

Executive Edition



Illinois Society of Association Executives Newsletter

It's Been A Pleasure

by Nancy Rhoads Nixon



It's been a genuine pleasure serving as your president for the past year. It was a fast but productive one. Because we have such a dedicated team of board and staff members and committee chairs, ISAE continues to operate at a dizzying pace. Here are some of the accomplishments of 2003:

Thanks to the hard work of ISAE staff and the membership committee, the organization has been able to maintain membership despite the residual effects of the devastating 911 terrorist attacks and a sluggish economy.

The legislative committee had a particularly busy year, working to protect your association's rights on a number of fronts. Legislation that was potentially damaging to ISAE members was introduced, but ISAE and ASAE struck back, and for now at least, the danger has been minimized.

They include:

1. The FCC faxing issue
2. The IRS conference materials taxing issues

Final language on both issues is still pending, but both ISAE and ASAE are on the job.

Despite the party change at the gubernatorial level and a plethora of last minute office appointments, ISAE still managed to turn out one of the most accurate legislative

Around ISAE

Members will see some additional activity around ISAE this year as staff and volunteers implement a number of projects.

Just recently, ISAE members were invited to participate in the 2004 Edition of the **ISAE Resource Directory**. The Directory is distributed to the Illinois Legislature, state agencies, and the media. The Directory has become a valuable resource tool for staffers, legislators and reporters. The cost to participate is \$50, which offsets printing and distribution costs. The Resource Directory will be hand delivered to the State House in April and mailed to the Illinois congressional delegation and Illinois media soon after.

Request for proposals will be sent in March for an update of the **ISAE Salary Survey**. Traditionally updated every five years, the survey provides salary information, basic job descriptions and HR Policy comparisons for downstate associations. While available to any organization for a fee, members who participate will be offered a significant discount on its purchase. ISAE intends to have the survey available for sale in the fourth quarter of 2004.

Proposals are expected shortly from member Convention & Visitors Bureaus to host the **2004 Summer Session** in late June or early July. The proposals will be evaluated by the ISAE Board of Directors, but volunteers are being recruited to serve on the Planning Committee now. If you are interested in serving on this committee, please call Melissa at the ISAE office.

For several years, ISAE experimented with moving the **Annual Convention & Tradeshow** to fall. However, beginning in 2005, the ACT will be moved back to January. Discussions were held as to whether it was

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People & Places

Three ISAE members were recently notified that they passed the CAE exam they took in December. Congratulations go to:

David Patton, CAE

Central Region Regional Manager
Illinois Farm Bureau, Bloomington, IL

Melissa D. Rhode, CAE

Member Relations Manager
Illinois Farm Bureau, Bloomington, IL

Daniel R. Sale, CAE

Executive Vice President
Capital Area Association of Realtors, Springfield, IL

For a second consecutive year, the **Holiday Inn Crystal Lake** has earned a Quality Excellence award from Intercontinental Hotels Group. Holiday Inn General Manager Bob Handzel was in Atlanta to accept the award. Quality Excellence awards are awarded on the following criteria based on comprehensive guest survey results for overall product and service quality and guest satisfaction. This award follows on the heels of two recent Readers Choice Awards from the *Northwest Herald* for Best Sunday Brunch and Best Banquet Facility.

Communities and non-profit organizations can now receive money for the installation of geothermal heating and cooling systems through a program administered by the **Association of Illinois Electric Cooperatives (AIEC)** and funded by the Illinois Clean Energy Community Foundation. Any facility operated by a government or non-profit organization and served by an Illinois electric cooperative is eligible for funding. Eligible facilities, such as schools, community centers, libraries and churches, may apply for a grant of up to \$50,000 to help offset the higher initial cost of geothermal system installations. Geothermal systems can save 50 percent in energy costs, and have been proven to decrease maintenance costs as well. While use of this energy-efficient technology has grown in the residential market, it has been underutilized in institutional and commercial installations because of the higher installed cost. For more information about the geothermal system funding program, contact the local electric cooperative in your area or the Association of Illinois Electric Cooperatives at (217)529-5561, or go to www.aiec.coop.

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www.ccsb.biz/showcase.htm

Committee Members...

Have I said Thank You Lately?

*By Pam Tolson, CAE
ISAE Executive Director*

In the last year, over fifty ISAE members served on the Board of Directors and on the various ISAE Committees. What would we do without you?

Through my experience recently with another association, I found out what happens when members refuse to serve on committees and expect staff to do all the work.

- Member voices aren't heard or even considered in the decision making process
- Officers make all the decisions and alienate the membership even further
- Staff is caught between officers who can't agree or struggle to demonstrate their power
- No debate takes place so all possibilities can be considered to insure success for a meeting or project

Now, I know many of you are saying that I must be making this up, as we know that volunteers and committees are the lifeblood of a successful association. But I recently had the experience of being told that "no one has the time to serve on committees" and when I laid out the experience I have with ISAE and other associations, I wasn't believed.

So if I haven't said "thank you" lately, please accept my gratitude for all that you, the ISAE volunteer, does to support the organization and staff. ISAE is a living, growing, vital association because of your efforts and I am truly grateful!

It is a pleasure working with each and every one of you.

Would you like to serve on an ISAE Committee?

**Fill out the Committee Enrollment
Form enclosed and fax it to ISAE, or
email Melissa Bealon at
melissa@assn-srvs.com.**

Holiday Inn City Centre

Legislative Update

ASAE Continues Efforts to Overturn FCC Fax Regulations

ASAE will continue to work with Congress to develop legislation to overturn the onerous fax regulations proposed by the Federal Communication Commission's (FCC) last year. ASAE believes that these regulations, which have been stayed until January 2005 in response to overwhelming opposition from the association and business community, will need to be addressed legislatively. The FCC has been consistent in its assertion that legislation is needed, and we do not see them changing their position. ASAE and others still have petitions for reconsideration before the FCC, but realistically our efforts need to focus on Congress.

ASAE and other associations have begun the process of meeting with key members of the House Energy and Commerce Committee and the Senate Commerce Committee to discuss an appropriate legislative solution. We have been working especially close with the offices of Congressman Fred Upton (R-MI) and Senator George Allen (R-VA). We are also working to identify Democratic supporters to make the effort bipartisan.

The proposed language that is under consideration would reinstate in some manner the "established business relationship" which had previously been the basis for fax communications between membership organizations and businesses and their

respective members and customers. Specifically, the language being discussed would exempt from the FCC rules faxes that were sent (1) to any person with that person's prior express invitation or permission; (2) to any person with whom the sender has previously engaged in a business transaction or communication, whether for a fee or free of charge; or (3) by a tax exempt nonprofit organization.

ASAE is also making an effort to modify or eliminate the "private right of action" pertaining to faxes that exists in current law. Under this provision, a private individual can sue in state court for up to \$1,500 in statutory damages per "unsolicited" fax. Many associations and businesses have had nuisance lawsuits filed under this law. Generally, the individual filing the lawsuit offers to settle out of court for an amount that is less than the cost of hiring an attorney or traveling to another jurisdiction to fight the case.

ASAE has seen an increase in the abuse of this private right of action as more and more individuals and attorneys realize that they can make a quick buck from these types of lawsuits. There are websites that walk you step by step through the process of issuing a demand letter and filing a suit. We have also heard of cases where individuals call and request a fax from a business or association, and then file a lawsuit claiming that the fax they received was unsolicited.

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What is most disturbing is the recent trend of unscrupulous attorneys who offer to buy an “assignment” of rights to sue the sender of a fax. ASAE has seen offers ranging from \$2 per fax to 10 percent of whatever amount is collected.

ASAE believes that eliminating the abuse of this “private right of action” should be considered in the current legislative effort to amend the “do not fax” laws. Understand that dealing with a private right of action can be controversial, but the growing number of abuses warrants an attempt to address this serious problem.

FEC Delays Action on 527 Advisory Opinion

The Federal Election Commission (FEC) delayed a ruling that would address how Section 527 political organizations should be regulated after the FEC’s three Democratic members said they needed more time to study public comment on the issue.

The advisory opinion request came from a Republican 527 group called Americans for a Better Country (ABC), and would require that any communication that “promotes, supports, attacks or opposes” any federal candidate be paid for using funds raised under the restrictions of the federal election laws, and not so-called “soft money” that is unregulated. Similar Democrat-leaning 527 groups have already raised more than \$20 million in soft money and the FEC agreed to establish more definitive rulemaking on the 527 issue. FEC Chairman Bradley Smith said a ruling on the proposal would come at the FEC’s next scheduled meeting on Feb. 18.

ASAE filed comments Feb. 4 with the FEC simply requesting that any FEC ruling not deter or limit associations’ ability to communicate with members during an election period. “It is imperative that any actions taken by the FEC that may restrict certain activities do not unintentionally and adversely impact such grassroots activities - the backbone of many advocacy efforts,” ASAE stated.

Supporters of the nation’s new campaign finance law, the Bipartisan Campaign Reform Act (BCRA), say they have no beef with issue-oriented advocacy but perceive some 527 groups as working to undermine the law. Sen. John McCain (R-AZ), primary sponsor of BCRA, said last week there is a difference between “legitimate” organizations working to “further the goals of democracy,” and “groups that have recently been set up for the sole purpose of raising or spending tens of millions of dollars in soft money to influence the 2004 presidential and congressional elections.”

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GOP Task Force To Offer Recommendation on AHPs

According to National Journal's *CongressDaily*, Senate Majority Leader Bill Frist (R-TN) said he expects recommendations within the next several weeks from a GOP task force headed by Health, Education, Labor and Pensions Chairman Judd Gregg (R-NH) on proposals addressing the problem of the uninsured. These proposals include association health plan (AHP) legislation, which would allow small businesses to pool risk so that they can better control the cost of health care. AHPs have been touted by President Bush as a solution to the critical issues of accessibility and affordability. Frist said he believes the problem of the uninsured will require "a one-, two-, three-year" plan. "You can't do it overnight," he said.

Bill Would Require Agencies to Weight Privacy Concerns

A bill approved by a House Judiciary subcommittee recently would require all federal agencies to weigh privacy concerns in examining all future proposed regulation. According to National Journal's *CongressDaily*, similar legislation was approved in the House two years ago, but failed in the Senate.

The issue of homeland security has created a privacy debate in certain circles. The U.S. Visit program, which involves

fingerprinting and photographing visitors to the U.S. from certain countries, has drawn some criticism from groups like the American Civil Liberties Union and others since it debuted Jan. 5. The Homeland Security Department is the only federal agency to have a congressionally mandated privacy officer. While the bill recently approved would not require privacy officers for other agencies, it would mandate that agencies issue an initial privacy impact analysis whenever new rules and regulations are proposed.

Private Sector Testifies on Postal Reform

The House Special Panel on Postal Reform and Oversight held the second of three hearings on postal reform Feb. 11, with the Postal Service's top users and competitors giving testimony. Among the companies represented at the hearing was Time, Inc., Pitney Bowes, R.R. Donnelly, Capital One. Competitors invited to testify included Fed Ex, UPS and DHL Worldwide.

The general consensus from the private sector was that the USPS needs the management flexibility to set rates and respond to market changes, along with the incentives of the private sector, if it is to survive. The USPS is expected to file for another postal rate increase within a year, and nonprofit mailers are hoping Congress addresses postal reform this year in order to protect against a larger-than-necessary rate increase proposal, according to the Alliance of Nonprofit Mailers (ANM).

IRS Issues Guidance on Excess Benefit Transactions

The IRS recently issued further guidance on when a nonprofit executive's compensation should be treated as "automatic" excess benefit transactions under the intermediate sanctions rule.

Although an economic benefit can be treated as compensation for income tax purposes and as wages for employment tax purposes, the benefit would only be treated as compensation under Section 4958 if the organization providing the benefit clearly indicated its intent to treat the benefit as compensation for services when the benefit was paid. If the benefit is treated as compensation under Section 4958, agents should consider it along with any other compensation the disqualified person might have received to determine whether the aggregate compensation was reasonable. For the full article, visit the IRS Web site at: <http://www.irs.gov/pub/irs-tege/eotopice04.pdf>.

Two-Year Internet Tax Moratorium Proposed in Senate

An alternative to Sen. George Allen's (R-VA) proposal to broaden and make permanent an Internet tax moratorium that expired Nov. 1 has emerged in the Senate. The new proposal, co-sponsored by Sens. Lamar Alexander (R-TN); Thomas Carper (D-DE); George

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The Mark of the
Quad Cities

Legislative Update (continued from page 6)

Voinovich (R-OH); and Bob Graham (D-FL), calls for a two-year moratorium and allows states and localities to tax certain business-to-business transactions that occur during the delivery of DSL service, according to National Journal's CongressDaily. The alternative proposal has won the support of Sen. Kay Bailey Hutchison (R-TX).

Allen said he was hopeful the Senate would complete action on the bill by the end of March. Talks in the Senate on the Allen bill (S. 150) broke down late last year over whether the ban should be permanent or for a fixed number of years, and also over the definition of access. States have been free to tax Internet access since the previous Internet tax moratorium expired Nov. 1. When Congress first created the moratorium, it exempted from the ban states that already had such taxes in place. Allen's bill would give those states three years to eliminate Internet access taxes.

IRS Issues Guidance Addressing NonProfit Advocacy

The Internal Revenue Service (IRS) has published guidance addressing certain public advocacy activities conducted by social welfare organizations, unions and trade associations.

The IRS revenue ruling 2004-6 addresses when lobbying activities by these exempt organizations are considered attempts to influence an election. Many tax-exempts had been concerned that any communication about a public official running for office would be a taxable expenditure under Internal Revenue Code Section 527. According to the ruling, tax-exempts are permitted to engage in lobbying or advocacy related to their exempt purposes, but may engage in only limited political campaign activity.

The guidance provides examples and sets factors that would be taken into account in determining whether expenditures for issue advertising are taxable and possibly jeopardizing to the organization's exempt status. Tax law experts contended in a Jan. 26 article in Roll Call that the IRS might have inadvertently created a loophole in this guidance that would allow millions of dollars in soft money to fund television and print ads - the very activity that the Bipartisan Campaign Reform Act is seeking to prohibit.

The IRS makes clear in its guidance, however, that tax-exempt organizations must adhere to tax rules as well as campaign finance laws.

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Legislative Changes Prompt Employment Application Revisions

By Terry McKinney, PHR, Manager, Information & Research Solutions

WHAT CHANGE?

Amendments to the Criminal Identification Act (Illinois Public Act 93-211) went into effective January 1, 2004. The amendment includes provisions for the automatic sealing of certain arrest and conviction records and except with respect to law enforcement agencies, the Department of Corrections, State's Attorneys, or other prosecutors, an expunged or sealed record may not be considered by any private or public entity in employment matters, certification, licensing, revocation of certification or licensure, or registration.

WHICH RECORDS ARE IMPACTED?

Arrest and conviction records that may be expunged or sealed include:

- 1) persons convicted of or placed on supervision for a misdemeanor or arrested without conviction for 3 years; or
- 2) 4 years in case of a conviction after the completion of the defendant's sentence if the defendant does not have a criminal conviction or supervision within that period.

Records that may not be sealed include: persons convicted of or placed on supervision for DUI, a sex offense, a violation of an order of protection, a crime of violence, dog fighting, a Class A misdemeanor violation of the Humane Care for Animals Act or an offense or attempted offense that would subject a person to registration under the Sex Offender Registration Act.

HOW DOES IT IMPACT AN EMPLOYER?

Applications for employment must contain specific language which states that the applicant is not obligated to disclose sealed or expunged records of conviction or arrest. Employers may not ask if an applicant has had records expunged or sealed. Illinois employers that inquire about criminal history should make appropriate revisions to their employment applications used to hire Illinois based employees.

Embassy Suites - Ohare

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Full Page Peoria Ad here

ISAE to Increase Educational Offerings

The ISAE Board of Directors have accepted a recommendation from the Education Committee that will strengthen the association's educational offerings and help members qualify to take the CAE Exam, re-certify, or just improve their skills in association management. The first thing members will notice is the difference in the monthly luncheon offerings. Programs will directly connect to one of the CAE domains and will qualify for 1 hour of CAE credits.

Four times a year ISAE will offer a morning or afternoon (3 hours) of educational programming. Two seminars will follow a monthly luncheon, a third will be at Summer Session and the fourth at the Annual Convention and Tradeshow. In addition, ISAE will co-sponsor programs with ASAE, Association Forum and is looking at other potential partnership offerings.

In April, Bob Harris, CAE of Harris Management Group will present a monthly luncheon program and afternoon seminar with the focus on strengthening boards and the board/staff relationship. Also in April, ISAE will co-sponsor the Chicago Legal Symposium with ASAE, Association Forum and the Chicago Bar Association. In June, ISAE will offer a virtual seminar on Sarbanes-Oxley presented by Association Forum.

The ISAE Education Committee, chaired by John Frietag of Association of IL Electric Cooperatives, is also reviewing the list of ASAE Virtual Seminars for offerings beginning this spring. The Virtual Seminars will allow ISAE to pay one fee for one site but invite the membership to participate. These seminars are interactive via the internet, but programs are presented in an audio format only.

So plan to get those education offerings here at a price you can afford! Check our the calendar of events in this newsletter or on www.isae.com.

Eagle Ridge 1/2 page White sale Value Season Package Ad

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Planning Yields Success in Springfield

Invariably at some point during an off-election summer or fall, someone asks, “What exactly do you do this time of year, when the legislature is out?”

If only I weren’t so busy, I’d think up a really witty answer to that.

The fact is, as all lobbyist and most association executives have always known, or are just now finding, we have a year-round job that may be even tougher when the legislature is not in session. For one thing, once the laws are in place the regulations are still to be written. And that’s a place where it is very much possible to, after you’ve won the legislative battle, lose the governmental war.

On a broader basis, the changing nature of associations and their membership gives us critical “homework” to do in the “off-season.” So much so that the legislative session can almost be the easier time of the year.

Today’s association member is more time-challenged, more narrowly focused and more rare – as in there are fewer of them - than ever. That makes this time for educating, planning and consensus building absolutely essential to a successful governmental affairs program in the spring. In the heat of the legislative session, today’s association just cannot afford the time it takes to reach and get a decision from a board full of volunteer leaders the way it might have in the past.

This means that associations have to be nimble enough to make tactical decisions on a moment’s notice, and secure enough in its priorities to take the risks that entails. That means a comprehensive pre-planning process should be going on right now in your association to develop a practical consensus and plan, targeting a limited number of major goals that enjoy broad support throughout the organization.

It’s harder to do than it used to be. You probably don’t have as many members to share the burden, and those you have are more likely to be focused on short-term issues within a narrow sphere of interest. We represent organizations that have informally fractured into three or more subgroups - each with its own set of separate priorities. Unity is more elusive today. Balance between the factions is harder to achieve.

How do you get there? Start with a communications program that sells every member on the importance of ongoing political action to his or her livelihood. Whatever their narrow interest may be, they will pursue it and overall organizational goals more successfully if they lay the groundwork of personal relationships with lawmakers and potential lawmakers through the “off-” and campaign seasons.

Above all, teach them that when a critical issue arises in the next session, they will not be able to parachute in at the last minute and convince the legislature to enact their position by force of logic. While that sort of idealism may work on The West Wing, it falls a little short in real life Springfield.

Then lay the groundwork for a strategic plan that identifies a set of goals that has the broadest possible support within the whole of your association. Anticipate issues your association wants to advance and those lawmakers or rivals might raise, and develop plans of attack or response.

We do this for our lobbying clients and other groups through a fast-paced, customized, six hour (we’ve found volunteers just won’t tolerate giving up any more time than that) consensus building and team planning process. The process we’ve developed reaches a practical consensus that establishes:

- ◆ An absolute ranking and consensus on what results will determine success.
- ◆ Individual and group accountability with a agreed deadlines.
- ◆ An environment of equality, where less verbal members are equally heard.
- ◆ A peer-enforced commitment for action for **both** volunteers and staff.

A process like this will protect your effort from being taken over by your more vocal members, and allocate your resources on a planned, strategic basis. Too many associations spend their limited PAC money, for example, based on the order in which they receive fund-raiser invitations. A comprehensive planning process brings all your members on board with your lobbying program because they feel a part of it.

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One way we try to keep them committed is to communicate to our clients with short, punchy, targeted updates. At crucial times these include requests for action such as letters, e-mails or phone calls to key legislative contacts.

Make it easy for your time-starved members to translate information into effective action. All it should take from the member is five to fifteen minutes at a time to write a letter or e-mail or make a phone call.

Your members are always your most important resource in generating the constituent pressure that moves the hearts and minds in the Capitol. You can make up for a lack of numbers by keeping those you have engaged, as your lobbyists are, in political action all year long. Do it strategically and you can present a strong, nimble, united front that can succeed when the crunch time comes.

Timothy J. Hennessey, President and Founder, Consulting4Biz, Inc. Consulting4Biz, Inc. (C4B) provides lobbying, strategic planning, organizational management and distance learning services to clients, primarily associations. Prior to founding C4B in 1985, Tim served stints as the CEO of two statewide associations. He can be reached at (217) 525-3474 or tim@consulting4biz.com.

Obituary

We regret to inform you of the death of Virginia Koertge, wife of former ISAE Board Member, George Koertge. She passed away on Monday afternoon, February 16, 2004.

Virginia had been very active alongside of George throughout his service to the Illinois Association of Chiefs of Police. George and Virginia had retired to the Chattanooga, TN area.

The funeral was Saturday, February 21, 2004. ISAE sent flowers and a note, but you may send a note to George at:

8336 Mitchell Mill Road
Ooltewah, TN 37363

time to change the format, perhaps separating the non-hospitality members into a separate tradeshow; however, it was decided to stay with the current format for an additional year. Expect however, an expanded educational program.

Near the end of 2004 the country will see another major election and that means it is time to produce the new **ISAE Legislative Directory**. After the frustration of pulling together the 2002 Directory ISAE staff and volunteers will take a deep breath and hit the streets gathering all the information that goes into the directory. The ISAE Board and staff thank all the purchasers of the 2003 Directory for their support and patience as we worked to gather as much information as possible and not be too far off schedule. Over 100,000 issues were sold. ISAE expects that the Directory will be produced on schedule in 2005!

Classified Advertisement

Part-Time Bookkeeper Position

Part-time bookkeeper position available - 3 days per week. Hours flexible. Salary commiserate with experience. Call Pam Tolson at MRSI/ISAE for more information, 793-5420.

Office Furniture for Sale

Prairie style, oak office furniture for sale. Includes desk/table, hutch, credenza and two legal size, two-drawer file cabinets. \$1,500 inclusive. Call the ISAE office at 793-5420.

Office Space for Rent

Three room office (465 square feet); south edge of Springfield, off Toronto Road. Call (217) 525-8000, 8:00 am to 4:30 pm, Monday - Friday.

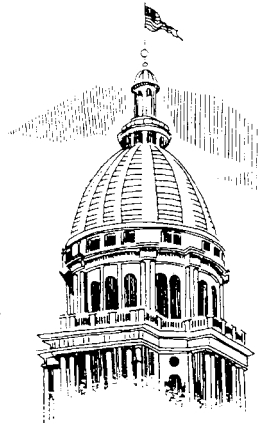
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The cost is \$5 for 10 words and .25 for each additional word per insertion.

Call Melissa at ISAE at 793-5420 or send her an email at: melissa@assn-srvs.com.

ISAE Members off to Washington

Members of ISAE and Association Forum are heading to Capital Hill for ASAE's AMERICAN ASSOCIATIONS DAY. Scheduled for March 31 - April 1, ASAE's 2004 Legislative Fly-In, American Associations (AA) Day, presents a terrific opportunity for association advocates to educate members of Congress and their staffs about the critical issues and challenges facing associations. This year's Fly-In will be kicked-off at 1 p.m. on March 31 at the Hyatt Regency on Capitol Hill by Illinois Congressman Ray LaHood. LaHood will be introduced by ISAE Executive Director, Pam Tolson, CAE. The day of issue updates and advocacy techniques training will also include an invitation to an ASAE Board of Directors' reception in the Capitol View Room of the Hyatt Regency. To help offset travel costs, \$300 scholarships are available. Visit http://info.asaenet.org/pdf/AA_Day_Application.pdf to apply for a scholarship.



Surrounding the Fly-In, ASAE, in conjunction with Capitol Advantage, is launching its first-ever Advocacy Week, a unique opportunity for ASAE members unable to attend the Fly-In to participate in grassroots advocacy activities. While Fly-In attendees are meeting face-to-face with their members of Congress and communicating important association issues, Advocacy Week participants are being asked to support ASAE's efforts on Capitol Hill by sending letters, sending faxes and making phone calls on the SAME issues to their Representatives and Senators. The louder our voice before Congress, the more powerful our message becomes! To learn more about Advocacy Week and sign up, please visit <http://capwiz.com/asae/home/> and click on the Fly-In/Advocacy Week link near the top.

**Visit us at
www.isae.com!**

It's been a Pleasure (continued from page. 1)

directories in Illinois, and made budget with sales of more than 100,000 copies. Pam and her staff deserve great accolades for that.

And, yet another successful Associations Advance Illinois Day was held at the Capitol.

Thanks to hard work of the Annual Convention and Trade Show Committee, the event was held in Decatur for the first time, and we were treated to a red carpet experience. Although the date of the ISAE Annual Convention and Trade Show fell during Veto Session, and attendance at the new location was down somewhat, ISAE experienced record attendance from meeting planning members.

With the departure of ASAE President Michael Olson, the tide has turned with our national organization. With new leadership in place, the organization is now threatening to compete against allied societies such as ISAE. Our executive director, Pam Tolson, who now serves as Chairman of the ASAE Allied Societies Council, is immersed in the dialogue. Our members need to know just how important this is. I'm sure you'll be hearing more about it in the coming year.

In the year 2003, ISAE received rave reviews about its educational programming, thanks to hard work from the education committee.

Finally, I'm proud to say that the Business Development Committee has finished its data collection. Those findings are being combined with results of research a group of University of Illinois Springfield students conducted this year to see how ISAE could best serve its members. The sum of these materials, made up of much sweat and hard work, will be written into a strategic plan to be implemented in the coming years.

ISAE is working hard to be YOUR association of associations, and we're listening to what you have to say.

Again, thank you for indulging me as your President. It's been an exciting and rewarding learning experience for me. You'll find a capable and caring president in Stan Zielinski, and I wish him well.

ISAE 2004 Calendar of Events

February

- 23 Monthly Luncheon
Renaissance Springfield
11:30 a.m. - Networking & Registration
12:00 p.m. - Lunch
Illinois' New Ethics Law and
How it Affects Your Association
- 24 Government Relations Committee Meeting
I.A.D.A. Building, 4th Floor Conference Room
10:00 a.m.
- 26 #2 Roundtable
Two Olives & A Pepper
11:45 a.m.

March

- 22 Monthly Luncheon
Crowne Plaza Hotel Springfield
11:30 a.m. - Networking & Registration
12:00 p.m. - Lunch

April

- 12 Monthly Luncheon & Spring Education Seminar
Crowne Plaza Hotel
11:30 a.m. - Networking & Registration
12:00 p.m. - Lunch
1:30 p.m. - Afternoon Seminar
**Best Practices and Techniques
for Highly Effective Boards** with Bob Harris, CAE
- 14 ASAE Legal Symposium
Fairmont Hotel -Chicago, Illinois
(co-sponsored by ISAE, Assn Forum and
Chicago Bar Assn)

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Convention & Visitors Bureau



Dawn Bagby
Convention Sales Director

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ISAE staff is always eager to answer your questions. While any staff person can answer your questions, we have listed the areas of responsibility below.

Pamela Tolson, CAE
ISAE Executive Director

- Association management issues
- Board of Directors
- Financial and Investment Issues
- Career Counseling
- CAE
- ASAE
- Legislative Issues
- Government Relations Committee
- Visionary Committee

Melissa Bealon, CMP
ISAE Associate Director

- Educational Programming
- Annual Convention & Trade Show
- Advertising and Sponsorship
- Meeting and Event logistics
- Membership Directory
- Accounts Payable
- Accounts Receivable
- Editorial Issues
- Legislative Directory
- Website Maintenance
- Staff Committee Liaison
 - Government Relations
 - Awards
 - Annual Convention & Trade Show
 - Summer Session
 - Education & Professional Development
 - Visionary

Eric Klinner
Member Services Director

- Member Service Issues
- Membership Development
- New Member Application/information
- Membership Record information
- Membership Renewals
- Mailing Labels
- Database Management
- Event Registrations
- Library Coordinator
- Staff Committee Liaison
 - Membership Development
 - Annual Convention & Trade Show
 - Education & Professional Development



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MARK YOUR CALENDAR!

April 12, 2004
Monthly Luncheon
& Spring Education Seminar
 Crowne Plaza Hotel
11:30 a.m. - Networking & Registration
12:00 p.m. - Lunch



1:30 p.m. -
Afternoon Seminar
Best Practices and
Techniques for
Highly Effective
Boards
 Guest Speaker: **Bob**
Harris, CAE

