

# PSAE Society Scene

Pittsburgh Society of  
Association Executives  
May 2008 | Issue 9

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## PRESIDENT'S MESSAGE

It's time to reflect on the past year of PSAE. At the beginning of the year, I asked you to consider four ways you could make PSAE better for your organization and for you professionally. How did you do?

First, I asked you to meet one new association professional and develop a professional relationship with them. In my role, I have met many professionals. I have begun relationships with many of them. I am sure that as time goes on they will continue and grow.

Second, I asked you to become involved in the organization. Our programming is for the members. I want to thank our program committee for such a wonderful program year. I also want to thank our sponsorship team for developing such great support for our programs. Both of these teams had a great mix of experienced members and new members to generate great ideas! Thanks for getting involved.

Next, I asked you to advance your career. Many members have done just that. We have had strong attendance at all of our programs. The conference in March had over 90 participants expanding their knowledge and network. And, we have a strong class of association professionals involved in the CAE preparation course. I wish all of you well as you prepare for and sit for the exam!

Finally, I asked you to bring new members of your organization to a PSAE event. My organization has always been very supportive of PSAE and its activities. We have had many people attend sessions throughout the year. Some were first timers, but many have attended events in the past.

As my year of service comes to an end, I want to recognize several people who have made valuable contributions throughout the year. I want to thank Craig Davis, my immediate predecessor, for being there when I needed support. My thanks go to Mary Lee Gannon, also a past president, who has always been there to listen and provide direction and solutions. Thanks also to Michael Makin, PIA/GATF's President and CEO, for giving me the time and space to fulfill my duties to PSAE.

I want to make a special mention of one more past president. He is responsible for encouraging me to become a better association professional and a



*Nicholas Stratigos  
2007-2008 PSAE President*

CAE. Thank you, Dave Kanagy, CAE.

Last, I want to thank Pat Raffaele for all her hard work this year. It is through her leadership that we have had such a successful programming year. I wish her all the best as she leads PSAE forward next year.

## PSAE Event Calendar

**Thursday, June 19, 2008** | *Lindenwood Golf Club* | MPI, PSAE, GPHA Golf Outing

**Tuesday, July 1, 2008** | *Lidia's Pittsburgh* | PSAE Annual Dinner

**Friday, Sept 12, 2008** | *TBD* | CEO breakfast and program with John Graham, CAE, ASAE

### JOINT GPHA, PSAE, & MPI GOLF OUTING/BOCCE TOURNAMENT



The date is set and the foursomes are already being collected for the MPI, PSAE, GPHA annual golf outing. This year promises to be even bigger and better than last year - and remember - being able to play golf is not a pre-requisite.

This year's outing will be held at Lindenwood Golf Club, a 27 hole layout located in Canonsburg, just 15 minutes south of Pittsburgh, Pennsylvania. Considered one of the more picturesque public courses in the area, its popularity is enhanced by championship quality greens and lush sculpted fairways. With the ability to accommodate up to 180 people, Lindenwood Golf Club is also an attractive facility with locker facilities, driving range, and a well equipped pro shop.



Golf fee for an individual - \$125 member of MPI, PSAE or GPHA; \$135 non-member. There is no price break for a 4-some. Please note that if not paying by credit card, your check or money order must be received by MPI no later than June 12, 2008. Checks can be mailed to: MPI Pittsburgh Chapter, PO Box 97756, Pittsburgh, PA 15227

For information about the outing, please contact Donna Mangold of Federated Investors at (412) 288-8038 or [dmangold@federatedinv.com](mailto:dmangold@federatedinv.com).

**Yes!!! I want to play Golf!!!** [[Click here to register yourself, you and your guest\(s\) or your foursome](#)]

### BOCCE TOURNAMENT

Don't play golf, but want to attend AND have something FUN to do? Join the first ever MPI, PSAE, GPHA annual Bocce Tournament. Bocce is the oldest game known to mankind, first noted as far back as 5000 BC. The basic objective of the game is to throw one object closer to another object than your opponent .

The Bocce Tournament is being held in conjunction with the annual MPI s PSAE s GPHA golf outing at Lindenwood Golf Club. Lindenwood is located in Canonsburg just 15 minutes south of Pittsburgh, Pennsylvania during approximately the second half of the golf outing (time will be dependent on the number of players). The Bocce Tournament will provide fun for even the most rank amateur - remember - being able to play is not a pre-requisite.

This year, the Bocce Tournament will be one on one competition played on courts that will be approximately 12 ft. wide by 40 ft. long

The fee for the Bocce Tournament which includes dinner, prizes and a sponsored refreshment cart for an individual is just \$50 for a member of MPI, PSAE or GPHA. The fee for a non-member is \$60.

Please note that if not paying by credit card, your check or money order must be received by MPI no later than June 12, 2008. Checks can be mailed to: MPI Pittsburgh Chapter, PO Box 97756, Pittsburgh, PA 15227

For information about the tournament, please contact John McConahy of Imagination Plus, Inc. at (412) 276-0122 or [johnm@imaginationplus.com](mailto:johnm@imaginationplus.com).

**Yes!!! I want to play Bocce!!!** [[Click here to register yourself, you and your guest\(s\)](#)]

## 2008 JOE GILBERT OUTSTANDING ASSOCIATION EXECUTIVE AWARD



John Ballance

This award recognizes an association executive who has demonstrated a commitment to leading the field of association management through active participation in PSAE and contribution to the Pittsburgh and Tri-State Area Association Community.

PSAE is pleased to award the 2008 Joe Gilbert Outstanding Association Executive Award to John B. Ballance, Executive Director, Materials Research Society (MRS).

John's professionalism and commitment to the premise that associations *can* and *should* make a difference in our world has been made reality through his dedication to turning the Materials Research Society - a modest vision of a few - into an organizational world leader in science and education. His philosophy and talent for building, supporting and inspiring staff and other society professionals has been a critical component in advancing association excellence and for which MRS' success stands as testament.

John has been Executive Director of MRS since 1982 and his 25-year career spans incredible growth and change in the association world as well as in the discipline of materials science. John's professional expertise and passion for science enabled MRS to grow from humble roots to a major international voice in materials science. With his leadership, MRS has grown to 15,000 members representing 70 countries worldwide; established two major international conferences and exhibits; developed a multimillion dollar publishing program with two internationally recognized journals, 1000 proceedings and monographs, an online library of 20,000 technical papers, and six international e-newsletters; developed the "Materials Gateway" website, and established a headquarters staff with a "can do" attitude and core values of teamwork, excellence in member and customer service, perseverance during periods of new project start-up, and recognition and celebration of success.

As a strong supporter of continuing education and professional development, John has been an active member of PSAE, attending meetings and programs, serving on the Board of Directors and various committees, and later as President-Elect and President (1996-1997). John has enthusiastically encouraged PSAE participation of MRS' directors and managers, a number of whom have contributed to programs as attendees or speakers. Additionally, John has and continues to support the volunteer commitment of MRS directors who have served PSAE as officers and members of the Board of Directors. John was one of PSAE's first certified Association Executives, receiving his CAE certification in 1994. His continued support of excellence in association management is evidenced in his participation as an instructor in many CAE review courses including Governance, Planning, HR and Test Preparation.

## NEW MEMBERS

**Kim Flowers**  
Mktg./Communications Manager  
SMC Business Councils

**Melinda Fulton**  
Director of Sales  
Doubletree Hotel Pittsburgh  
Airport

**Diane McGuire**  
Field Service Representative  
SAE International

**Don Miller**  
Conference Sales Manager  
Bedford Springs Resort

**David Schutt**  
EVP/COO Elect  
SAE International

**Jenny Shinsky**  
Membership/Leadership  
Specialist  
Oncology Nursing Society

## MEMBERS IN THE NEWS

### SAE International Executive Vice President/COO Morris Retires

SAE International's Executive Vice President and Chief Operating Officer Raymond A. Morris retired April 30, 2008.

"Leading the staff of SAE International has been the high point of my career," said Morris, who was appointed Executive Vice President in 2002. "It's a privilege to serve SAE's outstanding global membership and a pleasure to work alongside our dedicated staff. In addition, I have enjoyed the support of a fine board of directors."

"Throughout his 34-year tenure, Ray Morris always demonstrated a genuine concern for the best interests of SAE International. His contributions to our Society are numerous and significant," said Richard O. Schaum, 2007 SAE President.

Morris, a graduate of Robert Morris University and a Certified Association Executive (CAE), notes that his immediate focus is on executing a seamless executive transition. "It's an honor to serve this organization and I want to help ensure its successful future, so I will do all I can to work closely with David Schutt, our new Executive Vice President and COO-elect to ensure a smooth changeover."

Morris, who also serves as president of the Performance Review Institute (PRI), has lead SAE International through some of its most significant milestones in the Society's history, including its 100th anniversary in 2005 and a formal name change (SAE International was known as the Society of Automotive Engineers until 2006).

Among Morris' numerous honors are:

- 1990 – Pittsburgh Society of Association Executives' Outstanding Association Executive;
- 1993 – Presented by the SAE staff, inaugural Joe Gilbert Award;
- 2004 – SAE Foundation Award for Visionary Leadership;
- 2007 – Pittsburgh Chapter of the Public Relations Society of America, Non-Profit Communicator of the Year.

Morris also was formerly on the boards for the Automotive Hall of Fame, the American National Standards Institute and the International Federation of Automobile Engineering Societies Council, where he served as Vice President. Morris is a past president of the Pittsburgh Society of Association Executives; he currently serves on the board of the Pittsburgh Vintage Grand Prix, American On Wheels, and the Doyle Center.

A supporter of SAE's global activities, Morris has traveled to more than 35 nations to meet members.

"My wife Ginger and I have enjoyed traveling the world and meeting people of all cultures, but ultimately, I am a Pittsburgher, and I love my hometown," said Morris, a life-long resident of the North



*Raymond A. Morris*

Hills area.

## **SAE International Names David L. Schutt, Ph.D., Executive Vice President-Elect**



David L. Schutt

David L. Schutt, Ph.D. assumed the role of Executive Vice President/Chief Operating Officer-Elect for SAE International on Oct. 29, 2007.

Dr. Schutt, the former Chief Strategy Officer and Director of External Affairs for the American Chemical Society (ACS), was selected by an executive search committee following the announced April 2008 retirement of Raymond A. Morris, SAE International's Executive Vice President and Chief Operating Officer, the chief staff officer for the organization. Morris announced his plans for retirement to the SAE Board of Directors in April 2007.

"We are delighted to have David join SAE International," Morris said. "His vision and enthusiasm for science and technology, combined with his non-profit society experience, will ensure that SAE pursues and delivers world-class value to our membership and the industries we serve."

Richard O. Schaum, 2007 SAE President, said Schutt's academic and professional experience made him the ideal candidate for the position. "David brings outstanding scientific and business credentials, as well as a highly developed global view to the position, attributes that will be extremely important as he charts a successful future for SAE International," Schaum said.

In his previous position, Schutt worked with the Board of Directors and senior management to establish strategic direction for the ACS. His responsibilities also included overseeing external affairs, where he was responsible for developing a coordinated approach for communications, legislative and government affairs, and international programs. He also had oversight responsibilities for the society's Green Chemistry Institute and the Petroleum Research Fund, a \$525 million research philanthropy. During his tenure at ACS he also served as Chief Financial Officer, Director of Institutional Development and the Director of Legislative and Government Affairs.

"I am honored to be selected for this position and to work with such a prestigious, global organization," Schutt said. "As SAE enters its second century, it's critical that the mobility-engineering profession continues to be well served by our Society. I look forward to working alongside the committed membership and a dedicated staff to assure that occurs."

Schutt holds a doctorate in physical chemistry from Princeton University and a bachelor's degree from Calvin College. He also earned an M.B.A. from Johns Hopkins University.

Schutt serves on a variety of not-for-profit boards, national commissions and local organizations.

In addition, he is a member of the International Union of Pure and Applied Chemistry Finance Committee, and serves on the U.S. Technical Advisory Group to ISO TC229 (Nanotechnology). He was appointed Commissioner; U.S. National Commission for the United National Education and Cultural Organization (UNESCO) by the U.S. Secretary of State.

## **SPEAK UP WITH MORE VOICE POWER!**

You know you have a speaking problem at work when.....

Here is the Top Ten List that indicates you may need some help developing your speaking skills in the work place.

### **1. You hear yourself on tape and you refuse to believe that it is you speaking.**

Believe it or not, the way you hear yourself on tape is the real you! When you hear yourself speaking from within yourself, you are hearing the vibrations of sound vibrate off of the bony structures of your head. It sounds different when you hear your voice "outside of yourself" on a tape-recorder.



Lynda Waltner Stucky

**2. People mistake you for the wrong age and the wrong sex.**

If this is happening to you, you are probably speaking with the wrong pitch!

**3. You have to repeat yourself more than once or twice a day.**

You might have a diction problem (mumbling), loudness problem (too soft) or a strong accent that makes you hard to understand.

**4. Your speech has caused people to laugh.**

Not a good thing at all! Hope this never happens to you. It could be a problem with nasality (too much) so you sound like you are talking through your nose.

**5. Your speech interferes with social or career mobility.**

This happens quite frequently since people climbing the corporate ladder are usually asked to spend more time in the public eye. Employers want a polished-looking representative of their company.

**6. You've received negative feedback somewhere.**

Did you ever give a speech and your written feedback was that people couldn't hear you or understand you? That's a miserable feeling if you receive this kind of feedback. After all, I'm sure you spent a lot of time working on your speech.

**7. You avoid speaking in front of a group because you fear it.**

An easy solution to feeling comfortable speaking in front of a group is to get in front of a group more often! The best place to do that is at a Toastmasters Club (most cities have them) where the purpose is to practice speaking in front of groups. Everyone is in the same boat as you!

**8. People can tell where you are from by your regional accent.**

Being identified by your regional accent isn't necessarily a bad thing. However, some regional accents have a negative image and make the speaker sound uneducated. How is the accent of your region perceived?

**9. Your voice tires during the day or you lose your voice completely.**

Not a good sign if you lose your voice completely. You may be harming your vocal cords by speaking too frequently, too loudly, or at the wrong pitch. Taking care of your vocal cords is essential for good vocal hygiene especially if you are dependent on your voice to make a living!

**10. Your emotions show through your voice.**

What pushes your hot buttons and how do you do talking about these issues in public? Employees in the public eye need to be careful about showing their emotions in public. Many company spokespersons need to pass this test before being put in front of a camera. Learning voice control techniques is the key to this skill and of course, it takes practice!

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*Lynda Stucky is an expert at working with people to develop communication skills which enhance soft skills like intelligibility, credibility, and influence.*

If you would like Lynda to present at your company visit her website at [www.clearly-speaking.com](http://www.clearly-speaking.com) and her blog at [lyndastucky.wordpress.com](http://lyndastucky.wordpress.com) or contact her at [lynda@clearly-speaking.com](mailto:lynda@clearly-speaking.com) or 412-264-1717.

## GOING GREEN



It requires about 786 million trees to produce the world's annual paper supply. Americans alone consume close to 12,000 sheets (24 reams) each on a yearly basis. When broken down, it's all about content. Eliminating unnecessary information and wasted space from our publications would, reduce the amount of paper necessary to produce them. Companies like AIM Global, that have already taken steps to reduce their paper use by publishing their ISO Standards in PDF form, are also taking into consideration the fact that some of their members still require a print version and have set initiatives to reduce the number of pages per publication to address this need while conserving the environment.

What does it mean to go Green? As part of their visible commitment to sustainability, businesses and organizations have begun incorporating "green" best practices – by increasing recycling efforts and conserving energy. Another way companies lower their impact on the environment is by becoming more careful about the volume and kind of paper they use, especially for very large marketing projects and those that carry an environmental or socially responsible message.

As the public's attention and concern expands and intensifies toward the state of the environment, many companies want to demonstrate that they are utilizing products which have a reduced impact on the ecosystem.

How are your companies "Going Green"? Send us your [comments](#)

## **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.

**Pittsburgh Society of Association Executives  
Friday September 12, 2008  
Location TBA**

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 contact:

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