

CONFERENCE CALL OUTCOMES JUNE 17, 2005

Participants:

- John Fulling Jr., CGCS (Western Michigan GCSA representative), Dan Bissonette (Northern Michigan TMA representative), Dan Billette (Greater Detroit GCSA representative), Dave Pawluk, (Mid-Michigan Turf Association representative), Hannes Combest, Teri Harris and Janet Satterlee (GCSAA staff)

Topic: Options for hiring an executive director or an association management company

Objectives:

- Discuss options for hiring staff for the state chapter

Summary of discussions:

- The group reviewed an overview of a suggested position description for an executive director. This included responsibilities and requirements. The Michigan Society of Association Executives (MSAE) provides executive search assistance. The web site is www.msae.org.
- The group reviewed an overview of an association management company (AMC). This included a description, possible services it can provide, and the selection process. An association management company draws upon the experiences and resources of other associations/clients with which it contracts. This can be a benefit to the chapter.
- GCSAA staff recommended the following resources: the International Association of Association Management Companies (IAAMC) at www.iaamc.org and chapters that have hired an association management company. This includes the Rocky Mountain GCSA and the Metropolitan GCSA. John Fulling will contact Tracy Richard at the Rocky Mountain GCSA to learn about their structure and the process they used to hire an AMC.
- The group requested a sample request for proposal from the Rocky Mountain GCSA. They also requested sample association management contract from Interactive Management, Inc. This is the association management company that contracts with the Rocky Mountain GCSA. (Both documents were e-mailed to the group on June 17).
- Hannes Combest will review and qualify a list of association management companies from the MSAE web site.
- Specific skill sets for staff should be built into the contract. For example, if there is an emphasis on fundraising, then incentives can be built into the contract for generating a certain amount of revenue.
- The group discussed a communication plan for the chapter leadership and members. A web cast will be held in July with the leadership of the four local chapters. GCSAA staff will draft a communication plan. It will include discussion about membership dues, potential revenue growth, the value that can be delivered as a state association (benefits and challenges in forming a state chapter) and issues the leadership is addressing.

- A forum is available on the NMTMA web site for members to post questions and share their opinions.
- John Fulling and Dan Billette will work on sponsorships and assess potential industry support.

Next steps:

A conference call will be held on Friday, June 24 to discuss bylaws and membership dues structure.