

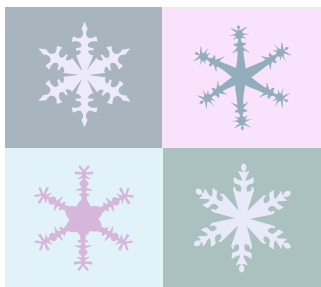
INSIDE THIS ISSUE:

<i>President's Message</i>	1
<i>Association Masters</i>	2
<i>New Members</i>	2
<i>The Ant Principle</i>	3
<i>Members in the News</i>	4
<i>Sponsorship Opportunity</i>	4

Pittsburgh Society of Association Executives

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Would you like to join a committee? Go to www.psae.org



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Manuel Redman

PRESIDENT'S MESSAGE

I'd like to start off by thanking you, our members, for the great support this year. Our program year is in full swing and we have had many successful programs already.

I'm particularly excited about the 5th Association Masters program scheduled for March 7th at the Regional Learning Alliance. Pat Raffaele and the Program Committee have put together a splendid program. Reggie Henry of ASAE will join us and discuss *The Decision to Join: How Individuals Determine Value and Why They Choose to Belong*. He will then facilitate a discussion with two visiting association executives and one local association leader to discuss current issues and trends in membership.

There will be something for every association professional at the program. And there will be plenty of time to network with our sponsors and your peers.

We are in the final stages of completing our annual directory. It is a great resource for anyone in the association field. I can't tell you how many times I've used it over my career to share information with my peers. If you haven't yet renewed your membership, please do so soon so you will not be left out!

Finally, I'd like to thank our wonderful Board of Directors. They truly are the engine that makes the programs and activities of PSAE happen. But they don't do it alone. We are always looking for volunteers to work on our team. Please consider volunteering for a committee.



Nicholas G. Stratigos, CAE
Chief Financial Officer
PIA/GATF and
2007-08 President, PSAE

Learn with us...

**5TH ASSOCIATION MASTERS
PROGRAM**

FRIDAY, MARCH 7

REGIONAL LEARNING

ALLIANCE

CRANBERRY WOODS

REGISTER AT WWW.PSAE.ORG

PSAE Calendar

Friday, March 7, 2008, Annual Conference, Regional Learning Alliance

Friday, April 4, 2008

Thursday, May 1, 2008

Annual Conference/March Program:

PSAE

5th Association Masters Program

Friday, March 7, 2008

Regional Learning Alliance

850 Cranberry Woods Drive

Cranberry Township, PA 16066

www.regionalliance.com

Join PSAE as we present the 5th Association Masters Program. This full-day conference has something for everyone and is the perfect forum to help association and non-profit professionals learn, network and grow.

Be part of this full-day conference that has been designed to provide you learning opportunities through the scheduled seminars including:

- Opening Keynote – Reggie Henry, ASAE – The Decision to Join: How Individuals Determine Value and Why They Choose to Belong
- Panel Discussion – Membership in the 21st Century: How do Associations Continue to Provide Value
- Sessions on Teams and Leadership, Strategic Planning in the Digital Age, Preparing for the Certified Association Executive exam and The Impact of Burnout on Associations
- Closing Session – Will Cross on Motivation: Affect Change, Increase Productivity and Improve Processes

The full-day program will provide you with networking opportunities through:

- Visits with Vendors
- Breaks with Colleagues
- Lunch with Special Interest Groups

Conference Schedule

Friday March 7, 2008

Regional learning Alliance at Cranberry Woods

8:00 am	Registration
8:30 am – 9:40 am	Opening Keynote – Reggie Henry, Chief Technology Officer, ASAE and the Center for Association Leadership
9:40 am – 10:00 am	Visit with Sponsors
10:00 am – 11:10 am	General Session - - Membership in the 21 st Century: How do associations continue to provide value
11:10 am – 11:30 am	Visit with Sponsors
11:30 am – 12:30 pm	Lunch with Special Interest
12:45 pm – 1:35 pm	Concurrent Session
1:35 pm – 2:00 pm	Visit with Sponsors
2:00 pm – 2:50 pm	Concurrent Sessions
3:00 pm to 4:00 pm	Closing Session with Will Cross: Explorer. Leader. Speaker. Mountaineer. Educator.

Register at www.psaee.org

Welcome New Members!

Randall Byler CMP

PA Association Sales Manager
Hershey Entertainment & Resorts

Diane McGuire

Field Service Representative
SAE International

Dennis Duez

Handwriting Analyst
1 Great Handwriting Analyst

David Schutt

EVP/COO Elect
SAE International

Jim Shideler

Conference Sales Manager
Bedford Springs Resort

Kristina Gantner

Marketing Specialist
Oncology Nursing Society

The Ant Principle

How many of you used to be fascinated by bugs when you were a kid? Nowadays, they don't hold much interest to me. But as a youngster, a jelly jar and a screwdriver to punch holes in the lid used to mean a new home for any crickets, lightning bugs, grasshoppers, or pill bugs, that crossed my path.

My favorite bugs of all-time were ants. Why ants? I used to play a game with ants like all little inquisitive boys called "Evil Forces of Nature!" Looking back on it, I don't think that the ants really liked the fact that I would create tidal waves with cups of water or fry individual ants with a magnifying glass and sunlight.

I didn't know it at the time. But, I would do all of that to watch how they worked to overcome devastating situations.

These observations have led me to believe that if you could take an ant's mindset and put it into the mind of the leader of any organization, that organization will eventually become more productive, run more smoothly and have more satisfied workers and clients.

Here are some of the ant traits that are directly transferable to YOUR organization:

1) You cannot stop an ant without killing it! If you place an obstacle in front of an ant, it will go around; it will go over; it will go under or it will go through the object to reach its destination. Or, it will die trying!

Now, compare the ant to the pill bug. What happens when you create an obstacle for a pill bug? It doesn't do what it takes to get to its destination. A pill bug just rolls into a ball (a pill) and allows life to have its way with it. Its prey can swallow it, a person can kick it or the wind can blow it into the next town. It doesn't care. A pill bug just won't fight back.

Humans may never know why some bugs fight with every ounce of spirit that they have while others fold up like a paper bag. All I know is that some fight and some don't.

This is definitely true in the business world. Some companies are led by ants and some by pill bugs.

Chrysler was on the verge of bankruptcy when they hired Lee Iacocca to become the CEO. Mr. Iacocca made all the right moves in the early '80's that saved Chrysler from oblivion and as a side note made every "soccer mom" swoon with the invention of the minivan.

He was an ant in the truest sense of this definition. He saw an impossible situation and worked and searched until he found a way to overcome that obstacle.

2) Ants work together. They are always looking for the "second right answer." What I mean is that you'll never find one ant carrying a jellybean across the pond and the other ants standing by the lunch truck snickering under their collective breath about the "brown-nose" ant that is always trying to show the other ants up.

What you WILL see is that group of ants swimming across a pond with their legs locked and using their bodies to create an "Ant Bridge." Now, that solo ant can carry the jellybean back to the colony.

What this shows is that ants participate in the Pareto Principle: The 80/20 Rule meaning that 80% of the work gets done 20% of the people. However in this scenario, every ant is a 20 percenter! Now guess who are the trivial many that make up the 80%? You got it - Pill Bugs!

Pill bugs won't take any of the risks but want the rewards of the ants' efforts. They will watch that same ant struggle to carry that jellybean all the way across the stream. Then once he gets it back home, they'll be outside his door waiting for their "share" of the booty.

3) Ants know their role! Another trait that ants display that most businesses wish that their employees had is the ability to know their role. They know exactly where they fit into the organization. You would never see a "worker ant" doing a "soldier ants" job or a "scout ant" becoming the "queen ant." Ant leaders don't allow their people in their organizations to suffer from "Role Confusion." Therefore, their colonies run like well-oiled machines.

(continued on page 6)

Members In The News: Lee C. Taddonio Named President of SMC Business Councils



The SMC Business Councils Board of Directors named Lee C. Taddonio President of the small business trade association on January 8. Mr. Taddonio previously served (since 1990) as SMC's vice president and was named acting president in September, succeeding Cliff Shannon who re-

signed to pursue other interests.

Prior to joining SMC, Mr. Taddonio had a distinguished career in a variety of venues as owner of a computer firm, a systems engineer with Westinghouse Nuclear Energy Systems, and manager of computer resources at the Armed Forces Institute of Pathology in Washington, D.C. For 10 years, Taddonio served as a member of the Pennsylvania House of Representatives, where he chaired the Consumer Affairs Committee.

Taddonio holds a B.S. degree in Civil Engineering from the University of Notre Dame and an MBA from the University of Pittsburgh. Taddonio is a Certified Association Executive (CAE) and a Certified Computer Professional (CCP).

In assuming the presidency, Taddonio said, "First and foremost, our goal will be to make SMC *The Premier Business Association in Pennsylvania* by providing new and relevant services that meet the needs of small businesses, helping to improve their bottom line and secure new markets here and abroad."

Marilyn Landis, chairwoman of SMC Business Councils said, "Lee knows small business; he knows the legislative issues. I have confidence, with his leadership, that SMC will not only continue to be *The Voice of Smaller Business* but will expand our resources to further benefit our small business members."

SMC Business Councils is a non-profit trade association serving small businesses. The association was founded in 1944 and is headquartered in Pittsburgh with a branch office in Harrisburg. The organization is affiliated with the National Small Business Association in Washington, D.C. Additional information about SMC can be found on the Internet at www.smc.org.

Note from the Editor

PSAE values the input of its association members. If your organization has news, promotions, or other materials that they would like to contribute to the PSAE Society scene, please contact the editor, Manuel Redman at m.redman@aimglobal.org or the PSAE Society Administrator Ann McKenna at psae2006@verizon.net. All content will be reviewed for appropriateness and possible inclusion in future PSAE Society Scene issues.

Sponsorship Opportunities:

Would you like the opportunity to meet professional executives who serve the trade, technical, business, professional, and philanthropic associations?

Sponsorship Opportunities are still available for our annual conference!

**Pittsburgh Society of Association Executives
Association Masters Conference
Friday March 7, 2008**

8am – 4pm

Regional Learning Alliance (Cranberry)

Full Sponsorship for \$300.00 includes:

- **Full registration for one (1) attendee**
- **Recognition at the event and in event materials**
- **Tabletop display in the registration /refreshment area for the entire day**
- **Continental breakfast, refreshment breaks and lunch**
- **Participation in all scheduled seminars**
- **Networking with local Association Executives**

Break & Lunch Sponsorships are also available.

For more information and to confirm availability

Linda Paris, 412-553-5226 lparis@omnihotels.com

Rick Strunk, 412-472-0300 gphaptla@nb.net

***Ann McKenna, 412-655-0114
psae2006@verizon.net***

2008 PSAE Awards

The PSAE awards program is designed to publicly recognize members of the PSAE organization for professional achievement, service to PSAE and/or the association profession. PSAE encourages you to consider fellow members who may meet the criteria of any of the awards listed below and submit your nomination on the nominations form.

**Joe Gilbert Outstanding Association Executive Award
Affiliate Award Outstanding Service to Associations
PSAE Member of the Year**

To inquire more concerning the PSAE Awards program our to request a nomination form, Please contact

Ann W. McKenna, Society Administrator, 412-655-0114
psae2006@verizon.net

Contributed Content:

SEARCH ENGINE OPTIMIZATION

Are You Tracking Your Search Engine Rankings?

Do you know how your site currently ranks in the search engines? Do you know if you need to do work to improve your site's rankings?

A search engine ranking report can help you figure out what's working and what isn't. You'll be able to tell what rankings you have, what pages are getting ranked the highest and what pages need some attention.

You need to ask yourself:

- Are you satisfied with not knowing what's going on with your website?
- Are you OK with ignoring your search engine rankings?
- Are you really OK missing out on top rankings just because you didn't know what your rankings were and where to focus your efforts?

What You Don't Know **Will** Hurt You!

Top 6 reasons why your search engine rankings may have dropped

Have your rankings dropped recently? Before you do anything, you should try to find out what has caused your ranking drop.



The better you understand the reason why your rankings dropped, the better you can prevent your website from future ranking drops. There are six major reasons for ranking drops:

1. Your website changes

Most webmasters update their web pages regularly. As long as the changes are only small, this won't have a big effect on your rankings. However, if you re-design your web pages or if you optimize a page for a new search term then search engines might re-calculate your search engine rankings.

Google even has a filter for changed web pages. If you change your web pages, Google will temporarily apply a filter to your sites.

Required action: If you have web pages with high search engine rankings then you should change these pages with great care.

2. The links to your website change

If you have an old website with a grown inbound link structure then it's not likely that your site rankings will drop because of a link change.

If the links to your site are mainly paid links that suddenly disappear or get discounted by Google then the loss of these links can be enough to cause a significant ranking drop.

In addition, sudden changes in the linking structure of a website make your website suspicious.

Required action: If you heavily rely on paid links you might want to reconsider your linking strategy. Try to get inbound links that last.

Continually getting links is essential to keep high rankings. If you don't work on your links then your website will be replaced by better linked web pages in the search results.

3. The websites of your competitors change

Everybody wants to be on Google's first result page. For that reason, it's only natural that other websites will be listed better than yours if you don't react.

Many websites target the same keywords as you do. If these other websites have better content and better links than your site then it's only natural that these sites get better rankings.

Required action: You must offer better content than your competitors. Make sure that you offer many web pages that are relevant to your search terms and that you have better inbound links than your competitors.

4. Spam elements on your web pages

Search engines don't like spam. If search engines find out that you use cloaking, hidden text, doorway pages or any other spam technique on your web pages then it is extremely likely that your website will be penalized.

Required action: Remove all spam elements from your web pages. Just because your website hasn't been penalized yet doesn't mean that search engines won't find the spam elements in the near future.

5. Search engine algorithm changes

Search engines are continually improving their ranking algorithms. While most changes are rather subtle, some ranking algorithm changes can have a major impact on the rankings of your web pages.

Required action: Wait for some days to find out if the ranking drop is not just temporarily. Then optimize your web pages so that they reflect the latest search engine algorithms.

6. Technical problems

Your web server can be the reason for a ranking drop. If your website is down when the search engine spider tries to access your website then search engines cannot give your web pages high rankings because they don't know your pages.

Some websites display the correct web page in the web browser but the server returns an error code. In that case, search engines won't index the web pages.

Required action: Make sure that your website is hosted on a reliable server that has no downtime. Check the HTTP status code that your website returns.

(Continued on page 6)

(SEARCH ENGINE OPTIMIZATION Continued from page 5)

Almost any website owner will see a significant ranking drop sooner or later. Don't panic if this happens to you. Try to find the reason for the ranking drop and then act accordingly.

Manuel Redman has been in the IT Industry for over 15 years and is currently the Director of Information Technology for AIM Global the international trade association representing automatic identification and mobility technology solution providers. He is an editor of the PSAE Society Scene newsletter and also serves on the PSAE Board of Directors.

(The Ant Principle continued from page 3)

4) Ants are strategic. The thing most business leaders need to learn from ants is how to think about the winter in the summer.

There is a children's story that I used to love called, "The Ant and The Grasshopper." Some of you may remember it. It's summertime and the ant is working to store food for the winter. The grasshopper comes along and tries to get the ant to stop working because it is a beautiful day and food is plentiful. The ant tells him that you have to prepare for trouble when times are good. The grasshopper doesn't listen. When the brutal winter hits, the ant is sitting pretty and the grasshopper is about to starve to death.

That scenario happens to companies all the time. You see industry giants that were around twenty years ago that have "starved to death." Companies like G.C. Murphy's were industry leaders. Now, they are gone the way of the T-Rex. Why? Because, they thought summer would last forever and they didn't make any provisions for the upcoming season of winter.

When you look at your business and your role within it, what kind of leader are you? When the winds of change are upon you, are you like the ant that sets its own sail to attack the unknown? Or, are you like the pill bug and will roll into a ball when the winds of change are blowing you into disaster? Those organizations that are not just surviving but that will thrive in the future, are those that will do "whatever it takes" to get the job done; that will work cooperatively with one another; that will trust others to do their own jobs and will plan for hard times during the good times.

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Chuck Herring is a nationally recognized educator, motivator and inspirational speaker. He has received commendations from the US Department of Education, the National NAACP and many institutions of higher learning including The University of Pittsburgh, Princeton University and Duquesne University.

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PSAE 2007 Holiday Luncheon at Pittsburgh's Grand Hall



Past Presidents Mary Lee Gannon, CAE, Jack Krah, CAE, Gretchen Bacco, CAE and Lee Taddonio, CAE



(Left) Kara McKenna delivers toys collected at luncheon to Toys for Tots drop-off location at Baldwin EMS

(Bottom) President-Elect Patricia Raffaele and Board Member, Manuel Redman

Coming soon to
www.psaе.org
Photo Gallery!



Board Member Linda Paris, President Nick Stratigos, CAE and Committee Member Teresa Rees

PITTSBURGH INTERNATIONAL
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David L. Lawrence Convention Center

DISCOUNT COUPON!

\$3.00 OFF One Full Price General Admission (of \$10) at Box Office

Not Valid with Any Other Offer, E-Ticket or Discount.

APRIL 17 thru APRIL 21

Thurs., April - 17 4pm to 10pm
Fri. & Sat., April - 18 & 19 10am to 10 pm
Sun. & Mon., April - 20 & 21 10am to 8pm