions:

- 1) Work with the Treasurer or management staff to draft a budget to be approved by the board of directors. Monitor all cash inflows and outflows to keep the actual close to the budgeted dollar amounts.
- 2) Make sure all documents relating to the

organization are turned over to you, including all correspondence, historical records and computer files. Be sure to review this material a few times to properly absorb the information. Particularly, focus on the bylaws and constitution of the association. These



rules will be important to know throughout the meetings you will be conducting over the next year.

- 3) Committee creation is vital to the long term strategic plan of the organization. Plan ahead for future leadership by placing up-and-coming or new members on committees. Throughout their term, stay in frequent communication to ensure effective execution of the actual committee, in addition to fostering leadership in the individual. After all, this individual could be the future president of your association!
- 4) Review the business plan and modify it, if needed. Vote upon these changes at the next board of directors meeting, or via e-mail. All of your daily actions should, in some way, advance your organization's business plan.

Daily "To-Do" List

- Read newspapers and magazine articles to monitor salient issues pertaining to your association; communicate these issues/articles to the membership via newsletters and e-mail
- Welcome each new member with a warm personal phone call
- Make sure your decisions and actions each day are consistent with the association's mission and goal statements
- Go over the committee and board meeting schedules and make phone calls to ensure attendance at all meetings
- Communicate and follow-up on deadlines with vendors (i.e. printing) and board & committee members



Don't Lose Members

It is important that each member is reminded once a year of the benefits, service and education programs, staff and board names and contact information of your association.

These benefits can be communicated to the membership via a membership directory, newsletter, website or even a speech at your next event.

Don't wait until a member drops out or joins a different association only later to learn that the member didn't know you already offered these services!

Tips for Weathering the Economy

The economy has most likely affected your association, as well as each individual member in it. Here are some tips for improving your group's financial health:

- 1) **Cost-cutting.** Be careful not to disrupt crucial services to the membership. Consider e-mailing a newsletter rather than a traditional mailer. Look at cutting services that do not benefit the
- 2) **Outsource** to an association management company. This option is more cost-effective because it can offer high quality services at a lower price due to the economies of scale it is able to achieve. Most asso-

ciation leaders are surprised to learn this option can cost less than simply running an association solely with volunteers.

- 3) **Increase dues.** Ideally, this would be your last option. If this route is taken, be sure that the level of service goes up so the membership can justify the additional financial burden. Remember, the economy affects the member, too.

Quote: "Happiness lies in the joy of achievement and the thrill of creative effort."

--Franklin D. Roosevelt,
32nd president of the United States

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*Providing Innovative Management
Solutions for Associations*

About Wisconsin Association Management, LLC

Rarely do busy professionals have the necessary time and resources to maintain a successful organization, or the continuity and success from a previous board that does not carry over to the next.

Because of this, many organizations are turning to Wisconsin Association Management, LLC for an answer. Through our combined 20 years of association management experience, we have found that the pain of your association is parallel to that of other associations who eventually decide to employ an association management company.

WAM LLC offers its organizations significant cost-savings

and efficiencies due to the economies of scale it is able to achieve for its clients. Currently, Wisconsin Association Management, LLC administers the Wisconsin Chapter of the Appraisal Institute (WCAI), Wisconsin Commercial Real Estate Women (WCREW), and Chapter 12 of the Association for Facilities Engi-



From left to right: Christopher Ruditys, Heather Westgor, Brian Parrish and Doug Stangohr.

neering (AFE). WAM, LLC is also managing the *Annual Wisconsin Community and Condominium Association Conference & Trade Show*. The trade show, featuring exhibitors and workshop topics as it relates to running an effective condominium project, will be held on October 13th at Serb Hall. Please call (414) 271-9456 for more information.

As our satisfied associations say, "Put the administrative work in the hands of the experts and do what you do best."

Please call WAM LLC for more information regarding its affordable administrative services.