

INSIDE THIS ISSUE:

<i>President's Message</i>	1
<i>PSAE Board of Directors</i>	2
<i>September 7 Program</i>	2
<i>Results When You Speak</i>	3
<i>Member Special</i>	4
<i>CAE™</i>	6

Pittsburgh Society of Association Executives

158 Sylvania Drive
Pittsburgh, PA 15236
412-655-0114
Fax: 412-655-0992
psae2006@verizon.net
www.psae.org

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



Newsletter Editors:
Manuel Redman
Nicholas G. Stratigos, CAE
Ann W. McKenna
Contributors
Maureen Murray
Greg Melia
Renee Abrams

PRESIDENT'S MESSAGE

The beginning of a new year is time to look forward with excitement. We look forward for new opportunities to grow and improve. Most of us make resolutions to help guide us in the New Year. I'd like you to make the following resolutions with me for your development as a professional association manager through PSAE.

First, PSAE members are here to help each other learn and grow as professionals and people. Please resolve to meet at least one new association manager and develop a professional relationship with them. Maybe they will become your mentor. Or, maybe you will become their mentor.

Second, PSAE programs are "by the members and for the members" (with apologies to the founding fathers.) Please resolve to become active in PSAE. There are many committees that you can volunteer for. We can always use fresh, new ideas. Committees aren't the only way to be active. Attend a networking event, an education program or a lunch. I look forward to seeing you.

Third, please resolve to advance your career. The CAE designation tells the world you are committed to the association management profession. But, more importantly, the journey to the CAE is a wonderful experience. During the preparation and study sessions, you will create great relationships that will last your whole career. I know I have. And the breadth of information you discover will serve you well during your career.

Fourth, share your experience with a new professional. Please resolve to bring a new professional from your organization to a PSAE event. It's a great way to help them learn about the profession. It will also help them become more productive team members sooner.

I'll keep you posted on my progress!

Here's to another successful year for you and your career.



Nicholas G. Stratigos, CAE
2007-08 PSAE President

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

PSAE Calendar

Friday, September 7, 2007
Radisson Monroeville
Friday, October 5, 2007
SAE International
Thursday, November 1, 2007
Friday, December 7, 2007
Annual Holiday Luncheon
Friday, January 4, 2008
Thursday, February 7, 2008
Friday, March 7, 2008
Annual Conference
Friday, April 4, 2008
Thursday, May 1, 2008

September 7 Program, Radisson Monroeville

Sponsored by The Pittsburgh Business Times

7:30 a.m. – 9:00 a.m. **CEO & Board of Directors Breakfast**

Presentation: "The Challenges of Retaining Talent and Sustaining Organization Growth" **Dr. Jan Ferri-Reed**, President of KEYGroup

9:00 a.m. – 11:30 a.m.

UNLOCKING THE LEADER WITHIN

Today's turbulent business environment demands that all organizations develop their leaders and unlock

potential in their organizations. This is especially true when talent is hard to find and keep. In this presentation, Dr. Jan Ferri-Reed will challenge you to create a rich environment that enhances productivity and inspires loyalty. She will provide you the keys for unlocking the leader within you, your team and your organization.



Dr. Jan Ferri-Reed, President of KEYGroup®, works with leaders to create productive workplaces that retain talent – what KEYGroup® calls "vibrant entrepreneurial organizations." She is a frequently featured speaker, guest commentator and consultant to a variety of industries and organizations of all sizes on leadership, culture and retention. Representative clients for whom Jan provides services include American Society of Association Executives and The Center, Amerinet, GlaxoSmith-Kline, PPG Industries, Southwestern PA Organization of Nurse Leaders, US Steel and UPMC Passavant Hospital.

11:30 a.m. – 12:00 p.m.

Luncheon Reception

The day concludes with a luncheon featuring speaker and trainer **Jay Speyerer**. Jay will be looking for audience participation as he discusses the topic "**You Don't Say**," which focuses on body language and what it really means. To register for the program contact Ann McKenna at 412/655-0114 or email Ann at psae2006@verizon.net.

PITTSBURGH
BUSINESSTIMES

Members In The News

The Pittsburgh Youth Golf Foundation, whose executive director is Renee Abrams, was recognized by the Pittsburgh Pirates for its outstanding demonstration of selfless humanity and dedication towards the enrichment and development of underprivileged youths. The on-field award presentation occurred at the August 4, 2007 Pirates African American Heritage Day Celebration. The Pirates honored the PYGF on this special day in recognition of Renee's leadership.

For additional information on Pittsburgh Youth Golf Foundation's achievement, please contact Renee Abrams @ 412-363-3112 or email ReneAbrams@aol.com.

PSAE 2007-2008 Board of Directors

President

Nicholas Stratigos, CAE, PIA/GATF

President-Elect

Patricia J. Raffaele, Hospital
Council of Western PA

Secretary/Treasurer

Jeff DeWalt, Oncology Nursing Soc

Past-President

Craig T. Davis, CDME, Visit Pittsburgh

Directors

Terms Expire June 30, 2008

Lisa Rawa
PIA/GATF

Diane Scheuring, CMP
Oncology Nursing Society

Rich Strunk
PA Tourism and Lodging Association

Terms Expire June 30, 2009

Sandra DeVincent Wolf, PhD
Materials Research Society

V. Herbert Kaufman, CAE,
SAE International

Manuel Redman
Aim Global

Want Results When You Speak? Remember PS---Passion and Stories!

If you want to influence outcomes when you speak, it's important to remember that how you deliver your message is just as important as what you say!

Whether we're speaking to an audience, Board, team meeting or one to one with a client or prospective member, our listeners want to hear the energy and commitment behind our words.

In order to persuade people to consider new concepts, embrace new material or lower resistance to change, we must touch both their minds and hearts. The "mind connection" is essentially straightforward. If your material is interesting, organized and presented well, the mind will engage and learning will occur. However, if you want motivation to rise or change to happen, you must build a "heart connection" into your message.

Expert speakers build this bridge to their audiences in many ways. Here are two valuable tools for making the persuasive connections that impact results---PS: Passion and Stories.

Passion:

You've heard it before because it's true: your passion for your message or topic must be evident to your listeners. Whoever they are, they need to know beyond a doubt that your message is vitally important to you. Your enthusiasm and passion should reach into the audience and capture attention from the first words you say! These strategies will help:

- Manage your personal energy level right before you deliver your remarks. Don't dwell on the challenges of the day or the potentially difficult questions you may be asked. These topics drain your energy and raise your anxiety. Instead, think of peak experiences. What scenes from nature fill you with wonder? My first glimpse of the red boulders of Sedona set against the striking blue sky left me awestruck, and remembering that moment raises my energy. Think about a time you felt appreciated, or a special moment with a loved one. Go for topics that infuse you with positive energy and gratitude.
- Music is a direct way to ratchet up your energy a notch. Listen to energizing and uplifting music on your CD or MP3 player for a few minutes before you begin. The scientific jury on music is in---it influences our moods---so use it to your advantage.
- After you are in "high positive" mode, think about your presentation. What excites you about the topic? How will it provide genuine value to your listeners? How will it make their lives easier? When you focus on serving your audience, you start to generate an authentic "helpers energy" that fuels your passion and touches your listeners. Your energy level rises and you naturally become more persuasive when you intend to serve your audience.

When I train groups about the essentials of public speaking, I ask partners to take turns describing a relaxing vacation spot. Everyone is quite informative. Then I ask them to pretend their partner wants to know because he's under serious stress and needs to get away and decompress. The volume, energy, and inflection all rise during the second round. The speakers become more persuasive when they want to help. If you focus on serving, you automatically become more persuasive.

Stories:

Relevant stories are powerful ways to forge a heart connection with your audience. They inspire, uplift and renew us, and often challenge us to define our own core values. Also, many of us have positive memories of a parent or grandparent reading to us, so the beginning of a story sends us a powerful signal to the brain to pay attention and to be open to the message.

When I train about stress management, I tell a story about a letter that my 15-year-old daughter wrote to my husband the night before a huge special event of the non-profit he directs. With a former President as a keynote speaker, the run-up to the event was especially intense. My daughter wrote a heartfelt letter wishing her Dad well, and expressing admiration for his hard work. She left it with his keys. With permission---I share the letter with the audience and relate that he called and read it to me, commenting, "No matter what else happens, this day has already been a big success."

As the audience absorbs the story, it's evident from the silence that they are moved by the content. But on a deeper level, they are challenged to search their own lives for times when success arrived in less conventional but sometimes more meaningful ways. And the story is a natural segue for discussion about different ways to define success---and reduce stress.

(continued from page 3)

Stories have impact. We might think we don't have relevant or powerful stories to tell, but we all do. Sometimes it just takes a little time to find and reflect on them. These strategies will help:

- Create a story list by dividing a sheet of paper into three columns. In Column 1 list a few key words that capture the story, e.g. Tom's Bargain or Dallas Flight. In Column 2 write the "moral" that the story illustrates. In Column 3, list topics where you can use the story. Some stories can apply to several topics—just don't repeat a story to the same audience!
- If you're challenged by getting started, take another sheet and make a time line of half- decades: before age 5, 6 to 10, 11 to 15, etc., to the present. Give yourself the gift of 30-60 minutes quiet time to reflect on your life and list story ideas. After the first few, the ideas will flow. Then ask yourself if the story is a good fit and if it will bring value to your listeners.
- Pick a story with three "yeses" and write it out. Set the stage. Paint pictures with words. Consider adding a little humor if you want because laughter lowers resistance. Remember that stories should be written in "spoken" style which is more informal. Polish it like the diamond it is, and then use it to persuade listeners to improve their jobs, lives or the organization!

So if you want to be more persuasive and impact results, don't forget the heart connection. You can achieve it through PS—passion that inspires and stories that connect!

*Copyright 2007 Maureen Murray
Maureen Murray trains groups and coaches individual to speak with more power, presence and poise. She presented a session about speaking skills at the 2006 Index Provider Showcase.
Contact her at (412) 561-1577 or
maureenmurayasociates.com.*

Craig Davis presents Joe Gilbert Award to Mary Heindl.



June Awards Dinner attendees (L to R) Lee Taddonio, Carol Winterhalter, Joe Gilbert Award Winner, Mary Heindl, Jerry DiFrango

Member Specials!

Bedford Springs Resort Open and Welcoming Guests

The circa 1796 Bedford Springs Resort re-opened July 12 following the completion of a \$120-million restoration and expansion. The restoration unveiled refined public spaces, reclaimed exteriors, enlarged and updated guestrooms, state-of-the-art meeting facilities, casual and fine dining in six restaurants, and the new Springs Eternal Spa. In addition, the 18-hole Bedford Springs Old Course featuring holes from some of golf's most noted architects, was restored and rejuvenated for today's players.

In its glory days Bedford Springs, which had been closed for 21 years, played host to U.S. presidents, heads of state and countless celebrities, and was where the first Trans Atlantic cable was received by President James Buchanan from Great Britain's Queen Victoria in 1858. The resort also served as Buchanan's summer White House.

The 216-room destination resort now claims 134 queen guest rooms and 81 double/double rooms, plus two hospitality suites. All rooms have been elegantly restored to reflect the rich and diverse history of the property. Many feature sun and breeze-filled porches with rocking chairs and striking views of the Resort's beautiful grounds. Rates range from \$249 to \$299 per night, based on views, day of week and seasonality. Spa suites start at \$309.

Special offer for PSAE Members

Book a meeting at Bedford Springs Resort for 2007 before December 31 and receive \$1796 off your master bill. Must consume 50 room nights or more.

Information or reservations access the web site at www.bedfordspringsresort.com or by contacting Todd Gillespie, Director of Sales and Marketing, at 814/623-8100.

CAE™: Your Path to Success in Association Management

If you have a typical association management professional's background, chances are that: 1) Your college education did not include even a single course on association management; 2) Much of what you do has probably been learned "on the job"; and 3) Your professional development has consisted mostly of seminars that you have attended in response to a new responsibility at work. If any (or all) of these describe you, the Certified Association Executive credential program can be your path to increased success in association management.

ASAE's Certified Association Executive (CAE) program was established in 1960 to elevate professional standards, enhance individual performance, and designate those who demonstrate knowledge essential to the practice of association management. Today, it is the most prestigious and widely respected credential in association management. Fewer than 5 percent of all association professionals have achieved this mark of excellence – but those who have will tell you that the process of preparing for and earning the CAE is a clear-cut way to increased success, and not just for themselves. "Obtaining a CAE benefits the individual and the organization," says Agatha Davis Johnson, CAE, associate director of component services for the American Physical Therapy Association, Alexandria, Virginia. "The suggested reading materials and the CAE examination helped me to gain a deeper understanding of how organizations run and the concerns of senior management versus the vision of leadership."

The mission of the CAE program is "to ensure that the consumer of association services receives competent association management." To accomplish this mission, the CAE program periodically conducts a job analysis study to document the tasks and knowledge essential to successful association management. The most recent job analysis, which was completed in 2004, included interviews with thought leaders in association management, a review of key literature, and an extensive survey of executives from all types of nonprofit organizations. The research resulted in the identification of 185 essential association management tasks organized into 10 knowledge domains. These domains, and their relative weight on the exam, are:

- Domain 1: Strategic Management (13-15 percent)
- Domain 2: Planning and Research (7-9 percent)
- Domain 3: Leadership (11-13 percent)
- Domain 4: Administration (12-14 percent)
- Domain 5: Knowledge Management (5-7 percent)
- Domain 6: Governance and Structure (10-12 percent)
- Domain 7: Public Policy and Government and External Relations (7-9 percent)
- Domain 8: Membership (10-12 percent)

- Domain 9: Programs, Products, and Services (12-13 percent)
- Domain 10: Public Relations and External Communications (6-7 percent)

Since the job analysis included associations of all types and sizes, the exam content outline represents core competencies in all aspects of association management, often stretching beyond your personal association management experience. "Studying for the exam expanded my knowledge base and helped me to learn about aspects of association management I had not yet encountered," says Jaime Nolan, CAE, president of IntrinXec Management, Inc., an association management company (AMC) located in Minnetonka, Minnesota.

The CAE is also a great way to demonstrate your professional commitment. Bruce A. Sanders, CAE, president of Alternative Management Solutions, Inc., an Oakland based-AMC, says earning his CAE set an example for the company's employees. "It shows them that there is value in striving to be the best we can be in our profession and to better understand how successful associations are run," he says. "I believe it has added a new level of service and expectations for excellence in our company." Many CAEs are called upon to serve as leaders in their local or state society of association executives, or as speakers or authors at association management conferences. And it's a great way to let your current or future employer know that what you do is much more than just a job.

To earn the CAE credential, you must first fulfill higher education, work, and professional development prerequisites. Since the professional development prerequisites may be completed over a five-year period, you will benefit by designing a personal professional development plan as soon as you have decided to commit to a career in association management. You can be sure that this time and effort spent strengthening your association management knowledge will pay off Nolan shared, stating that "By the time I took the test I knew that even if I hadn't passed, it would have been worth going through the process and getting a more complete understanding of issues associations face."

The next step in the CAE process is submitting an application three to four months prior to your targeted exam date. The application documents that you have fulfilled the necessary pre-requisites, and notifies the CAE program that you intend to take the examination within the next 12 months. At this point, many candidates chose to participate in a CAE study group or course. All CAE study groups are independent of the formal CAE program, but

(Continued on page 6)

(Continued from page 5)

may prove helpful as it is likely that you have not taken a rigorous examination in some time. J. Emmett Reed, CAE, executive vice president of the Florida Home Builders Association, Tallahassee, Florida, advises, "I would encourage any qualified peer to sign up for a CAE study group and take the test. The knowledge that I applied from every session to my day-to-day working life is astounding. The preparation for the test will enhance whatever position you may hold within the world of association management."

Once your application has been accepted and you have completed your preparation, your final focus should be on providing yourself the best possible opportunity for success. Be sure to take a structured approach to your preparations, including providing yourself plenty of time to plan your strategy for taking the test, attend to last-minute jitters, and ensure that you are prepared for all areas covered on the Exam Content Outline. Hopefully, your preparation will pay off and you will pass the exam on the first attempt; but if you do not, you will receive feedback on your score to help you pinpoint areas for further study and should give yourself another chance to earn the credential. Once you pass the exam, be sure to meet the renewal requirements every three years through continuing education and leadership activities.

Putting it in action

Whether you are just beginning your association management career, or looking for a way to take you and your organization to the next level, the CAE program can provide the pathway to your success. Make a commitment to your future by earning the CAE. Here are some tips on how to get started:

- Review the CAE Exam content outline (available online at www.whatiscae.com) and assess your current level of knowledge on each of the 185 listed tasks. Your assessment can be as simple as rating your level of comfort as "High", "Medium", or "low" on each task. Target areas identified as "Medium" or "Low" for further development.
- Develop a personal professional development plan to earn the CAE by identifying courses and books to build your knowledge on all areas of the Exam Content Outline. Resources that may play a part in your plan include PSAE, ASAE & The Center for Association Leadership, the CAE Authoritative Literature, the Michigan Society of Association Executives Online CAE preparation course, and the U.S. Chamber of Commerce's Institute for Organization Management, which is held each summer at Villanova University outside Philadelphia.
- Find a mentor, tutor, or study group to help you as you prepare to earn the CAE. Consider asking someone who has recently passed the exam to guide you, or partner with others seeking to earn the CAE.
- Build your executive intelligence in association

Center events, reading industry magazines and case studies, and monitoring association management blogs or listserves to keep abreast of emerging issues and to learn the nuances of how other non-profit organizations function.

Greg Melia, CAE serves as vice president of member relations and credentialing at ASAE & The Center for Association Leadership. E-mail: gmelia@asaenet.org. For more information on the CAE program, visit www.whatiscae.com.

CAE Study Group:

PSAE's CAE Spring Study group is now forming. Reserve your spot today. For additional information, please contact the PSAE Society Administrator, Ann McKenna @ psae2006@verizon.net or Herbert Kaufman @ herbk@sae.org.



06 - 07 President Craig Davis (L) accepts award from incoming 07-08 President Nick Stratigos

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.