

Report to the Board

WSAE Task Force - "Wisconsin Gets Associations" *

September 19, 2012

This report is based on outcomes of the 2012 WSAE Board Strategy meeting, the deliberations of the WSAE Board during its follow-up meeting and the Johnson Creek Task Force Meeting on September 13, 2012.

Given that the general thrust of the task force has been identified by the Board as part of its strategic focus for WSAE, the task force is defining a strategy that is sustainable and enduring in nature. The task force is focusing on near and long term goals.

High Level Goals – Enable WSAE

- To articulate and act on the economic and value proposition of associations to Wisconsin to all relevant parties.
- Promote Wisconsin as a great place for association professionals to live, work and thrive.
- To encourage associations to consider or maintain Wisconsin as their headquarters and/or place to do business.
- To communicate the value of WSAE as the go-to resource for connecting volunteer leaders, association leaders and staff and community leaders on "all things association."

Informing the Conversation - Baumann and Patterson presented the Promise of WSAE and the commitment of elevating the profession, enhancing the image of the professional and encouraging work force development in the association community.

Patterson stressed that, going forward, "WSAE is more of an elevated, self-directed community than strictly a membership organization; being a much more dynamic representation of its constituents."

Key Areas of Focus

How the high level goals intersect with the following players . . .

- Economic development entities
- Educational institutions
- American Society of Association Executives (ASAE)
- Association Management Company Institute (AMCI)
- WSAE members/partners
- Convention and visitor bureaus (CVBs)
- Relevant government entities
- Other non-government organizations (NGOs)
- Boardsource.org
- Non Wisconsin based associations
 - Staff
 - Volunteer leaders
- Wisconsin based associations
 - Staff
 - Volunteer leaders
- Other influencers/decision makers
- Media

* Working tagline

Time Lines

2012

Planning, budgeting

- Craft report to board for next meeting September 13
- Draft budget for 2013
- Assign task force members to different contacts, industries
- Lay out specific action items for coming years
- Acquire datasets from groups like WRA (Kachelski), ASAE (Patterson)

2013

Research, branding, developing

- Make contact with related groups and individuals; build relationships
- Purchase reports
- Design print piece targeting association professionals on work and life in Wisconsin for August 2013 ASAE meeting with statistics on number of CAEs in Wisconsin, information and resource links on how to connect with the association industry
- Present metrics and full plan at spring 2013 WSAE board meeting

2014 & Beyond

Launching

- Develop method for sharing intelligence when associations hold meetings in Wisconsin, invite appropriate representatives to a meet and greet
- Educate WSAE membership on changing member-community model
- Explore "certificate" program with educational institutions, promote continuing education opportunities
- Have WSAE staff / volunteer representation at college and job fairs

As we "blue-skyed" at the WSAE Board Strategic Retreat earlier this year, the notion of "Wisconsin Gets Associations" was the most audacious idea I could think of in addressing the desire to make WSAE a more relevant and engagement driven organization that provides increasing value to members and the associations and communities they serve.

A big assignment? Yes. But given WSAE's work on innovation and ASAE certification the task force believes WSAE has already demonstrated the capacity to successfully take this on. We believe it can create real value for WSAE, its members, associations and our state.

With the Board's support and the staff commitment to move forward, we can make it happen.

We look forward to Board comments and feedback.

Sincerely,



Dave Baumann
Chair/WSAE Task Force
COO and Principal
Executive Director, Inc.



WISCONSIN GETS ASSOCIATIONS TASK FORCE

2012 Roster

Dave Baumann, Chair

Chief Operations Officer, EDI

dbaumann@execinc.com ▪ 414.276.6445

Deb Archer

President & CEO, GMCVB

archer@visitmadison.com ▪ 608.255.2537

Paul Borawski

Executive Director, ASQ

pborawski@asq.org

Rebecca Brandt

Association Executive, EDI

Executive Director, ISOQOL

rbrandt@isoqol.org ▪ 414.276.6445

Carrie Falk

Account Manager, The Payroll Company

carrief@payrollcompany.biz ▪ 608.826.1126

Brent Foerster

VP of Sales & Marketing, Visit Milwaukee

bfoerster@milwaukee.org ▪ 414.287.4226

Michelle Mason

Managing Director, ASQ

mmason@asq.org ▪ 414.298.8789

Kristin Ouweneel

Association Executive, EDI

Executive Director, AAEA

Kristin@aaea.org ▪ 414.918.3190

Barb Kachelski, Board Liaison

SVP/Chief Operating Officer, CUES

barb@cues.org ▪ 608.271.2664 x 318

Lynda Patterson

President and Owner, AMP

lpatterson@manageassociations.com ▪ 608.310.7850

Christine Pepper

Chief Executive Officer, NFDA

cpepper@nfda.org ▪ 262.814.1527

Dennis Slater

President, AEM

dslater@aem.org ▪ 414.298.4140

Mike Theo

President and CEO, WRA

mtheo@wra.org ▪ 608.241.2047

Rosemary Tenuta

Director of Assessment Services, BoardSource

rosemary.tenuta@BoardSource.org ▪ 202.349.2543

Paul Upchurch

President & CEO, VISIT Milwaukee

pupchurch@milwaukee.org ▪ 414.287.4233

Laura Portz, Administration

WSAE

lportz@manageassociations.com ▪ 608.310.5577

Jennifer Brydges, Administration

WSAE

jbrydges@wsae.org ▪ 608.310.7850