

# ASSOCIATION Buzz

## Judging by the Numbers

Association management companies like CMA live by "the numbers." The numbers are key indicators of an association's success—how many members have been recruited, how many conference attendees have registered, how many exhibitors and sponsors have confirmed participation in various association events. These numbers are the lifeblood of our association clients and are monitored closely on a regular basis.

Annually, CMA measures compound annual growth rates for our long term association clients who utilize our full arsenal of services to determine just how far we've come year after year. CMA full-service clients benefited from growth over the five-year span in several areas:

- Cash reserves increased by 27% annually
- Association revenue increased by 8% annually
- Event, exhibit and sponsorship revenue grew by 9% annually
- Membership revenue grew by 8% annually

While the past year has not allowed for many professional associations to thrive, our association teams have pulled together to get creative with how we approach association recruitment programs. Our proactive nature and go-get em' attitude has led to a series of bright spots in an otherwise dreary year economically.

With over 22 years of experience, it actually comes as no surprise to me that our employees have been able to achieve continual and steady growth for our clients, because we've never succumbed to the "woe is me" attitude that some companies buy into when times are tough. Also, not only do we want our clients to enhance their value to their members, we want to help them mature and become trusted and notable names in their industries.

Let us find a way to increase your numbers by applying our time-tested and proven techniques for association management and growth.

**Jeffrey E. Barnhart**  
President and CEO



## Celebrating Milestones: You've Come a Long Way!

It's no accident that the word "creative" is a part of our name. Association clients know that working with CMA means getting a lot more than just administrative support—they enjoy the benefits of experienced, creative minds coming together to brainstorm meaningful and fun ways to celebrate the milestones that signify success. Here are a few case studies that show CMA is willing to go the extra mile to ensure a memorable celebration.

### Case Study: Association for Convention Operations Management (ACOM)

Starting a year prior to their 20th anniversary, CMA worked with ACOM to celebrate this significant milestone on two levels—professional and fun. To professionally commemorate the achievements of the association over the past two decades, the CMA PR team wrote an informative feature article taking a look back on ACOM's early days and how they worked together to achieve their goals. The article was placed in *Successful Meetings* magazine and served as a launch point for the 20th anniversary celebration that year.

After 20 years, and with the help of CMA for the past six years, ACOM Board members have commented they finally feel like they have earned the respect of other associations within the industry.



### Case Study: Professional Association for Investment Communications Resources (PAICR)



After designing a special logo to commemorate the 10th anniversary of this association of marketing professionals in the investment management industry, CMA also paid attention to details when planning their Annual Conference. The team scheduled a private dinner to honor past presidents, founding members and all of those who helped bring PAICR to the level it is today. At the dinner, a slide show of photos and speaking presentations were prepared to show what the group has meant from several different member perspectives.

## The Rewards of Awards



Member recognition in the form of an annual awards program holds many benefits for an association. Typically recognizing either service to the industry or competitions centered on the industry's products, awards programs can distinguish an association in an industry, be a source of non-dues revenue, provide a PR opportunity for post-award event publicity and, yes, even benefit membership development.

One of CMA's association clients in the global financial transaction card industry has an established members-only award program centered on card design that is so popular and recognized in its industry that it can be a major source of membership recruitment and introduce prospective members to the many benefits associated with joining the association. Another CMA association client in the audiobooks industry leverages its awards gala and the attendance of authors and celebrity readers to generate substantial coverage through CMA's public relations expertise. Awards programs take time and consistency to establish themselves, and independent impartiality in judging is imperative, but in the end, the real winner of an awards program is the association.

### Need more information?

Headquartered in Princeton Junction, NJ, CMA provides non-profit clients with expertise in association management, event management and marketing communications. To discuss how CMA can help maximize the success of your organization, call 609.297.2235, email [info@cmasolutions.com](mailto:info@cmasolutions.com) or visit [www.ThinkCMA.com](http://www.ThinkCMA.com).

# THE POWER of PR

## CMA Advocacy Efforts Lead Financial Association to Legislative Victory

The National Association of Independent Broker/Dealers (NAIBD) turned to CMA to help fight H.R. 1212, an amendment to long standing legislation that would increase the auditing costs of small independent broker/dealers and drive many firms out of business. To help fight this battle, the CMA PR team and NAIBD's Member Advocacy Committee (MAC) launched an initiative to communicate with key members of the House Financial Services Committee and the Senate Banking Committee. The PR team proactively arranged five meetings on Capitol Hill with leading decision makers involved in this issue to help educate them on NAIBD's position—the difference between large and small broker/dealers and changing the language of the legislation. Due to these efforts and media attention, NAIBD convinced legislators to change the language of the legislation to include a provision to exempt any introducing broker/dealer, which represents NAIBD's core membership, from the new audit requirement.



## Website: Rental Staging Network



The Rental & Staging Network (RSN) is the "A" list of audio/visual staging companies, committed to deploying the best A/V technology available and bringing industry best practices to their work in large meetings and conventions, entertainment, and special events and galas. Given the bold and stylized nature of Network members' multimedia capabilities, CMA took an RSN member-driven design concept and executed a bold and contemporary RSN website featuring rotating member project photography on the home page which is also augmented by a gallery of member projects. A large interactive map depicts member business locations which link to individual member websites when clicked on, supporting the association's goal of ease for members to promote each other. [www.RentalandStaging.net](http://www.RentalandStaging.net)

## In-Your-Face Message Leads to Eye-Catching Direct Mail

To accurately reflect the theme of the upcoming Transportation Marketing and Communications Association's (TMCA) Annual Conference in June, CMA's creative team pulled together eye-stopping images to coordinate with the tone of the event. The theme "Rising from the Ashes: Sales and Marketing Driving Recovery" acknowledges the state of the transportation



marketing industry and encourages movement onward and upward. The turtle image combined with the rocket on its back takes the theme literally and helps to mobilize marketers, PR professionals and sales executives who have felt the stagnation of these challenging economic times.

## brandwidth: IMARK Now magazine

As a cooperative buying network of over 1,100 independent electrical distributors across the nation, IMARK Group has many similarities to a national trade association—a mission to advance its member business in a shared industry, annual tradeshow, member training programs and...a quarterly magazine, which CMA won the editorial and design management of at the close of 2009.

In addition to revamping the publication's editorial format, CMA gave the magazine a new brand identity by creating a new masthead for IMARK

Now, a bold new cover and a contemporary page design driven by white space and photography. CMA not only wrote and designed the re-branded, 96-page magazine's first issue in February 2010, but also handled

all the ad sales, print and fulfillment. CMA also designed and launched a digital version of the magazine to increase value for advertisers and further showcase their products and services. IMARK members responded with a wide range of positive comments, the most common of which was "you guys really hit it out of the park!"



# MEMBER WISE

In addition to closely watching over daily membership activities, CMA Association Management is always on the look out for new member services to proactively expand recruitment, retention and event success. If you're eyeing membership growth, CMA has the vision.

**CMA**  
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MANAGEMENT

E X P E C T R E S U L T S

[www.ThinkCMA.com](http://www.ThinkCMA.com)

Call CMA at 609-297-2235