



May 2018

MARK YOUR CALENDAR and REGISTER FOR THE

FIAE Webinar Series: Thursday, June 14 @ 1 pm EST

HOT ISSUES IN THE COUPONING INDUSTRY

REGISTER

TODAY: <https://attendee.gotowebinar.com/register/9018278324837516547>



After registering, you will receive a confirmation email containing information about joining the webinar. Make sure you enter the audio pin (provided when you call/log in) in order for the moderators to "unmute" you.

Presented by Val Stark, S.M.S PROMO, Education Chairperson of the Association of Coupon Professionals [ACP] and John Morgan, Executive Director of the Association of Coupon Professionals [ACP]

The presentation will highlight the coupon industry as it stands today. We will review the trends of 2017 and emphasize the new technologies in the coupon industry for 2018 and beyond.

This webinar was originally scheduled for May 11. You will need to RE-register using the new link above



SAVE THE DATE....November 11-14, 2018

Featuring

DAVE CRENSHAW



THE MYTH OF MULTITASKING: Increase Your Value with the Power of Hidden Time!

What could you do with a 20% increase in productivity? Dave will show you and your company how to find extra time at work, without having to work weekends. Dave will show you how to find precious minutes and hours - that add up to extra DAYS! - hiding right under your noses. Not only that, Dave will show you how to make that time COUNT with his truly unique brand of wit and wisdom.

Dave Crenshaw is the master of building productive leaders. He has appeared in Time magazine, USA Today, FastCompany, and the BBC News. His courses on LinkedIn Learning have received millions of views. He has written four books, including The Myth of Multitasking which was published in six languages and is a time management bestseller. As an author, keynote speaker, and online instructor, Dave has transformed hundreds of thousands of businesses leaders worldwide.

Another great article on Puerto Rico we thought you would find interesting:

['Power' Trip: Live From San Juan, Puerto Rico](#)

Join us in November to this view from the beautiful Condado Vanderbilt, HQ for the FIAE Convention!



LIKE BASKETBALL, MASTER THE FUNDAMENTALS TO IMPROVE ASSOCIATION

Bob Harris, CAE

"Get the fundamentals down and the level of everything you do will rise," said Michael Jordan of NBA fame. The principle applies to basketball and associations. Basketball engages an array of people and elements, including the players, coaches, owners, arenas, referees, fans and media. Every component has to master the basics to be effective. Associations, too, have many elements that must interface to achieve the desired results. These include the board and committees, the staff, members, chapters, external stakeholders, the media and allied organizations. Everything and everyone must work in harmony to have impressive outcomes. Consider how the purpose and behaviors of these elements engage.

Mission -- There must be consensus on the statement of purpose or mission. The statement should clearly communicate the reason for the organization's work. The mission frames nearly every discussion and decision in the association.

Passion -- Directors and staff should rally around the purpose and work passionately to advance the mission. The phrase "butts in seat" as a way to populate a board of directors is detrimental. Everyone on the team should be capable and eager to play.

Determination - It takes drive to work and move the ball. The governance and management teams must be committed. Equally as important is developing a culture of trust. Without trust, there will be many fouls.

Leadership - The board is responsible for governance. They lead by setting the vision and serving the membership. Boards should desire to be high performing, producing results at every opportunity.

Management - Administration of the association is handled by professional staff. Directors must recognize the distinction between the roles of governance and management.

Strategy -- The board and staff create a multi-year strategic plan. A good plan is a signature-quality document. Always keep the strategic plan on the board table and weave it into board discussions to serve as a road map.

Performance - The association (like the NBA) is a business. Set performance measures regarding finances, membership, events and outcomes. Report on progress by using dashboards for visual depictions of data and trends.

Evaluation -- Continuous improvement is facilitated through evaluation. At the end of every game, or in this case events, board meetings, and transitions, progress should be evaluated.

Fouls and Infractions

A foul is defined as a violation of the rules to gain advantage by physical contact. A foul may result in a change of possession of the basketball or free-throw opportunities.

In associations, governing documents guide the efforts. Infractions may include disregard for the strategic plan, directors with personal agendas, missing funds, or a lack of respect among leaders and staff. Finally, there is a significant distinction between basketball and associations. In basketball, the NBA has an off season. In associations, it's a year-round effort with no down time.

Michael Jordan was right about mastering the fundamentals so that results are improved.

NOTE: Bob Harris, CAE, provides free governance tips and templates at www.nonprofitcenter.com. For a full compendium of numerous great association management tools, articles, and policies, check out the new section - ASSOCIATION 101 - on the FIAE website.

Webinar Ideas? Newsletter Article Submissions?
Send them our way!

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