

PSAE Society Scene

Pittsburgh Society of
Association Executives
June 2009 | Issue 12

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Patricia Raffaele
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PRESIDENT'S MESSAGE

Dear PSAE Members and Friends,

Inspiration, education, recognition, celebration—all of these have been part of the Pittsburgh Society of Association Executives programs and meetings the past few months. Where else could we go to find an array of educational topics presented by true experts and walk away feeling inspired and renewed?

Inspiration comes to us in many different forms and formats, through many different channels. I experienced inspiration in two distinctly different ways through PSAE recently. It was inspiring to see so many participants and sponsors at our Association Master's program in March. The PSAE Board of Directors truly appreciates this support because we know many programs are suffering from low participation and lack of sponsorships. It was also inspiring to me to celebrate PSAE's 35th anniversary and recognize all of PSAE's former Presidents who were in attendance. PSAE's past leadership paved the way for the success of the organization today.

It was also inspiring to hear from our great speakers, including our featured speaker, Michael Kumer. Michael gave us vision for ourselves personally as well as for PSAE. We also had an "all star" line up of other sessions featuring Jan Ferri-Reed, Ph.D. and Dr. Paul Friday.

At our April meeting our speakers educated us on the use of social media and at our May meeting, we learned from each other through a series of "roundtable discussions." I thought I was advanced using text messaging, emailing, googling and web searching. Like everything, this is a delicate balance of what we call in healthcare "high tech" and "high touch." I was inspired by our April speakers to use my Linked-In page more effectively, to try "tweeting" and consider blogging. And, I would be remiss if I did not share with you that our April luncheon speaker, Theresa Conn, the owner of the Pittsburgh Passion, was inspiring to us by sharing her personal journey with Pittsburgh's champion women's football team.

Social media will never completely replace the lively in-person programs and discussions we have at PSAE, but it certainly can enhance our relationships with each other by allowing us to stay connected in a different venue.

I am also looking forward to recognizing several inspiring PSAE members at our Annual Dinner on June 30, 2009. I hope you can join us for this special celebration and I hope that your participation in PSAE has inspired you this year.

Sincerely,

Patricia Raffaele
President



PSAE Event Calendar

Contributors: Connie Kovolenko
Stuart G. Hoffman
Alice Thompson

PSAE
158 Sylvania Drive
Pittsburgh, PA 15236
Phone: 412.655.0114

Tuesday, June 30, 2009 | *Omni William Penn Hotel* | Annual Awards Dinner

Thursday, September 3, 2009 | *TBD* | CEO/CAE breakfast (invitation only), Speaker: Stuart Hoffman

Stuart G. Hoffman is senior vice president and chief economist for The PNC Financial Services Group and serves as the principal spokesperson on all economic issues for PNC

CELEBRATE WITH PSAE AT THE ANNUAL AWARDS DINNER

PSAE invites you to join us as we recognize several inspiring members at the Annual Awards Dinner.

Joe Gilbert Outstanding Association Executive Award - Herbert Kaufman, CAE

PSAE Member of the Year - Mary Lee Gannon, CAE

Outstanding Affiliate Award - Linda Paris

When: June 30, 2009

Where: Omni William Penn Hotel
530 William Penn Drive
Pittsburgh, PA 15219

A reception will be held at 6:00 p.m. followed by the dinner and awards presentation at 7:00 p.m.

Members: \$65

Guests & Non-Members: \$65

Please consider a donation of your product or service.

Proceeds benefit PSAE educational programs. All participants are eligible to win.

For more information and contributions, Please contact [Ann McKenna](#).

NEW MEMBERS

Kathryn Daly
Project Manager
Oncology Nursing Society

Brian Bliss
Assistant Manager - Technology
AIST

Judy Lyle
Kamo Management
Services

Margaret Pearl
Concepts Management
Group

Joel Anne Sweithelm
JAS Consulting

Annie Wiest
Kamo Management
Services

Bob Stearns
Enlightened Leadership

Sue DePra
Director Education & Information Systems
Independent Educational Consultants
Association

Alice Thompson
Senior Account Executive
US Express Freight
Systems

Laura Hornbrook
Sales Manager
Seven Springs Mountain
Resort

Leslie Wiernik CSR
Executive Director
Nat'l Assn of Subrogation Professionals

PROFESSIONAL ASSOCIATIONS MUST ADDRESS SHIFTING LANDSCAPES

During economic turbulence, corporations are rethinking value and making different tradeoffs that involve money and time. One area is the company's membership expenditures in professional associations.

Association managers know their association's perceived "value" is about to undergo microscopic ROI dissection. So before the annual membership dues are invoiced this year, the challenge becomes how to find ways to instill member confidence.

Baseline research is a must. What are the existing perceptions of the association? Do you have a clear idea of what services members consider valuable? Investing the time and resources into launching an E/EI² (Experience divided by Expectation Index) will provide a valid benchmark evaluation of the association's value. This is a proprietary statistic used as part of a scaled, factor analysis. The trade association determines the general factors-- such as member satisfaction measurement, brand identity evaluation, programming, new discount offerings, or any host of other factors.

The Index measures the members' expectations and requirements against the association's performance on those expectations. It is a two-sided evaluation, not one-dimensional rankings of factors. The findings help guide the association to accurately make strategic decisions about: cost reductions; resource redeployment (dollars, time, etc.); value migration to more member relevance or more organizational strength; and repositioning (opportunities to improve). Members are surveyed by email, and the process from design to analysis takes about one month.

If your association is not able to undertake an E/EI Index, then gather member feedback in other ways. Consider a simple on-line survey targeted to evaluate only one or two aspects of the



Connie Kovolenko

association. Several popular electronic survey tools are simple enough to implement; however, properly wording the questions so as not to influence a response or skew results is critical.

You also can call ten long-standing members and conduct phone interviews based on the same questions. Leave time for open ended questions and feedback. Don't rush the conversation. Alternatively, set up several on-site personal appointments or host a regional breakfast meeting with several compatible members. Consider adding a feedback button or blog to the association website where members can post reaction or comments to a particular question that you display. Conversations with members are critical.

If you have an association event already planned in the near future, splice in a segment of time to talk with participants about the value of their membership. The format of that conversation could be a brief feedback session or specific small focus group on a particular service that the association provides. Ask participants to fill out comment cards or participate in a short problem-solving session.

Also, evaluate how you promote your member benefits. If you are promoting value as "discounts" on products and services, that may or may not be what your members want. This may be an appropriate time to review the fee structure. Could you attract or retain membership if dues fees were altered?

Evaluate where membership fees are being spent, because your members have already done so. Are they being spent on events and services your members think are worthwhile, or are they going for salaries and overhead? Is your association helping its member businesses grow and prosper? Do you even know what members would consider helpful?

Once you've gathered your research and spent the time to identify the trends and issues, announce to members changes that are going to be made moving forward. Position your association as capable of making adjustments to new economic realities.

Your goal is to retain members, yet you need to prepare for adjustments. Figure out how to better use channel marketing and electronic communications to deliver your message. Eliminate programs that have shown declining member interest.

Keep communicating with your members. Let them know that you are there to support them during the market transition. Let them know you appreciate their support of the association, and when you do voice that appreciation, do it personally, not in a blast email.

Corporate budget reflection can offer growth opportunities for association management, and that requires associations to research and embrace conversation and listening. Be creative and try a variety of tools. They are all needed, and they all need to work together synergistically. Smart associations survive market decline when they keep focused on hearing from their members, and then acting.

Connie Kovolenko is Vice President at Yearick-Millea, a full-service marketing and public relations agency headquartered in Pittsburgh, PA. Yearick-Millea is dedicated to the practice of integrated marketing serving clients that range from Fortune 500 companies to non-profit and business-to-business companies. Yearick-Millea also provides professional management and administrative services to several professional national trade associations. www.yearick-millea.com.

NATIONAL ECONOMIC OUTLOOK

Published monthly, PNC's National Economic Outlook provides analysis and forecasts of key macroeconomic variables, such as real GDP, interest rates, inflation, income, employment and corporate profits.

Stuart G. Hoffman is senior vice president and chief economist for The PNC Financial Services Group and serves as the principal spokesperson on all economic issues for PNC. Hoffman was recognized as the second most accurate economic and interest rate forecaster for 2006 by USA Today and as the most accurate forecaster for 2004 by BusinessWeek. In addition, he was named one of the top forecasters in the Wall Street Journal economic survey covering the 1988 to 2007 period.



Stuart G. Hoffman

[View full report](#)

Stuart will be the Keynote Speaker at the PSAE CEO/CAE Breakfast in September.

HOW SOCIAL MEDIA WILL SHAPE YOUR BUSINESS

There's been a lot written about where social media is going in 2009, lots of New Year's predictions, but we focus here solely on corporate social media marketing. 2008 was the year where many more corporations realized they needed to get into the social media marketing game, and so far, that's not abating in the first half of 2009. So as the early folks get better at it, and the later adopters get into the social media marketing game, here are five trends to watch for:

[Read More](#)

STAY CONNECTED: JOIN PSAE's LINKEDIN GROUP

Many members are using social media resources to connect and stay connected with peers, partners, and customers. To serve the PSAE member community, we have created a **LinkedIn Group** to serve all PSAE members. To join the PSAE group simply [click here](#).



PREVENTING BURNOUT

At the PSAE February meeting, we were introduced to the topic of *Job Burnout* and discussed methods to avoid or cope with "burnout" by Geri Puleo and Donna Grout.

Burnout is a state of emotional, mental, and physical exhaustion caused by excessive and prolonged stress. It occurs when you feel overwhelmed and unable to meet constant demands. As the stress continues, you begin to lose the interest or motivation that led you to take on a certain role in the first place.



Burnout reduces your productivity and saps your energy, leaving you feeling increasingly helpless, hopeless, cynical, and resentful. Eventually, you may feel like you have nothing more to give.

During these sessions, attendees participated in an exercise to evaluate their level of burnout and methods to decrease the risks.

Are you in the early stages of job burnout? Learn about the signs, symptoms, causes and coping strategies.

[Learn More About Burnout](#)

SAVING MONEY ON CONFERENCE SHIPPING

As an experienced association executive, you probably have handled shipping many times, whether it was for a big annual convention or for a smaller regional meeting. But in these challenging economic times, a review of the basics could save you some money. So when shipping, remember the Three Ws (When, Where, Weight)!



[Read More](#)

LANCASTER'S EDEN RESORT GETS A NEW DESIGN



Eden Resort & Suites

The Eden Resort & Suites most notable meeting/banquet room has been completely re-designed and is now available for events once again. The Eden Courtyard has been the hotels most utilized event room since the hotel opened in 1972. Initially the room was built to accommodate the hotel's restaurant and specialty meal functions such as Friday nights All-You-Can Eat Seafood buffet.

Within a few years of opening the hotel the owners decided to convert 'The Courtyard' into a private meeting room and at the same time they added two separate restaurants to the hotel. The courtyard has undergone several changes during its 37 year history but the most recent re-design is the most dramatic change to the room and certainly the most costly. According to Stephen Sikking, Managing Partner-Sales and Marketing, "Our goal was to provide a more contemporary feel to the space while at the same time soundproofing the surrounding guest rooms. The architect did a great job and accomplished both challenges." Totalling nearly 12,000 square feet of floor space the Courtyard is home to nearly 100 weddings each year and the hotels trademark Champagne Sunday Brunch.

Virtual tours of the hotel and Courtyard can be seen on the hotel's web site at www.EdenResort.com

DOUBLETREE HOTEL PITTSBURGH AIRPORT HONORED WITH DOUBLETREE PRIDE AWARD



DoubleTree Hotel

The Doubletree Hotel Pittsburgh Airport, a member of the Hilton Family of Hotels, received the coveted Doubletree Pride Award for 2008. This is the second year in a row the hotel has received the annual Doubletree Pride Award. All Doubletree Hotels are considered for these awards based on their quarterly and annual performance in the Balanced Scorecard tracking system. Only the Top Ten Doubletrees nationwide receives this prestigious award.

The Doubletree Pride Award is a mark of distinction among many wonderful hotels in their brand and a way of saying "thank you" to individual hotels that have made the commitment to succeed.

Recipients of the Doubletree Pride Award are selected on the basis of the quality components of both product delivery and guest service scores and participation in key brand initiatives. The award is determined by equal excellence in Brand Consistency, Guest Loyalty and the Brand Promise Scorecard which reflect commitment to product and service excellence.

THE MINERALS, METALS & MATERIALS SOCIETY EDITOR HONORED FOR JOURNAL ARTICLE



The Minerals, Metals & Materials Society

The Press Club of Western Pennsylvania honored Maureen Byko, TMS director of editorial and communications and editor of *JOM*, with a Golden Quill Award for science and technology writing on May 14. *JOM* is the member journal of The Minerals, Metals & Materials Society (TMS). The Golden Quills competition annually recognizes professional excellence in written, photographic, broadcast, and on-line journalism in Western Pennsylvania.

Byko was awarded the prestigious award for her June 2008 *JOM* article "Steel and Science Bring Dinosaurs into the 21st Century at the Carnegie Museum of Natural History." The story focuses on the Pittsburgh, Pennsylvania, museum's massive renovation of its dinosaur exhibit and how steel

armatures played a key role in shaping the dinosaurs to reflect a scientifically accurate, predator-vs-prey storyline.

"One thing I've always enjoyed about my work with *JOM* has been the opportunity to write—and learn—about how materials science impacts everyday life," Byko said. "Until I researched this article, I had no idea of the dual roles of metallurgy and artistry in crafting world-class museum displays. It was a surprise and an honor that the Press Club of Western Pennsylvania judges appreciated this story as much as I did."

In addition, TMS News Editor Francine Garrone was nominated for a Golden Quill for newspaper reporting she had done before joining TMS in September 2008.

To read Byko's award-winning work, visit <http://www.tms.org/pubs/journals/jom/0806/byko-0806.html>.

2009 CAE STUDY GROUP

Ready to achieve a new level of professional growth and recognition? The Certified Association Executive (CAE) program is designed to elevate professional standards, enhance individual performance, and designate association professionals who demonstrate the knowledge essential to the practice of association management. Founded in 1960, the CAE program stands as a mark of excellence and has evolved to reflect what it takes to manage an association in today's challenging climate.



One of the benefits of PSAE is the opportunity to grow professionally by joining a study group of peers working towards earning the designation of Certified Association Executive. To earn the CAE, there are two basic requirements: the accrual of educational credits earned by attending PSAE and ASAE programs and conferences as well as passing a test.

PSAE members who are interested in forming a study group to take the test are asked to contact Angie Stengel, CAE at astengel@ons.org. Angie will coordinate a study group if there are enough members interested.

The classes cover several key areas of association management and are taught by association executives in the region who have earned their CAE and who have years of experience in association management.

CAREER RESOURCES



POSTED	JOB TITLE	COMPANY	LOCATION
May. 20, 2009	Assistant Director	Pennsylvania State Education Association	US - PA - Harrisburg
May. 19, 2009	Communications/ Publications Specialist	Clinical Laboratory Management Association	US - Outside of Philadelphia
May. 06, 2009	Director, Nonprofit Executive Leadership Institute	Bryn Mawr College	US - PA - Bryn Mawr
May. 05, 2009	Alliance Development Manager	Project Management Institute	US - Philadelphia

May. 05, 2009	Senior Public Relations Specialist	Project Management Institute	US - Philadelphia
May. 05, 2009	Junior Operations Manager	Project Management Institute	US - Philadelphia
May. 05, 2009	Membership Supervisor	Project Management Institute	US - Philadelphia
May. 05, 2009	Quality Assurance Associate	Project Management Institute	US - Philadelphia
Apr. 29, 2009	Membership Services Coordinator	American Association for Cancer Research	US - PA -
Apr. 22, 2009	Sponsorship/ Exhibit Sales Manager	Talley Management Group, Inc	US - Philadelphia/Washington, DC

SPONSORSHIP OPPORTUNITIES

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

Pittsburgh Society of Association Executives conducts monthly meetings throughout the Greater Pittsburgh area and has a special offer for you to meet local industry professionals.

Exclusive sponsorship of one monthly meeting includes:

- Company logo on our website
- Company logo on all marketing materials for the meeting
- Tabletop display next to registration
- Company sponsorship mention by PSAE president before morning seminar
- Introduction by PSAE president and brief presentation before lunch
- Continental breakfast and plated lunch
- Participation in the seminar and lunch programs
- Discount price of \$300.00

For more information and to confirm availability contact:

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