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### Pittsburgh Society of Association Executives

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www.psae.org

**PSAE Annual Dinner**  
**Wednesday, June 6**  
**Heinz Field North Club**  
**Lounge 6-9 PM**  
**Register at [www.psae.org](http://www.psae.org)**



### Newsletter Editors:

Pat Raffaele  
Craig T. Davis, CDME  
Ann W. McKenna

### Contributors

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Maureen Murray  
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### PRESIDENT'S MESSAGE

As the fiscal year for the Pittsburgh Society of Association Executives comes to a close (along with my Presidency), I would like to extend my heartfelt thanks to an incredible board for their leadership during the past year:

**Mary Lee Gannon, CAE, Past President**  
**Nick Stratigos, CAE, Programs**  
**Jeff DeWalt, Treasurer**  
**Louise Wallach, CMP, Membership**  
**Melissa Ungar, CAE, March Program**  
**Pat Raffaele, Newsletter**  
**Lisa Rawa, Website**  
**Denise Malley, Awards and Donations**  
**Diane Scheuring, CMP, Networking Events**  
**Rick Strunk, Donations**

As well, I'd like to thank **Ann McKenna** as our **Society Administrator**.

As we round out our program year, I am happy to report a number of highlights:

- We have broken records for program attendance. I must attribute this to the hard work of Nick Stratigos and his committee providing a year of valuable, exciting programming.
- In March, the Association Masters program surpassed all attendance expectations, and was highlighted by a superb keynote speaker, ASAE's Susan Sarfati. Thanks to Melissa Ungar and Louise Wallach for their leadership in making this event the best one yet.
- In addition to the monthly meeting networking opportunities, we held a wine tasting event last November that provided a unique opportunity to connect with other members. Many thanks to Diane Scheuring for creating this after-hours event.

I am also pleased to report that in an effort to



**Craig T. Davis, CDME**  
**2006-07 PSAE President**

improve communications, PSAE will be unveiling a new website ([www.psae.org](http://www.psae.org)) in the very near future! Lisa Rawa has led our efforts in a complete redesign, and we are grateful for her expertise!

Please be sure to attend and join us for the party at our Annual Dinner on Wednesday June 6 at Heinz Field. It is a fantastic venue, and I can't think of a better place to celebrate a successful year for PSAE.

Finally, I would like to thank all PSAE members for supporting this association. I urge you to stay involved and find time to serve on a PSAE committee! This Association remains strong over the years because of the great experience, knowledge, and enthusiasm of its volunteers. For more information, please call me directly at 412-325-0271.

Warmly,

Craig T. Davis, CDME  
Executive Director of Convention Sales  
VisitPittsburgh and  
2006-07 President, PSAE

## MARY HEINDL TO RECEIVE LIFETIME ACHIEVEMENT AWARD in Association Management

The Pittsburgh Society of Association Executives (PSAE) will present the Joe Gilbert Award for Lifetime Achievement in Association Management to *Dynamic Business* Editor Mary L. Heindl on June 6, 2007 during the organization's annual dinner at Heinz Field.

Mary Heindl's career in association management spans 33 years during which time she worked for four associations: The American Institute of Architects, Pittsburgh Chapter (executive director); the Builders Association of Metropolitan Pittsburgh (assistant executive director); and the Western Pennsylvania Restaurant and Hotel Association (executive director). In 1987, Ms Heindl joined the staff of SMC Business Councils as editor of *Dynamic Business*, the organization's flagship publication – "*The Voice of Smaller Business*."

Ms. Heindl has received awards for her work with *Dynamic Business*, including three APEX awards for publication excellence and a Magnum Opus award for crisis communication. She also received the Seldon Hale Award for Consumer Affairs from the National Association of Home Builders for various housing guidebooks. In 1992, the U.S. Small Business Administration named her the Western Pennsylvania Journalist Advocate of the Year. Heindl was also named an honorary member of the Pittsburgh Chapter, The American Institute of Architects in 1974.



This award is named for Joe Gilbert who served the Society of Automotive Engineers (SAE) for 45 years as executive vice president and editor of their magazine. In the field of association management, Joe Gilbert was viewed as a leader who exemplified the best in people skills, technical skills, and volunteerism. Gilbert always positioned SAE as a leading edge and forward-thinking association. PSAE created the award in 1985 to honor Mr. Gilbert upon his retirement. Ms. Heindl is its seventh recipient.

Ms. Heindl served as PSAE's third --- and first female -- president in 1975-76. Mary Heindl is a graduate of the University of Pittsburgh and attended the Institutes for Organizational Management at the University of Delaware. She resides in Mt. Lebanon.

*Join us on Wednesday, June 6 at Heinz Field for the awards dinner honoring Mary, recent CAEs, and all who contributed to another successful PSAE year. Entertainment will be provided by Groove Doctors, a guitar/keyboard duo. In addition, have your handwriting analyzed by Handwriting Analyst "Michelle!"*

[www.psaе.org](http://www.psaе.org)

### Congratulations to PSAE slate of nominees for 2007-2008!

#### **Past-President**

Craig T. Davis, CDME, Visit Pittsburgh

#### **President**

Nicholas Stratigos, CAE, PIA/GATF

#### **President-Elect**

Patricia J. Raffaele, Hospital Council of Western PA

#### **Secretary/Treasurer**

Jeff DeWalt, Oncology Nursing

#### **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 to Reduce Anxiety before You Speak? Try These Seven Strategies!

If you ever feel anxiety before you speak, you have a lot of company! Surveys say that more than 80 percent of us sometimes have serious bouts of “nerves” before we speak ----whether it’s to an audience, workplace team, Board, or one-to-one with an important client or prospect. Feeling anxious is a natural reaction to being the center of attention and to thinking that you are expected to “perform.”

There are dozens of ways to manage anxiety. Here’s a sampler of seven strategies to try next time you prepare to speak.

### **Think “inform”----not “perform.”**

It’s easy to fall into the trap of thinking we’re “on stage” when we speak, but that just feeds our nervousness. It helps to switch mental gears and tell yourself that your goal is to provide information to your listeners----to inform them---rather than deliver a perfect presentation.

This takes the focus off you and puts it on your message. Instead of worrying about your performance, you’ll spend more energy thinking about how to develop your content so your message stands out. You’ll be thinking of the best way to explain something so your listeners understand and accept your position. Thinking about your message first and your delivery second will help you relax.

### **Consider speaking as service.**

A closely related way to manage anxiety is to consider how your speaking serves others. Does it make their jobs or their lives easier? Does it reduce their stress? Does it support their career development? When you can answer the question of how your remarks help your audience, you automatically reduce the pressure on yourself because you’re busy thinking of your listeners. If you’re really focused on helping your audience, there’s not much time left to worry about your performance.

### **Look at your “allies.”**

Your allies are people who communicate through body language that they care about your message. They lean forward, look interested, nod, take notes, and ask thoughtful questions. Look right at them because their positive energy is highly contagious, and it will increase your confidence.

Avoid spending time looking at people who are non-allies----people who look disinterested, fail to maintain eye contact, glance through papers, check for messages, or look at you in an intimidating manner. Simply don’t make eye contact. Trying to befriend non-allies drains your energy.

You can develop allies by arriving at your meeting early and greeting people as they arrive. Show interest and ask them about themselves. A little casual conversation translates into friendly faces in your audience.

### **Use positive self-talk.**

Anxiety about speaking gets worse if you think you’re going to make a mistake or look nervous in front of the group. Self-defeating thoughts also drain the energy you need to connect with your audience. If negative thoughts enter your mind, replace them immediately with positive thoughts. Don’t linger on energy drainers for even a minute. Tell yourself, “My presentation will go smoothly and be well received.”

The mind accepts what it hears often. If people tell you you’re good at something, you’ll start to believe it and develop confidence. Prime yourself for success with statements of support----it works.

*(Continued on page 4)*

*(continued from page 3)*

**Remember to breathe.**

That sounds simplistic, but sometimes we forget to breathe regularly when we're nervous. When that happens we run out of breath in the middle of a sentence, and end up sounding breathless.

The secret to avoiding breathlessness---which can make you sound even more anxious than you are---- is look over a copy of your remarks and plan when to breathe. Read your script and insert slash marks where it feels natural to take a breath. Remember to inhale before you begin.

If you're speaking informally and without advance notice such as answering questions---and there's no time to prepare---remember to take a deep breath before you begin, and pause regularly to breathe.

**Memorize three parts.**

If you know exactly how you will start, how you will end, and how to get from one chunk of your presentation to the next, your anxiety will go down. So if your speaking is scheduled in advance, you will want to memorize your opening, closing, and transitions. This provides a built-in comfort level for the critical points in your remarks.

You'll want to memorize several sentences at the beginning and again at the end. And memorize smoothways to transition from one segment of your presentation to the next. Remember: you don't want to memorize all your remarks. It will increase your anxiety, and won't sound natural.

**Practice smart.**

Always practice out loud. You don't want the first time you hear the remarks coming out of your mouth to be the time it counts. You **do** want the sound of your voice speaking your remarks to sound familiar. If you've practiced out loud, you'll have that feeling of "I know this."

Another important reason to practice out loud is timing. It takes at least 25 percent more time to speak your remarks than it does to say them in your head. Practicing out loud avoids the uncomfortable position of running out of time before you make a critical point or reach your conclusion.

There are plenty more ways to reduce anxiety, but these strategies should get you well on your way to being a more confident speaker!



Panel Discussion at the March 2 Conference  
*The Future of the Meetings Industry*



One of the many supporters at the March 2 Conference  
*Hope Gritzer from Seven Springs Mountain Resort*

*Want to Reduce Anxiety before You Speak? Try These Seven Strategies!*

*Article by Maureen Murray*

*Copyright 2007 Maureen Murray*

*Maureen Murray trains groups and coaches individuals 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 [maureenmurrayassociates.com](http://maureenmurrayassociates.com).*

## EFFECTIVE E-MAIL MADE EASY

Your business e-mails and your letters, memos and reports will become more effective and get better results if you follow a couple simple writing tips.

### PARAGRAPHS

No paragraph should ever contain more than five sentences. Actually, you should strive to limit the length of your paragraphs to three sentences. In business writing today, one-sentence paragraphs work.

Unlike academic writing, practicality should be your guide. If you can get the message across in one, clear, easily understandable sentence, don't force yourself to write two or more because of academic ghosts. Term papers focus on one audience; business e-mails target a completely different audience.

In the true spirit of e-mail conciseness, you might strive for e-mails that are only three paragraphs long. Those three paragraphs would follow the model of Opening, Body and Close.

On the other hand, as e-mail becomes the standard, accepted or requested form of business communication, even busy business people will begin expecting and accepting longer e-mails. For example, some companies now require their sales people to send monthly activity reports via e-mail rather than conventional mail.

These reports can contain significant detail that requires more than two or three paragraphs. Using e-mail to convey longer messages will rely on clear, concise and precise writing skills.

### BULLETS:

Where possible, use bullets for lists of items or actions.

Bullets:

- \* Make scanning or skimming easier
- \* Focus attention on closely related ideas
- \* Aid in retention of key ideas

If the Body contains a number of points or action steps in chronological order, you might consider replacing Bullets with Numbered Lists.

For example:

1. Introduce the topic and create interest
2. Follow with facts, details or reasons for your readers
3. Close with a call for action or your commitment

Al Borowski presents  
at the  
April 13  
Luncheon Meeting



### IMPORTANT NOTE:

Please notice how I formatted my Bullets.

I used the "Asterisk" key, then I hit the space bar, and then I inserted the text of my Bullets.

Or, if the subject matter discussed urgency of action or chronological order, I used a numbered list. Never, in your e-mails, should you hit the "Tab" key.

Nasty things happen when you hit the "Tab" key.

### HEADINGS

If you address multiple points in an e-mail message, use Headings as a visual aid. If you use Headings, use them as attention-getting phrases rather than complete sentences. Headings alert the readers important items follow and serve as a "scannable" outline of the important points in the e-mail. Thus, Headings allow readers to find specific sections of your e-mail at a future time.

### THREE SUGGESTIONS FOR USING HEADINGS

- \* Skip a line before and after a Heading
- \* Limit Headings to no more than eight words
- \* Use upper case lettering for Headings

Remember, your Image, Results and Security are at stake each time you hit the Send key. Keep your e-mails clear and simple. That's what you expect in the e-mails you receive.

*Al Borowski, MEd, CSP, PP, is a communications skills image consultant. He helps business professionals protect or improve their images when they speak, write, or listen. He is an author, speaker, trainer, and coach.*

*Al has been a popular seminar leader for The American Management Association, Dun & Bradstreet, and several top universities. He also speaks at conventions, conferences, and meetings.*

*His website, <http://www.connectalldots.com> offers free audio, video, and written tips as well as a bi-weekly UseLetter, to help you take your career to the next level.*

## Other Highlights



Melissa Ungar, Craig Davis, Sally Chopping & Nick Stratigos



Al Borowski, Miriem Bauer and  
Nick Stratigos



Kate Shaughnessy, Diane Scheuring and Michelle McCorkle



Joyce Lee and Jennifer Vacek



Dan Mullen, Manuel Redman, Nick Stratigos, Lisa Rawa,  
Brian Kaleida and Tony Vinski