

EXECUTIVE NEWS

The Official Publication of the Ohio Society of Association Executives
Volume 5 | Issue 12 | December 2009



Executive Charity
OSAE's 20th Annual Holiday Luncheon & Silent Auction for Charity Newsies



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Calendar of Events

January 8, 2010
OSAE Monthly Luncheon
Doubletree Columbus
Worthington

January 19, 2010
12:00-1:30PM
Association Societies
Alliance Webinar
Pandemic Flu! What's an
Association to Do?
Online Webinar Event

February 5, 2010
OSAE Monthly Luncheon
Embassy Suites Columbus
Airport
Columbus

March 5, 2010
March OSAE Luncheon
Monthly Luncheon
Raddison - Great Southern
Hotel



James Hartley, CAE, Executive Editor

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Ohio Travel Association

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There are many aspects that go into managing a successful association. All associations address the needs of their members as they are brought up. The best run organizations anticipate those needs and can tackle them as they arise.

We talk about research, strategy, execution and tactics often, and in this issue we celebrate the culmination of the hard work it takes to create the materials and the programs that our members come to expect. The OSAE Achievement Awards recognize OSAE members, leadership and staff who have invested the time and talent necessary to deliver outstanding work on behalf of their organizations.

It is our hope to not only showcase the creativity and efforts of our peers but also to provoke ideas and inspire our readers.

Finally, *Executive News* would like to offer a warm farewell and generous thanks to outgoing Executive Director, Jim Hartley. Jim has accepted the opportunity to lead the staff

of the National Exchange Club as its new Executive Vice President. The Exchange Club, which is based in Toledo, Ohio, is a national service organization for men and women who want to serve their community, develop leadership skills and enjoy new friendships. It is made up of nearly 800 clubs and more than 25,000 members throughout the United States and Puerto Rico.

Jim accepted the role of OSAE Executive Director in June 2007. Under Jim's executive leadership, OSAE has been able to build upon its solid foundation of success as well as forge ahead in many new areas of programming and member services.

Good luck, Jim! 🍀

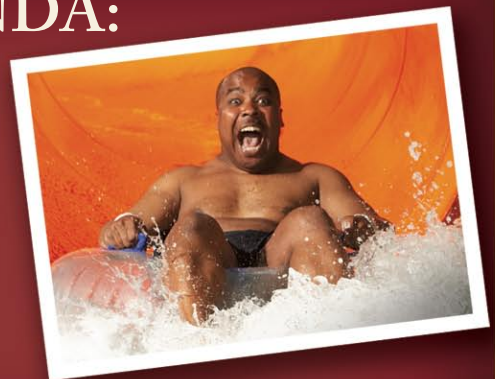
MEETING AGENDA:



1. Get down to business.



2. Feast often.



3. Play as needed.



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Week In Review

Provided by The Hannah Report

BUDGET

The National Conference of State Legislatures released its latest fiscal report, which shows state lawmakers are likely to continue to face budget struggles in the coming months. The report indicated 36 states face budget gaps totaling \$28.2 billion.

FY10-11 BUDGET

Despite predictions – threats? – that the Legislature would be in session in Columbus on Christmas, legislative leaders and the governor were able to agree on a compromise that cleared the way for passage late Thursday of the budget bill, HB318 (Sykes).

2010 ELECTIONS

Former state Sen. Steve Stivers (R-Columbus) officially filed his petitions to run for the 15th Ohio Congressional District on Thursday, setting up a repeat of the 2008 campaign against Democrat Mary Jo Kilroy – a race that garnered national attention and will likely do so again.

ELECTIONS

Post-election campaign finance reports showed that the Ohio Jobs and Growth Committee went all out in its successful effort to win passage of Issue 3 and bring casinos to Ohio. The group, funded primarily by Penn National Gaming and Cleveland Cavaliers owner Dan Gilbert, spent \$47 million in its campaign, including \$12 million in the final two weeks before the vote. In contrast, two opposition groups, funded mainly by competing gambling company MTR Gaming, spent \$9 million and \$2.4 million, respectively.

Secretary of State Jennifer Brunner certified the Nov. 3 General Election results, saying that more than 3.2 million voters cast ballots. The average turnout by county was 44 percent.

EMPLOYMENT/UNEMPLOYMENT

According to the Ohio Department of Job and Family Services, the state's composite index of leading indicators increased 0.2 percent to 88.9 percent in October, suggesting a slow employment and labor market for the winter. The national index increased 0.3 percent to 103.8 percent.

FEDERAL

The IRS issued the 2010 standard mileage rates that are used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes. The new rates for business, medical and moving purposes are slightly lower than those for 2009.

HEALTH & HUMAN SERVICES

The Walmart Foundation donated a total of \$350,000 for emergency assistance in the state, giving \$250,000 to the Ohio Association of Second Harvest Foodbanks to fight hunger and \$100,000 for the federal Home Energy Assistance Program (HEAP).

TAXATION

The Ohio Department of Taxation said it was offering a one-time opportunity for Ohioans with income held in Swiss bank accounts to disclose unreported income from the accounts and partially avoid penalties. The Ohio Offshore Voluntary Disclosure Program will allow eligible taxpayers to limit penalty liabilities to 15 percent of the tax due. The program was prompted by an agreement the Internal Revenue Service (IRS) won from the Swiss government to get information on thousands of Americans who have accounts with UBS bank.

TRANSPORTATION

The Ohio Department of Transportation promoted its case for the creation of the 3-C passenger rail corridor by pointing out that planned routes will run near 40 colleges and universities, putting more than 200,000 students within 10 miles of proposed stations.


VETERANS

Members of the U.S. Armed Forces now have the option of displaying a symbol representing their service on their driver's license or state ID through the Bureau of Motor Vehicles.

ECONOMIC DEVELOPMENT

Chancellor Eric Fingerhut, saying that the price tag and timing will be the thorniest issues in getting General Assembly approve for a Third Frontier renewal, laid out for the Third Frontier Commission why May 2010 gives the best opportunity for passage and tried to assuage concern about borrowing twice as much for the renewal as when the program began.

A coalition of health groups released a report showing Ohio ranks 45th in the nation in funding programs to prevent kids from smoking and to help smokers quit. The report says the state spends just 5.1 percent, or \$7.4 million, of the \$145 million recommended by the U.S. Centers for Disease Control. The ranking for Ohio is unchanged from the previous year's report.

A House bill expanding the Home First program in PASSPORT and the Assisted Living program was introduced by Reps. Deborah Newcomb (D-Conneaut) and Peggy Lehner (R-Kettering). It is HB398. 

20TH ANNUAL HOLIDAY LUNCHEON & SILENT AUCTION

Be part of the fun and the giving for an important cause! It's still Fall, but the holidays will be here soon and OSAE members will be fundraising for Charity Newsies at the 2009 Holiday Luncheon and Silent Auction. This year's event will take place on Friday, December 4, 2009 and will be held at the Hyatt Regency - Columbus. This will be OSAE's 20th Annual Holiday Luncheon and Silent Auction where you will find tables overflowing with enticing items donated by YOU and your fellow OSAE members. This will also be a fun time to network with your fellow OSAE members as the holiday season begins. Proceeds from the event go to benefit Charity Newsies, a 100 year-old organization that spends 100% of its donations on new shoes and clothing for needy school children in Franklin County. Register online at www.OSAE@osae.org





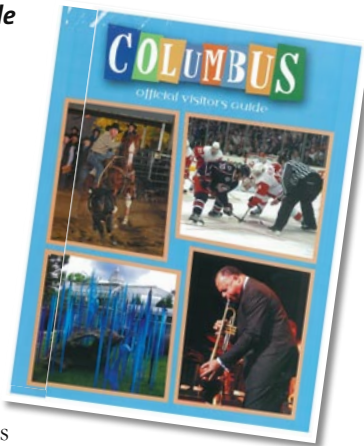


As part of the 2009 Learning Exchange, OSAE is proud to recognize the following outstanding achievements in association programs. OSAE members put tremendous investments of time, effort, creativity, and talent into the projects they undertake for their associations. Most of the time the reward for a program is its acceptance by members with barely a thought of what went into “making it work.” The OSAE Achievement Awards program is intended to recognize these “best practices” by all in the association community. The photo above features the members who accepted the awards at the luncheon.

PUBLICATIONS – SERIAL & ONE TIME

Columbus Official Visitor Guide Experience Columbus

The *Columbus Official Visitors Guide* presents Columbus as a vibrant destination, and includes details on things to see and do in Columbus, and provides up-to-date information on Greater Columbus to any visitor prior to or during their stay. Seeing the *Visitors Guide* is often the first point of contact Experience Columbus has with a visitor.



Content of the *Visitors Guide* also highlights the best attractions and events of the season. These examples range from well known to well kept secrets. Images often include people literally experiencing Columbus, so that a potential visitor can actually “see” himself there. Experience Columbus goes to great lengths to locate – or shoot – photos that represent the richness and diversity of the city, both in content and in cultural makeup.

Experience Columbus staff is diligent in proactively distributing the *Visitors Guide* throughout Columbus to hotels, visitor information centers, the airport, convention center, event venues and member organizations, along with regional AAA offices, Ohio’s Tourist Division and the Ohio Department of Transportation, to make it widely available in Ohio and neighboring states.

REGION{view} Newsletter Greater Springfield Chamber of Commerce

The Greater Springfield Chamber of Commerce decided to begin producing a quarterly, tabloid-sized newsletter, *REGION{view}*, featuring the three Chamber divisions in each issue, in addition to general feature stories regarding the broader community. The cover story is always about a local business. The intent of the newsletter is to reinforce the interesting and positive aspects of Springfield/Clark



County. The chamber determined too many stories that put the community in a positive light were either being overlooked or under reported. The newsletter is mailed directly to members but is also available to non-members at distribution points around the county.

State Board of Registration Update
Ohio Society of Professional Engineers

The objective of the *State Board of Registration Update* is to provide OSPE members with a succinct, well-written electronic newsletter within 48 hours of the meetings of the Ohio State Board of Registration for Professional Engineers and Surveyors, (OSBRPBS) the regulatory agency responsible for licensing professional engineers. This e-newsletter is filled with all the decisions the board makes—news that will affect engineering licenses and businesses.



OSPE staff attends all OSBRPBS meetings and reports on actions that will affect the professional engineers licenses or businesses.

OSPE staff then proofs, edits and finalizes its reports; crafts the *State Board of Registration Update* in an easy-to-read format; and sends it via e-mail to the OSPE membership within 48 hours of the Board meetings.

In membership evaluations, the *State Board of Registration Update* earned an overall average score of 4.3 on a scale of 1-5 in which 1 represents “poor” and 5 represents “excellent.”

Today’s Education – Tomorrow’s Career
Ohio Association for Career and Technical Education

Through its newsletter, *Today’s Education–Tomorrow’s Career*, the Ohio Association for Career and Technical Education (Ohio ACTE) is able to provide members general information regarding legislation, new programs and opportunities for students and



educators that is supplemented with specific information on the Ohio ACTE web site. Additionally, *Today’s Education–Tomorrow’s Career* builds unity among all career-technical educators through a member news section called “Roll Call” that highlights accomplishments of members. All of these measures are intended to increase the image of career-technical education.

Advertising sales cover the cost of design, printing, and mailing to all 3,000 of Ohio’s career-technical educators, whether Ohio ACTE members or not.

à la Carte
Ohio Restaurant Association

Grew number of pages per issue from an average of 16 in 2007, 20 in 2008, to 23 in 2009. Expanded coverage to include contributing writers.

Additional revenue created the need to direct readers to bonus online coverage. Advertising revenue not sufficient to pay for all pages created via expanded coverage.



Through a unique arrangement with the printer, advertising is sold and revenue kept by printer in lieu of payment by ORA. Ad revenue has increased to enable the publication to grow its printed pages from 8 in 2007 to 12 in 2008 and 12-16 in 2009 in spite of a down economy.

EDUCATION

Ohio Tourism Leadership Academy
Ohio Travel Association

The Ohio Tourism Leadership Academy (OTLA) was created in 2008 by the Ohio Travel Association Board of Directors to develop leaders within the state’s travel and tourism industry.

OTLA was modeled after leadership programs offered through local communities. The program is open to candidates representing entities within the hospitality industry, with 17 participates in the inaugural class.



Upon completion of the program, participants surveyed strongly believed the program helped them meet their goals: to hone leadership skills, increase networks, gain a greater understanding of the industry at the statewide level and have an increased understanding of board leadership.

OTLA is the first and only program of its kind offered for tourism industry professionals throughout the U.S. The Ohio Travel Association is proud to offer the Ohio Tourism Leadership Academy and believes that the organization will benefit from the development of these future leaders for many years to come.

Continuing Professional Development Conference **Engineers Foundation of Ohio**

The Continuing Professional Development Conference, “Emerging Issues in Engineering Management” provides Ohio’s professional engineers with the state-mandated 15 CPD hours they need to keep their



licenses, while minimizing their time out of the office and making this education as affordable as possible.

By offering 15 CPD hours in the fourth quarter of the year, we were able to cater to the engineers who missed our earlier education programs or for whatever reason waited until the end of year to earn their state-mandated educational hours.

By packing a quality 15 CPD hours into just two days, we were able to ensure that engineers would minimize their time away from the office and return to work the following Monday armed with education that they could apply to their businesses.

Attendance in 2008 was 160 percent of the attendance in 2007.

In 2008, 85 percent of our participants returned evaluations to EFO, the Fall 2008 CPD Conference earned an overall average score of 4.2 on a scale of 1-5.



There’s more than you could ever imagine in Cincinnati USA. More to see, more to do, and more than meets the eye. From the first glimpse of our impressive skyline, you’ll be blown away by our sweeping views and unique experiences. Enjoy exemplary shopping, like Tiffany & Co. and Saks Fifth Avenue...Macy’s and IKEA. World-class dining, from sophisticated seafood to Brazilian steaks to our unique 3-Way chili.

Great clubs. Awesome music. And late-night salsa dancing.

It’s all located within steps of the newly expanded and renovated Duke Energy Convention Center, which boasts one of the largest and most impressive ballrooms in the Midwest at 40,000 square feet. The convention center is flanked by \$2 billion in new infrastructure, including the brand new Fountain Square entertainment district. Nearly 3,000 hotel rooms lie within three blocks. Within minutes of

The OSCPA Online Library
The Ohio Society of CPAs

The Online Library is one component to the OSCPA's efforts to keep members current with continuing professional education (CPE) for CPAs. The Online Library allows members to log-in and watch previously recorded education courses in a variety of practice areas.



In developing the Online Library, it was imperative that the product be user-friendly, efficient, and easily accessible. The purpose of the Online Library is to offer members value, convenience, quality and accessible. Approximately two-thirds of current content in the Library is derived from the sessions filmed at OSCPA conferences. Each course in the Library is coupled with course materials available to download at any time.

Feedback from members has been overwhelmingly positive. Members are excited about the convenience and value that the

Library offers, and are receptive to earning both knowledge and CPE over the Web. A total of 444 exams were purchased.

OABA Days
Ohio AgriBusiness Association

As a result of mergers of various associations serving diversified segments of the Ohio agribusiness industry, OABA found itself trying to satisfy all segments of the industry and all levels of management at one event.

The solution to serving a segmented and diversified membership was to provide segmented and diversified educational opportunities. The resulting solution has come to be known as OABA DAYS. The concept is really quite simple - have specific one-day conferences and workshops for specific industry segments and/or levels of management.

The annual meeting has now become one-day, special conferences and workshops, and incorporates a changing and unusual venue. Atten-



emorable

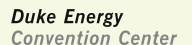


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Plan for More.



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dance has nearly tripled compared to past meetings incorporated into a convention and trade show.

CVB MARKETING

Sp4rts Ohio Venue Directory Consortium – Akron/Summit Convention & Visitors Bureau

Objectives: Develop a comprehensive sporting event venue directory; create a co-op marketing and promotional strategy including trade publication display ads and trade show attendance; design and utilize an engaging “logo/co-op identity” across collateral material; develop and launch a web site to enhance marketing opportunities while promoting Summit, Stark, Medina and Portage counties as a destination for various sporting events.



The official *Sp4rts Ohio Venue Directory* was compiled and published as the co-op’s primary marketing tool; it is used to fulfill all requests for venue information. The URL www.sportsohio.travel was secured and the web site provides event organizers useful information, including an electronic version of the printed *Venue Directory*.

To date, the co-op has helped secure several tournaments (including the PONY National Softball Championships) and bid on numerous other sporting events. The Sp4rts Ohio brand has successfully communicated our desire to attract and service events – offering exceptional venues, affordable and accessible accommodations and the very best in dining and entertainment.

HITS – Hiring, Investing, Training, Space Greater Springfield Chamber Of Commerce

HITS is an innovative and original economic development concept targeting retention and expansion in Springfield/Clark County, Ohio. All businesses in Clark County, Ohio are targeted. Businesses are contacted to see if they are Hiring, Investing in the business, Training workers, or in need of Space – the key questions in R&E efforts. If so, they are connected with people who can help them. Over 41 volunteers and staff people are involved with



the effort, representing 11 different organizations. More than 1,000 businesses were contacted in the first full year, in 2008, of which 468 were doing a HITS activity.

HITS not only helps the existing businesses, but it benefits the community by keeping jobs here and helping to add more. A secondary benefit to the Chamber is it initiates contact with members and non-members and demonstrates a willingness to help. There is no deducted budget for HITS as the activities are a part of the participant’s everyday job duties.

PUBLIC RELATIONS

Strategic Relations Marketing Opportunities Ohio Society of CPAs

The Ohio Society of CPAs (OSCPA) uses its Strategic Relations Marketing Opportunities kit to build mutually beneficial relationships between businesses and CPAs. The program serves members by offering a wide variety of quality resources that assists members with their day-to-day needs. Revenue generated through these vendor relations helps to keep membership value high by allowing OSCPA to continually add new programs and tolls for members. The kit is just one part of an overall program that relies heavily on personal relationships. The program has been instrumental in an increase of new vendors (33 percent) at all four Ohio Accounting Shows as well as boosting advertising sales helping OSCPA to launch a new monthly member publication.



The Concerned About Development Learning Collaborative Ohio Chapter, American Academy of Pediatrics

The Concerned About Development Learning Collaborative (CADLC) is a component of the Autism Diagnosis Education Pilot Project, which is a program of the Ohio Chapter, American Academy of Pediatrics. The CADLC’s goal is to increase the number of primary care professionals who screen for delayed development, including autism and social-emotional concerns.



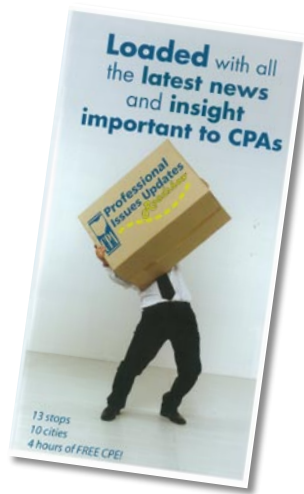
CADLC has trained 62 teams in person and through webinars and has reached more than 500 potential practitioners.

CADLC was also the first and only pediatric educational program in Ohio to offer members Maintenance of Certification (MOC) through the use of improvement science. Improvement science uses the “Plan, do, study, act” model. Teams also collected baseline data, then monthly data to document their progress in implementing the lessons learned at the training. After the training, a listserv and web site was created to help practices deal with any implementation challenges.

MEETINGS

The Professional Issues Update Series **The Ohio Society of CPAs**

The Ohio Society of CPAs (OSCPA) implemented the Professional Issues Update Series in order to build and strengthen relationships between CPAs and OSCPAs while providing members with timely updates highlighting OSCPAs efforts advocating on state and national issues affecting the CPA profession. In addition, OSCPAs wanted to provide an exclusive, members-only opportunity to earn free continuing education credits through attendance at these convenient sessions and increase PIU attendance.



Due to an aggressive advanced marketing campaign and the success of former PIU Roadshows, attendance at the fall 2008 event reached 1,446 – an 8 percent increase over the prior session. In spring 2009, PIU attendance skyrocketed to an all-time high of 1,705, an 18 percent increase.

OABA Days **Ohio AgriBusiness Association**

Ohio’s agribusiness industry, like many industries over the years, grew financially but shrunk drastically from an ownership standpoint.

Mergers and consolidations reduced OABA ownership membership by over forty percent.



An overwhelming number of our members indicated the real reason they attended the convention and trade show was to support the association, and that they would not miss it if we didn’t have it.

The solution to serving a segmented and diversified membership was to provide segmented and diversified events and venues. The resulting solution has come to be known as OABA DAYS. The concept is really quite simple – to have specific one-day meetings for specific industry segments and/or levels of management.

Annual attendance and involvement has increased almost 200 percent. Net revenue has increased by nearly 60 percent.

Organizational time and effort is less than half of that utilized by a convention and trade show. Committees are easily utilized in planning because of the coordinated industry segments. Increased “buy in” has led to more individuals showing an interest in volunteering.

PIA’s Inaugural Internship Program Golf Outing Fundraiser **Professional Insurance Agents Association of Ohio, Inc.**

The primary goals of the inaugural golf outing were to raise awareness among member companies and agencies of the internship program and fundraising needs for the program.

Objectives included raising awareness of the program, registering up to 25 foursomes, raising \$30,000 for the program, and building enthusiasm for the program.



The turnout was overwhelming for this inaugural event and nearly \$40,000 was raised to benefit the foundation, signifying the industry’s strong support of PIA’s Internship Program and its goals of attracting young professionals to the insurance industry and promoting it as a desirable career choice for college students.

MEMBERSHIP

Navigating the Recession **The Ohio Society of CPAs**

The Ohio Society of Certified Public Accountants wanted to provide resources on its web site for members who are faced with difficult economic situations, including layoffs. In a new section, "Navigating the Recession," specific information about many programs the Society already has in place, but are of particular benefit to members throughout the recession, are highlighted. The section also features new programs created to help members as they seek employment or prepare for potential layoffs, including: a per diem job board, career coaching, and a member survival podcast series.



There were more than 1,500 visits per month on average to "Navigating the Recession" resources. The podcast series generated 35 subscriptions after it premiered in August 2009. The topic was "developing telephone interview skills." All available one-on-one career coaching sessions at an accounting conference were filled. Members provided highly positive reviews of their sessions.

Two e-mail alert messages to the members regarding the resources each had an open rate of 20 percent.

GOVERNMENT RELATIONS

Save Ohio Libraries **Ohio Library Council**

On June 19, 2009, Ohio Governor Ted Strickland proposed balancing the state's 2010-11 biennium budget with, among other things, a 30 percent cut in the state's public library funding – a devastating blow considering the Public Library Fund was already projected to suffer an 18-20 percent decline in 2009 due to decreasing state tax collections. In response, the Ohio Library Council and public libraries throughout Ohio initiated an unprecedented public awareness campaign with the goal of generating a large and vocal message to the Governor and Ohio General Assembly to *Save Ohio Libraries*.



Within days, hundreds of thousands of Ohioans sent messages to the Statehouse. The Governor's office had to open a second phone line to handle the volume of calls, and the legislature's e-mail system was shut down temporarily due to the number of e-mail messages received. Some legislators reported receiving as many as 14,000 messages in a 36-hour period.

The campaign ultimately saved public libraries \$200 million in funding.

OSAE January Luncheon

January 8, 2010

Doubletree Hotel – Worthington

Maintaining the Status Quo Does Not Mean Inaction

January's luncheon speaker, Neil Clark of Grant Street Consultants will discuss why he believes the State of Ohio is headed towards a financial meltdown. In addition to studying the causes for the meltdown, he will list the reasons used by both individuals and Ohio's leadership not to make the hard decisions. Before launching Grant Street Consultants, Neil Clark served as Chief Operating Officer of the Ohio Senate Republican Caucus where he managed the planning, development and implementation of the taxing and spending priorities of Ohio's \$32 billion biennial budget. In this position he functioned as both senior advisor to the majority leadership and as senior financial analyst for the Caucus. During his three decades in the political arena, he has structured and directed scores of successful campaigns for candidates and statewide ballot issues. In 2009, he was ranked for the ninth consecutive year in the top 25 of *Smart Business Magazine's* annual Columbus Power 100.

NEW MEMBERS

ASSOCIATION EXECUTIVE MEMBERS

Daniel DiLoreto
Clarion Inn and
Conference Center

Ernest J Hartong
ARCSI

LaDonna Belcher
Ohio Promotional
Professionals
Association

AFFILIATE MEMBERS

Marci Reiterman
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OTA Executives



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