



HEADQUARTERS HEADLINES



Advancing Organizations to Greatness

GROWTH	LEADERSHIP	TECHNOLOGY	MISSION
Meeting Trends Awards & Highlights World Transplant Congress	Leadership Forum Bright, Shiny Objects	New Education Offerings Leading Edge Portal Infographic	DNA Programs Town Hall

Connect, Cultivate, Collaborate and Change at the 2014 AH Leadership Forum



The Leadership Forum, AH's brainchild and one-of-a-kind event, is scheduled for Oct. 28-29 at AH's new world headquarters in Mt. Laurel, New Jersey! This invitation-only event is open exclusively to our valued client partners and is part of AH's Leading Edge Program.

Sessions are designed to provide timely information about issues affecting your association or certification body. During this two-day educational forum, attendees will hear from industry leaders and experts on topics that will help them to *connect, cultivate, collaborate and change* and be the individual their organization looks to for leadership and guidance through this ever-changing terrain we must navigate.

Leigh Wintz, FASAE, CAE, from Tecker International will work through an exploration of the special nature of organizations and help determine where your association is in its life cycle. She will share more than 25 years of association experience to ensure that attendees have a clear picture of the roles and responsibilities of board members in today's fast-paced environment.

Creating desire for change and innovation in an organization is a challenge and one wherein we must appreciate the nature of that change and the transition. Leigh will demonstrate how the use of the

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four-part agenda can keep board meetings fresh and on track. Dealing with mega issues through an effective organizational process is key to ensuring your association's progress.

Greg Melia, CAE, a specialist in leadership development, will show volunteer leaders how to form a strong and effective partnership with their staff. He will address thinking and working style preferences and walk through conflict resolution, problem solving and decision making, and show how this can all affect the leadership partnership. Greg's role as the Chief Member and Volunteer Relations Officer at American Society of Association Executives (ASAE) brings years of relevant experience to the forefront of this often challenging monolith of volunteer leadership.

AH's very own Sue Pine, CAE, will be on hand to talk about member engagement models. Volunteer leaders are charged with keeping the board strategically focused and moving forward. Effective engagement at all levels of the association is key to the successful delivery of your strategic initiatives. Technology, generational gaps and leadership style all affect engagement. Sue will help attendees understand how to recognize these differences and leverage them to build a successful membership engagement model.

There is much to be gained and practical applications that attendees will be able to take back and implement immediately. Maximizing collaborative opportunities, moving your organization ahead with innovation and the most recent trend information about member engagement models will give volunteer leaders the tools they need to strategically drive their organization's strategic mission.

Where in the World is the Red Chair?

Embark on a mission to find AH's infamous red chair. Don't expect to see Carmen San Diego, but we've got Imposta Walla instead! This evil villain is on a crime spree in locations across the world and he's captured the red chair. New ideas and successes shared from AH's client partners will open the floor for discussion and send attendees home with real life examples of application of the principles we'll be talking about.

Once we find the red chair, we'll be giving it back to our volunteers. AH is pleased to announce the first annual Red Chair Awards! AH wants to recognize the successes of our client partners surrounding the following categories: Multi-Dimensional Growth, Engaged and Disciplined Leadership, Intelligent Use of Technology and Unwavering Commitment to Mission. Is your organization a winner? Attend the Leadership Forum and find out!

Please encourage one or two of your organization's volunteer leaders to join us this year to connect, cultivate, collaborate and help you to lead and manage change. Visit www.associationheadquarters.com/leadershipforum.com for more information.



Turning Bright, Shiny Objects into Successful Projects

By Kaitlin Loyal, MarCom Manager

As the world moves quickly around us, there are new ideas—bright, shiny objects—floating about and clouding our view. Sometimes it's hard to stay focused, these new technologies, new ways of meeting, new ideas for education and new ways of thinking can seem like great ideas that should be carried out immediately.

But before you act on them, consider that a bright, shiny object that isn't part of your strategic plan can easily distract your Board colleagues and hurt the organization's progress. You may waste money and time chasing an idea, and in the end, your members suffer. So, how do you evaluate those so-called brilliant ideas and remain nimble while staying focused on strategic objectives? You can work with your executive staff to devise a plan for evaluating new projects.

Define the Project and Estimate Impact

First things first: Make sure the idea is a sound one. Review it with your Board, colleagues or staff. Then, think about the potential impact—both positive and negative—on your association, staff and Board. A new project can take time away from ongoing initiatives and weigh staff and volunteers down. As an unfunded Board directive, this new project can create challenges and conflicting priorities.

Outline all of the costs associated with the project, including staff time and volunteer labor requests. Look to your staff for help. Their experience with multiple associations and expertise can help you determine the next steps. It may be necessary for staff to develop a proposal for the specific project, to ensure it's done in a cost-effective and timely fashion.

Review Long-Term Goals

Your new project may have stemmed from a Board meeting or call, or you may have heard about it from a colleague in your industry. What about social media—if you're active on any platform you're constantly inundated with new ideas that you—and everyone—*should* be doing. But how do those ideas fit into your strategic plan? Together with your staff, take a look at your objectives for the quarter, year or years ahead and see if your new project fits in well. Can this new project help you achieve the goals? If your answer is “no” or you are unsure, you may want to table the idea.

Create a Timeline

If your new project fits in with your strategic goals, you should construct a realistic timeline for completion of the project. Factor in all your association's priorities and events in the coming months. Be as realistic as possible.

Set Expectations

It's absolutely vital to discuss expectations on all parts before moving forward with a project. Make sure everyone is on the same page. What will make this project a success? Who will evaluate it?

Following the guidelines above will help you, your Board and your staff properly evaluate those bright shiny objects when they come into view and determine whether or not they are worth pursuing!

Meeting Trends: The Elements of a Successful Meeting



Each year, association meeting managers are challenged to use new technology, engage attendees, increase non-dues revenue and keep the meeting experience top of mind, long after it is over. These are all elements that make a meeting extraordinary and as each year passes, some elements are added and some diminish. Keeping up with the changing environments is key.

During the 2013 and 2014 meetings season, several of Association Headquarters' (AH) client partners implemented ideas that left an impression on attendees and made the meeting experience a memorable one.



Technology

This year, both The Wound, Ostomy and Continence Nurses Society's™ (WOCN®) annual conference and the World Transplant Congress (WTC) used mobile applications (apps) to assist attendees with their meeting experience. While conference apps have been used for a few years, these particular apps included advanced features such as interactive maps and GPS guidance for the exhibit halls. Attendees were able to use the apps prior to the conferences for registration, as well as building their itinerary. In WTC's case, after only one week of promotion and with 10 days until the meeting, 800 people had already downloaded the app. These associations were also able to bring in non-dues revenue with sponsorships through their apps.

WOCN utilized live streaming technology to not only benefit members and non-members who could not attend the meeting and be physically present to attend sessions, but also capitalized on the non-dues revenue potential through sponsorship. All sponsors

were promoted through emails, Web pages and on-site, which offered a lot of exposure. Archived sessions were also available after the meeting and the society charged for access to view the sessions. As an added educational bonus, members gained CE credits for attending the live stream and/or archived sessions.

Gamification

In recent years, gamification has become popular, especially at trade shows and large conferences of AH client partners. Gamification is the concept of applying game mechanics and game design techniques to engage and motivate people. Gamification can provide the shared goals and simple rules that will guide a group of people towards collective action. It can motivate people to share their ideas within a community, vote up the best ideas and encourage people to build upon the ideas of others. It is a collaborative, crowd-sourced approach to innovation, which invites people to pull in the same direction and take part in something larger than themselves.

One of the most common games used by AH client partners is a show floor scavenger hunt. An attendee receives a bingo-style playing card that must be stamped as they visit each exhibitor on the show floor. Once they have all of their stamps, attendees turn in their card to enter to win a prize at the end. This incentivizes attendees to visit the exhibitors. Gamification has taken off as a top trend of 2014 because it takes activities like visiting exhibit booths and turns it into a game-inspired challenge.

This past year, AH client partner The American Association of Heart Failure Nurses (AAHFN) handed out pedometers to their attendees and held daily contests where the people with the most steps at the end of each day won a prize. It was well-received by attendees and they can also continue using the pedometer long after the meeting is over. This resonated with this group since they were promoting cardiovascular health through a simple contest that everyone could participate in.

AH recently used the concept of gamification in another creative way when developing a presentation for a strategic partner. Participating exhibitors were allowed two slides and one minute to present their organization to attendees during lunch. This was fast-paced, fun and included a quiz and prizes at the end of the lunch. It kept everyone's attention and since each presenter did something different with their slides, it was intriguing for the entire 30 minutes. Attendees really got into the quiz at the end, knowing that a prize from each exhibitor was coming their way.

Long Lasting Take-Aways

Being able to give attendees something to leave the meeting with that will not be forgotten is not an easy task. So many times we attend a conference and come home with a pen or a lanyard and it ends up in "the drawer." Everyone has that basket or drawer that holds all of your giveaways.

Knowing that few people will take the initiative to get a professional photo taken on their own, WOCN and the American Society of Transplantation (AST) gave attendees the opportunity to have a

professional head shot taken during their annual meetings. This quick, easy, long-lasting keepsake was not only inexpensive but practical, and in the AST's case, allowed them to showcase how important members are to the society while also providing a valuable service. The digital photo files were emailed to individuals after the conference by AST's membership team, allowing for an additional touch point after the meeting ended. A print of each photo was affixed to an outer wall of the exhibit, which was overflowing with photos by the end of the meeting.

AAHFN also offered a more social photo shoot to their attendees using Hollywood- and New Orleans-themed backdrops to commemorate the 2014 and 2015 meeting locations. Pictures are fun, easy and something



that an attendee will want to hold onto and even display. Having New Orleans-themed props and beads helped keep the 2015 meeting top of mind for future attendees so they can plan accordingly.

Interactivity

Getting your conference attendees engaged in different networking and learning forums, aside from regular sessions, is important to keep the energy up.

AH client partner, NADCA, the HVAC Inspection, Maintenance and Restoration Association, held a hands-on session where attendees tested and interacted with some of the large equipment that they might use during the course of cleaning or maintaining HVAC systems.

If large machinery isn't your thing, consider the Dermatology Nurses' Association's (DNA) fashion show that featured sun protective clothing from various sponsors at their annual meeting in 2012. The "S.P.F. Sun Protective Fashion" show heightened awareness for skin cancer and melanoma, increased member participation and resulted in a memorable event for all convention attendees while enhancing

the relationship between the DNA and its sponsors. Each clothing sponsor was given the opportunity to grow their revenue by addressing attendees and talking briefly about their clothing/apparel line.

After the event, members said that the show was upbeat and engaging, and inquired about how to volunteer to be a model in the 2014 show. The planning of the show allowed the DNA staff to engage directly with members. As a result of the member outreach, several of the models were not only new members to the DNA, but also first-time convention attendees. Posts related to the fashion show increased social media traffic by 31 percent per fashion-related post. Following the show, members were posting, tweeting and commenting on their own photos as well as photos posted by others.

They consistently commented that the event was a fun activity for attendees that broke up their long day of sessions. Sponsors were very happy with the outcome of the show as well as the exposure they received in person and through the DNA's social media outlets. The DNA successfully raised awareness of the event and its purpose, rallied



sponsors and board members behind the cause, increased the value of membership participation and expanded and improved sponsorship relationships while increasing revenue for the DNA. This was a huge way to increase the interactivity between the society, its members, sponsors and volunteers.

A solid educational component is central to an annual conference, but staying on top of fun, new trends is key to keeping members engaged and coming back year after year. Take time to gather feedback after trying something new, and tailor your approach to your audience. All audiences are different, and some trends may resonate with certain groups while others will not. Finding the niche is what makes a memorable meeting experience.

{ Association Headquarters' (AH) client partners implemented ideas that left an impression on attendees and made the meeting experience a memorable one. }



JPMA Receives Top ASAE Honors for Public Awareness Campaign //

AH Client Partner Initiative Awarded with ASAE Silver Award for its Baby Safety Zone Platform



The Juvenile Products Manufacturers Association (JPMA), was honored in July with a 2014 American Society of Association Executives (ASAE) Power of A Silver

Award for “You are Now Entering the Baby Safety Zone,” a public educational campaign to provide consumers with the necessary information to safely select and use the juvenile products they purchase.

ASAE honored JPMA’s power to innovate through a host of activities to decrease the number of preventable injuries associated with nursery products among children under the age of five. JPMA created The Baby Safety Zone (BSZ), a location for consumers to access safety information related to specific types of products as well as more general public awareness campaigns. Through targeted focus groups of parents, grandparents and others who regularly purchase juvenile products, JPMA customized BSZ to directly meet the needs of all identified audiences.

The Power of A Awards recognize and celebrate the extraordinary contributions associations make to society by enriching lives, creating a competitive workforce, preparing society for the future, driving innovation and making a better world.



Association Headquarters, Inc. Executive Director Graduates from Institute for Organization Management //

Executive Director Graduates Training Program Produced by the U.S. Chamber of Commerce Foundation



AH formally recognized and announced the graduation of team member Katherine Miranda, CAE, IOM (above, center), from the Institute for Organization Management (IOM) program and has received the recognition of IOM.

Kathy currently serves as the Executive Director for The American Society for Histocompatibility and Immunogenetics (ASHI), an international society of professionals dedicated to advancing the science, education and application of immunogenetics and transplant immunology.

Institute for Organization Management is the professional development program of the U.S. Chamber of Commerce Foundation. It is the premier nonprofit professional development program for association and chamber professionals, fostering individual growth through interactive learning and networking opportunities.



Association Headquarters, Inc. is Named a Best Place to Work in the Philadelphia Region //

Employees vote AH as a best place to work in the Philadelphia Business Journal for the sixth time

Association Headquarters, Inc. (AH) was named one of the Best Places to Work in the Philadelphia region by the Philadelphia Business Journal for the sixth time this year. The award recognizes the company’s achievements in creating a positive work environment that attracts and retains employees through a combination of benefits, programs and company culture, as evaluated by its employees.

Association Headquarters, Inc., received this award in 2006, 2008, 2009, 2010, 2013 and now 2014. The award is based on employee satisfaction responses to an anonymous survey of questions relating to team effectiveness, trust with coworkers, alignment with goals, trust in senior leaders and people practices in addition to respect, recognition and benefits.



Association Headquarters: An Award-Winning AMC //

AH recognized for outstanding campaign collateral and commitment to local Habitat for Humanity affiliate



In May, Association Headquarters (AH) was honored by the Burlington County New Jersey Affiliate Habitat for Humanity and recognized by both the Hermes Creative Awards and the Graphic Design USA In-house Design Awards.

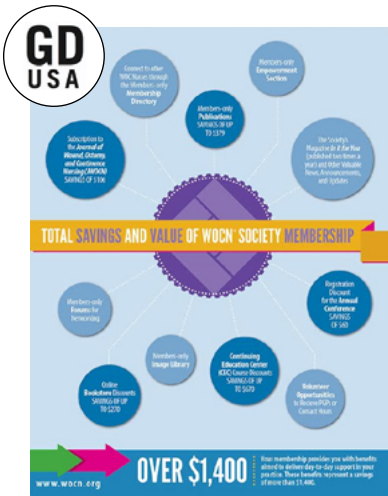
AH was named "Team Habitat of the Year" at the Burlington County Habitat for Humanity's annual Housewarming Party at

the beginning of the month. AH staff regularly participate in home builds throughout the Burlington County area. With social responsibility as one of AH's core values, volunteerism is greatly supported by its leadership.

The MarCom (marketing and communications) team of AH was presented with the Gold Hermes Creative Award in the Integrated Marketing Campaign category for its outstanding membership marketing collateral for AH client partner, Juvenile Products Manufacturers Association (JPMA). The campaign included a newly branded marketing brochure, a "meet the team" concierge piece to enhance member experience and a video series highlighting the benefits of JPMA membership and an inside look into the JPMA team, who members will be getting to know better once they join.

Association Headquarters' Technology Solutions team, in particular our web design experts, were recognized with a Hermes Honorable Mention in the category of Website Overall for an Association for its recent responsive web design of the Osteoarthritis Research Society International's (OARSI) website, also a client partner of AH.

The MarCom team was also awarded with three Graphic Design USA In-house Design Awards. Two were for client partner The Wound, Ostomy and Continence Nurses Society™ (WOCN®) in the categories of advertising and brochures and collateral material. The third award was for the design of this newsletter, Headquarters Headlines.



CONGRATS!

World Transplant Congress Brings Three Societies Together for the Second Time

By Caitlin Watterson, Associate MarCom Manager

The 2014 World Transplant Congress (WTC) was the must-attend event for professionals involved in solid organ and tissue transplantation, held July 26-31 at the Moscone West Convention Center in San Francisco, California.

As the second joint meeting of the American Society of Transplant Surgeons (ASTS), The Transplantation Society (TTS) and the American Society of Transplantation (AST), the event brought together more than 6,000 experts in the field to encourage collaboration, discover and exchange new scientific and clinical information and identify future opportunities in transplantation.

Throughout the six-day event, scientific material was presented through plenary sessions, concurrent workshops, peer-reviewed oral and poster presentations, State-of-the-Art symposia sessions and small parallel workshops designed for in-depth exploration of both clinical and basic science topics. In total, there were nearly 3,500 abstracts, 100 concurrent oral sessions and 2,000 posters presented.

Made up of several AH professionals involved in meeting and event management, the WTC team oversaw all aspects of the event from its conception, under the leadership of ATC and WTC Director of Meetings and Exhibits Shannon Fagan, CMP.

New Programs Being Implemented to Empower and Honor Members of the Dermatology Nurses' Association



From education to volunteer recognition, the Dermatology Nurses' Association (DNA) will implement new programs in 2014 to empower and honor its members while expanding the reach of the organization.

Part of the DNA mission is to share knowledge and expertise in order to promote excellence in dermatologic care. This October and December in collaboration with Novartis, a DNA Corporate Member, DNA will offer their first Novartis Nurses' Boot Camp. These events will be offered specifically to Novartis nurse employees and will cover a range of dermatologic topics from skin anatomy and physiology to specialized instrumentation and treatment. The courses will be taught by DNA members who are experts in the program material. This collaboration will leverage the talent of DNA members to increase revenue and bring the organization closer to realizing its vision of becoming the nursing community's authority for knowledge and expertise in dermatologic care.

DNA is also excited to announce changes to the DNA Recognition Program that will increase volunteer engagement and better express their appreciation for members' dedication to the association. In the past, DNA had a program in place that was designed to provide scholarships for continuing education of their members, recognize outstanding community service and provide grants for dermatology

advocacy efforts. This year they have added three new awards to the program with the purpose of recognizing volunteers for their valuable service.

The three new awards are DNA Rookie of the Year, Volunteer of the Year and induction into the DNA Hall of Fame. The DNA Rookie of the Year is intended to recognize a new dermatology professional who represents a future leader in the industry. DNA members eligible to receive this award must be in the industry for less than two years and have proven to be dedicated to the mission of DNA. The DNA Volunteer of the Year Award will be given to an outstanding DNA member who has consistently committed their time and effort to benefit the organization. Similarly the member inducted into the Hall of Fame will be a dedicated member who has made many contributions to the advancement of DNA. Members have the opportunity to nominate themselves or fellow colleagues and friends by utilizing the survey they have put together for each award. The awardees will be announced at the annual meeting and featured on the DNA website and in membership newsletters.

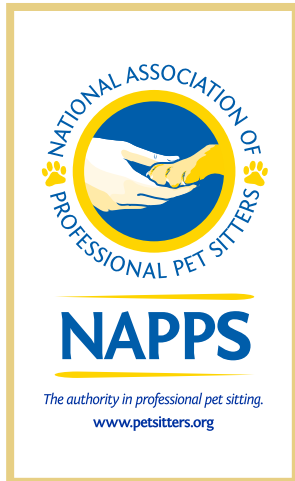
The development of these programs is a result of the DNA's strong focus on collaboration and education. To remain innovative in planning educational programs and discover new ways to improve patient care, the board has agreed that they must not only empower their skilled volunteers, but also effectively express their gratitude for their service.

{ We have added three new awards to the program with the purpose of recognizing our volunteers for their valuable service. }

Client Partners Find New and Innovative Ways to Offer Education to Members



By Diallyo Diggs, NAPO Manager of Professional Development
& Caitlin Watterson, Associate MarCom Manager



One of the trends that we are seeing in the association industry in 2014 is new ways to offer education to members. The traditional way of delivering educational opportunities is usually through the annual conference or live classes in different locations throughout the year. Two of AH's client partners, the National Association of Professional Organizers (NAPO) and the National Association of Professional Pet Sitters (NAPPS) came up with two innovative ways to offer education to members without the cost of travel.

Driven by a desire to increase member engagement in education, NAPO recently added on-demand classes to their education program. They were hearing from members that many of them were unable to attend live classes because of their schedules. NAPO wanted to create a more convenient method for their members to participate in professional development classes, and NAPO's on-demand professional development courses give entrepreneur members the flexibility to fit professional development into their busy schedules.

Four of 20 live classes are offered on-demand. Five more classes are scheduled to be released in October. The goal is to have all classes available on-demand (as well as live) by the end of the coming fiscal year. With the relatively low variable cost of the on-demand classes in relation to the live classes, NAPO is also planning to expand their on-demand library to include recordings of conference sessions as well as educational content not produced directly by NAPO.

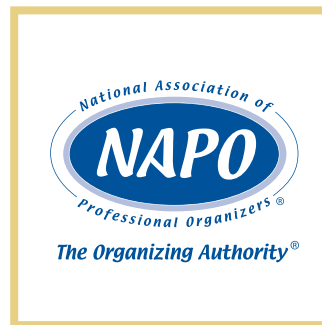
Since launching the on-demand classes, they have seen increased engagement by members as well as increased revenue. From July 10 through August 31 registration for on-demand classes has increased the monthly participant average by 42 percent compared to the previous quarter. They also increased the monthly revenue by 34 percent.

In addition, there has been no decrease in class participants for the live versions of the classes that are now offered on-demand. NAPO expects this initial bump to taper off, however, because they intend to add additional offerings quarterly, the plan is to have steady increase in passive revenue and participation over the next fiscal year.

NAPO members are very happy about the convenience that the on-demand courses provide and the Board is very pleased at the team's ability to engage more members in professional development trainings. Turning the focus to another virtual educational opportunity, earlier

this year, NAPPS debuted a virtual conference platform in place of a typical brick-and-mortar event. This decision was made in response to concern voiced by many of its members who were not able to take advantage of the networking and educational opportunities offered at a face-to-face conference, because of the many obligations tied to being a small business owner. The Board was weary of the decision to move to this format as it has never been tested before, but the results were outstanding.

The theme of the event was, "Advancement through Innovation," which was truly exemplified through the virtual event experience, tailored to the attendee. The conference provided all of the typical amenities of an in-person event, but at half the cost. Attendees had the ability to connect to live discussions and network with other professionals, all from the comfort and convenience of their own home or office. The sessions are still available online and can be used for training purposes and refreshers at any time throughout a person's membership span. Sessions are still being purchased and numbers continue to grow.



This new format also brought in a large amount of sponsorship opportunities as virtual conferences save vendors on travel and costs.

The conference received an overwhelmingly positive response from members. See the graphic below to read some of the testimonials.



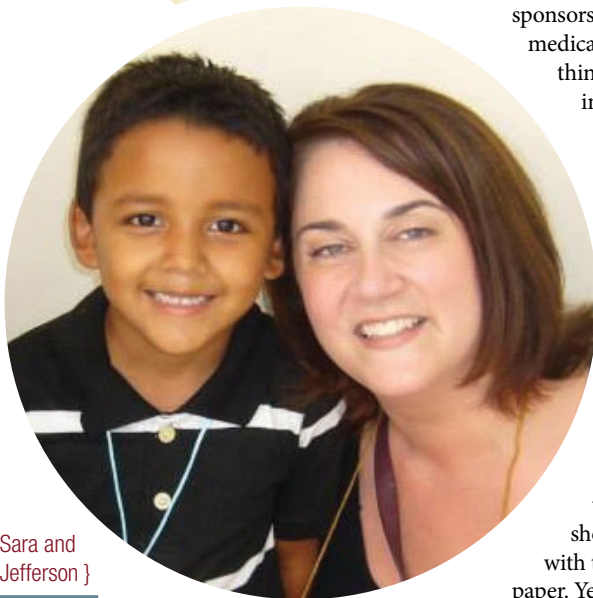
Adventures from El Savador: How I Spent my Summer Vacation



By Sara Elikor, Account Executive



{ Sofia & Jefferson.
Sofia is one of David's sponsor kids }



{ Sara and Jefferson }



{ Stephanie, Jefferson, Sara, Sofia and David Group photo before saying good-bye }

I guess you can say my summer vacation began in January when I chose to sponsor a young 5-year-old boy from El Salvador, named Jefferson (or should I say, he chose me). He immediately stole my heart and I knew I had to visit him.

His sponsorship is through an organization called Compassion International, a Christian child advocacy ministry that relies on sponsorships from individuals to provide for children worldwide. A monthly sponsorship of \$38 provides food, clothing, medical care and education. When you think about it, \$38 goes a long way in a country where the average monthly income is a meager \$148. Compassion is currently in 26 countries and helps more than 1.2 million children throughout the world with more than 50,000 in El Salvador.

We arrived at night and were greeted by the local team of translators who, over the course of the week, became our dear friends. They gave us the dos and don'ts, such as DO show love to the kids and DO play with them. And DON'T flush toilet paper. Yes, you read correctly. Don't, under any circumstances, flush the toilet paper. DON'T be last on the bus or you'll have to do the chicken dance and it's not the chicken dance we all know. (I only did it once ... more by choice.)

After a good night's sleep in a nice hotel in San Salvador, we ventured toward Santa Ana. Each day we visited a different student center. There are 201 Compassion student centers in the country and each teaches their four pillars: spiritual, social/emotional, cognitive and physical. I also had a very special treat that first day. The student center we were visiting happened to be the student center that Jefferson attended. We pulled up and Jefferson greeted me at the front door with his mom and sister. I couldn't stop staring at him. I was able to spend the majority of the day getting to know him, thanks to my translator, Fernando.

In addition to visiting the student centers, we also did one-on-one home visits where we were able to bring food to families in need. You may think that we affected their lives by our visits and perhaps we did, but each family impacted my life and I returned home forever changed.

The next day, we met Christian. He is part of the Compassion soccer program and one of their top players. When he was in the fifth grade, he dropped out of school due to gang pressure. Several years later he found the courage to return, and at age 16 is thriving at school. He is currently in the sixth grade and has a lot of years to make up for, but he is determined.

Our last full day was certainly the highlight of the trip. We met our sponsor children at a local waterpark. I'll use that term loosely as it was basically a wading pool with a few small slides. We each had our own translator, which allowed us to have dedicated time with our children. Jefferson had so much fun and was so loving and affectionate. My friend and I were very spoiled to have two days with Jefferson and my friend's sponsor children, Sofia and Stephanie. We soaked up every minute with them.

As much as I love a relaxing vacation on the beach with my feet in the sand, there is truly no other way I would rather spend my time off than out in the mission field. These trips always have a way of putting things in perspective. Of course we have jobs to do and families to care for, but those little issues or concerns we think are so big, don't seem to matter as much. We no longer feel persecuted when we don't get the front parking spot or when we have to wait an extra few minutes for our Starbucks. And we learn to do with a lot less than we think we need. We live in a privileged country with extreme excess. I'm not saying that's necessarily bad. It's what we do with those blessings that matter.



What's Happening in the Social Responsibility Committee?

The AH Social Responsibility Committee (SRC) has been busy as usual in the first half of 2014.

Once again we participated in Alex's Lemonade Stand Lemonade Days, selling lemonade and other sweet treats to help raise funds for childhood cancer research. AH raised over \$500 for the foundation.

During the summer months we volunteered time in the MANNA kitchen in Philadelphia to help prepare nutritious meals for people with life threatening illnesses. MANNA delivers three meals a day, seven days a week to their clients in the Philadelphia region to help keep them on a nutritionally appropriate diet to aid in the treatment of their illnesses.

Finally, as the cool air rolled in and the school year began, the AH staff donated art and school supplies to Camp Freedom, an Urban Promise site, in Camden, New Jersey. Camp Freedom is a summer camp and after school program where children go after school to do their homework and participate in activities like arts and crafts, life skills workshops, academic enrichment classes and community service.

This fall we will be participating in a Habitat for Humanity build in our local community, buying pies to support MANNA at Thanksgiving and finding ways to help bring holiday joy to those less fortunate than us.

For more information about the happenings of the SRC, feel free to visit our page on the AH website.



AH's New Office Space Brings Collaboration and Inspiration to all Departments



Association Headquarters (AH) recently moved to a brand new office just a mile down the road from our old headquarters. As we all settle in to this shiny, new space, we are enjoying what the new office has to offer.

More space and room to grow

The new office spans two floors with plenty of space to hold our 32 client partners (and counting). The space includes a large café to break for lunch, more conference rooms, smaller huddle spaces and a larger conference room that can fit our client meetings as well as our growing company. Moving to a new space also gave us the opportunity to rethink where everyone sits. Our growing MarCom department, which includes marketing, communications, editorial and design professionals, sit together as a large group as does our Technology Solutions team. Moreover, the client partners who share common missions or serve common members are near each other, creating more efficiency.

Updated technology

Moving into a new office afforded us the opportunity to start from scratch with our technology investments. Some of the biggest improvements in our new home are technology-related. We have upgraded our phone systems, added audio/visual capabilities in many of the conference rooms and increased network speed. Our internet is now five times faster and our network is 10 times faster! All of these improvements allow us to better serve our client partners and their members.

Greater collaboration

At AH, we believe that collaboration equals more productivity, so we've added conference rooms to allow everyone more options when meeting. In addition to our conference rooms, we now have "huddle rooms" for impromptu small-group meetings and even tables in workspaces for spur-of-the-moment collaboration. All of the technology updates, such as screens in conference rooms with video capabilities, allow AHers and client partners to connect no matter where in the world they're located!

We can't wait to give you a tour next time you visit Association Headquarters!



AH Holds Second Town Hall Webinar



On Sept. 15, Association Headquarters' (AH) staff, client team members and volunteer leaders gathered for the mid-year Town Hall Meeting via webinar. Volunteer leaders from various client partners showcased their organization while highlighting some of their most successful trends and activities throughout the past year.

"We want the AH Town Hall Meeting to be a time when our volunteer leaders can exchange ideas and trends," said Bob Waller CAE, President and CEO of AH. "Many if not all are looking for trends on membership growth and development, technology solutions and benefits that can be offered to members. This format allows for open dialog and sharing without having to ever leave your home or office."

Industry Trends

AH stays aware of industry trends through research and staff experience and education. Vice President of Client Services Sue Pine, CAE, reviewed educational formats, explaining that the traditional conference method is no longer unique enough and does not guarantee ROI for driving business outcomes and productivity. Instead, she recommended the following educational platforms that can be offered to members.

Virtual Conferences – The National Association of Professional Pet Sitters (NAPPS) recently held its first virtual conference, providing all of the amenities of an in-person event but at half the cost to members.

Live Streaming Events – The National Association of Professional Organizers (NAPO) and the Wound Ostomy and Continence Nurses Society™ (WOCN®) both offer live streaming from many of their events, allowing members to attend from their home or office.

Overall, Pine emphasized that the two themes—how interactivity improves learning and the impact that environment has on learning behavior—are definitely important meeting trends to be aware of. She also highlighted **gamification**, the process of applying game-thinking and game dynamics, which make a game fun, to the non-game context in order to engage people and solve problems. Several client partners have used this tool.

Content Marketing Trends

AH's Senior Director of MarCom, Kim Karagosian, reviewed the latest content marketing trends among associations. Content is currently behind successful marketing strategies. Associations should use what they already have and generate new content in order to grow awareness and membership.

Infographics are a very popular content marketing tool that are visually appealing and informative to audiences. Several client partners have utilized this tool to showcase a "snap shot" of their data in a more creative way.

Sponsorship Trends

Lori Gordon, Chief Operations Officer, briefly discussed how sponsorship relationships have changed in their level of seriousness and longevity. In terms of beginning new partnerships, there is a more immediate need to demonstrate an ROI rather than rely on brand identity.

Membership Model Trends

When developing your membership model, keep these pieces of information in mind:

- Models that give audiences options are a growing trend.
- Develop categories around needs, interest and benefits rather than age, title or position.
- Offer more membership levels to entice more people to join.

Making Ideas Happen

Chief Executive Relationship Officer Mike Dwyer, CAE, highlighted the development of a Political Action Committee (PAC) by the Juvenile Products Manufacturers Association (JPMA). The Washington DC office provides staff that is able to access key legislators on Capitol Hill in order to give client partners who work with legislative and regulatory affairs the ability to work with those who understand it most.

Leading Edge Program

AH is always trying to advance our client partners to greatness. In 2013, a new AH committee was formed called the Innovation Champions Committee (ICC), which meets monthly to think about ways AH can help our volunteer leaders be even better leaders. The committee developed AH's **Leading Edge Program**, designed exclusively for AH client partners, which includes resources and events.

As part of the program, the **Leading Edge Portal** was created, which is an online community for client partners to interact, share ideas, ask questions and download valuable resources, benefitting volunteer leaders. (View more about this program with the infographic on the following pages).

Leadership Forum

As part of the Leading Edge Program, Leadership Forum will take place Oct. 28 and 29 in our office in Mt. Laurel, New Jersey. AH invites our association leaders to attend this two-day event that is full of discussions around new trends and ideas as well as networking and interactive presentations. For more info, visit www.associationheadquarters.com/leadershipforum.

AH SnapShot

- AH has moved into a larger and more collaborative office!
- Our Social Responsibility Committee (SRC) has been busy planning and attending various events within the community.
- AH has again been named one of the Philadelphia Business Journal's Best Places to Work for 2014.

For more information about the AH Town Hall or to obtain the presentation and recording, please contact Karli Horn at khorn@ahint.com.

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1. Login to the Leading Edge Portal. If you did not receive your username and password, email leadingedge@ahint.com

2. Update your profile & notification settings: Click the "person" icon () at the top right of your screen. Click **Edit profile**. Add your picture, social links and a bio.

3. Join a group. You can join as many groups as you want. We recommend joining the AH client partner group and the segment group associated with your organization.

1

2

3

Click on **Settings** in the top right corner, then **Notification settings**. You can decide if you get emails for all new posts in the portal, posts for certain groups or only posts that directly respond to something you posted.

AH client partner

View **Administer group** **Edit**



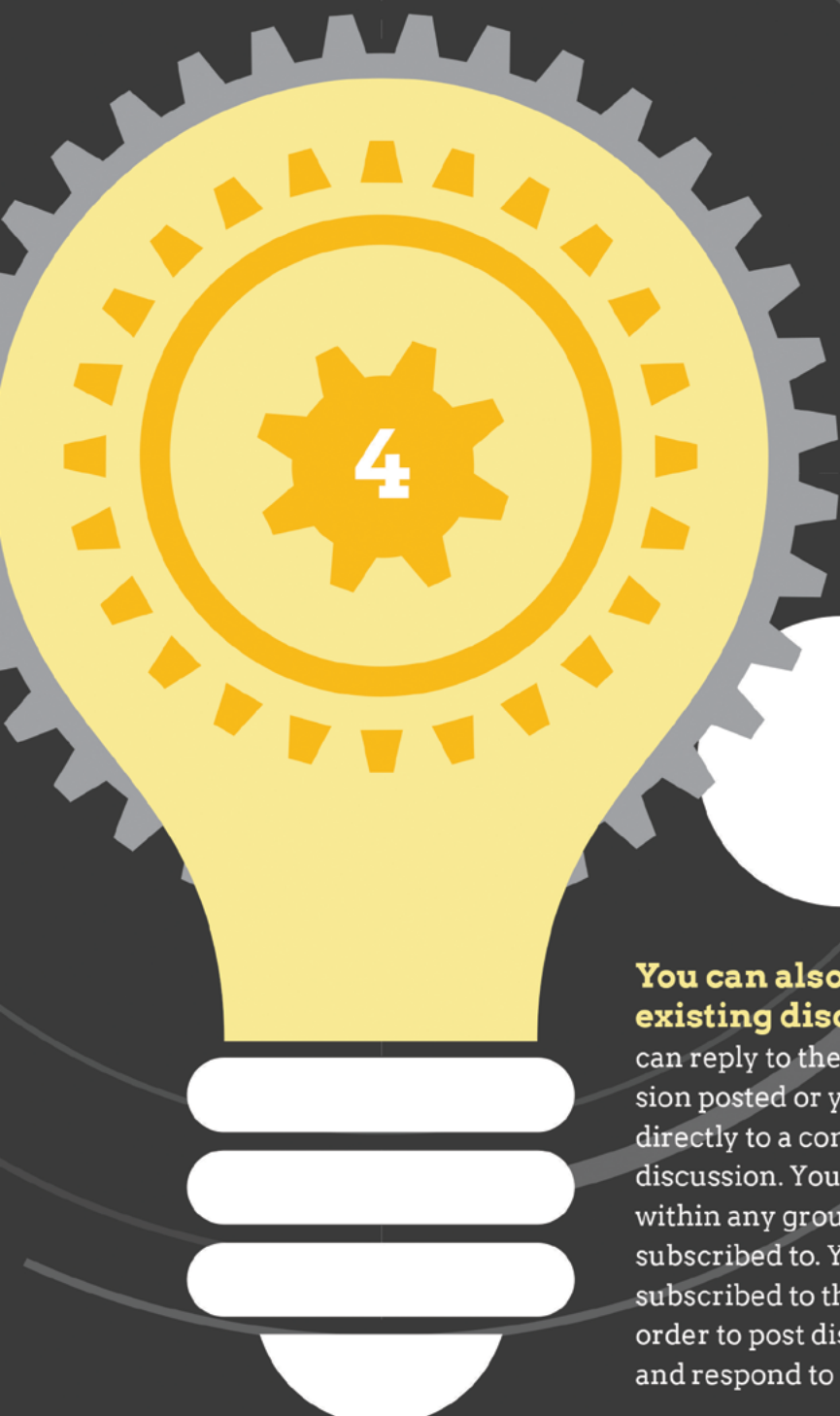
Group:

Subscribe to group

In this group, we will share news, announcements, events and relevant information that may pertain to you as an AH client partner.

Like 0

LEADING EDGE PORTAL...




4. Post a discussion in a group - You can post a discussion from the homepage of the portal but will need to select which groups you would like the post to be visible in. You can also click on any group you are subscribed to and post directly from there. To do so in either instance, click the [Go to full form →](#) button.

We encourage you to visit the resource center in the Leading Edge Portal for free access to guide books, slide decks, tip sheets and more. This is exclusive content for our client partners.

You can also reply to an existing discussion. You can reply to the initial discussion posted or you can reply directly to a comment of a discussion. You would do this within any group that you are subscribed to. You must be subscribed to the group in order to post discussions and respond to your peers.

Comments



I wrote this article awhile 0

Submitted by Tracy Custis
on 3 months ago

I wrote [this article](#) awhile back on what associations and association boards should focus on trying to be to their members. It might be helpful if anyone is feeling a lack of focus or would like help delving into where they should concentrate their efforts.

[reply](#)

Add new comment

Your name

Log in often to read new discussions, download valuable resources and talk amongst your peers.



Our Client Partners

Full Service Medical/Healthcare Related Association Client Partners

- American Association of Heart Failure Nurses (AAHFN)
- American Neurological Association (ANA)
- American Society of Hand Therapists (ASHT)
- American Society for Histocompatibility and Immunogenetics (ASHI)
- American Society of Transplantation (AST)
- Commission for Case Manager Certification (CCMC)
- Dermatology Nurses' Association (DNA)
- Dermatology Nursing Certification Board (DNCB)
- International Liver Transplantation Society (ILTS)
- International Pediatric Transplant Association (IPTA)
- Medical Dosimetrist Certification Board (MDCB)
- Midwest Nursing Research Society (MNRS)
- OsteoArthritis Research Society International (OARSI)
- Society For Biomaterials (SFB)
- Wound, Ostomy and Continence Nurses Society™ (WOCN®)

Full Service Trade/Business Association Client Partners

- American Association for Aerosol Research (AAAR)
- American Mosquito Control Association (AMCA)
- Association of Information Technology Professionals (AITP)
- Association of Medical Media (AMM)
- Church Benefits Association (CBA)
- Council for Chemical Research (CCR)
- Halloween Industry Association (HIA)
- International Energy Credit Association (IECA)
- Juvenile Products Manufacturers Association (JPMA)
- NADCA: The HVAC Inspection, Maintenance and Restoration Association
- National Association of Professional Organizers (NAPO)
- National Association of Professional Pet Sitters (NAPPS)
- Society for Information Management (SIM)

Public Programs/Fundraising

- United States Amateur Boxing Foundation (USABF)

Mount Laurel-based Association Headquarters, Inc. (AH) is a leader in the field of voluntary organization management. For over 35 years, the company has provided executive management, trade show management, meeting and convention planning, public relations, marketing, creative services, membership development and administrative support for trade associations and professional societies, and today, manages more than 30 non-profit credentialing bodies, trade associations and professional societies. AH maintains AMC Institute Charter Accreditation status. The AMC Institute Accreditation program is based on an ANSI Standard.

For more information, visit www.associationheadquarters.com, connect with Association Headquarters on Facebook, on [youtube.com/AssociationHQ](https://www.youtube.com/AssociationHQ) and follow @AssociationHQ on Twitter.

HEADQUARTERS HEADLINES

A publication of Association Headquarters, Inc.

Executive Editor: Karli Horn



HEADQUARTERS HEADLINES
is printed by **Perfect**,
an AH business partner for
more than 10 years.



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